



Rose Parade Media Update from Phoenix Decorating

Rose Parade Float Builder of Choice

Sept. 2008

PHOENIX FLOAT SPONSORS

2008 - 2009

ALHAMBRA
Salute to the USO

AMERICAN HONDA
TBD

ANAHEIM
Crank Up the Entertainment

BAYER ADVANCED GARDEN
The Garden of Oz

DONATE LIFE
Stars of Life

FARMERS INSURANCE
Family Outing

GLENDALE
Sneak Preview

KIWANIS
Sharing the Great Outdoors

LIONS CLUB
The Miracle Workers

LONG BEACH
Renaissance Revival

LOS ANGELES
DiscoverLosAngeles.com

LUTHERAN HOUR
Hallelujah!

ODD FELLOWS & REBEKAHS
Going to the Fair

RFD-TV
Hee Haw

RONALD McDONALD HOUSE CHARITIES
Time for a Family Gathering

ROSEVILLE
Entertaining Dreams for a Century

ST. LOUIS
75 Years of Entertainment

TRADER JOE'S
Saturday Matinee

WESTERN ASSET
Entertainment on Parade

When it comes to the Rose Parade

Good Guys Can Wear Hats of Many Colors

In that classic form of American entertainment – the Western movie – you can always tell the good guy. He's the one wearing the white hat.

In another classic form of American entertainment – the Rose Parade – color is also a guide to the good guys.

Tournament members are well known for sporting the association's trademark white suits every Jan. 1. But, much like the brightly hued parade entries, Rose Parade attire comes in many forms and in a wide palette of colors.

While the white suits identify Tournament volunteers, it's the "accessories" that often indicate which of the more than 30 possible committee assignments the wearer has been given.

The groups most actively involved in creating the parade and shepherding it down the street are those frequently seen sporting the color-coded chapeaux.

Among the headgear seen at the float tests, which begin months before the parade, and of course on parade day, are red and khaki baseball caps, often some navy blue caps – and even plantation hats with crimson bands.

A partial decoding of groups and their colors includes:

Float Construction - Red hat. Members help oversee the construction of each of the floats that will participate in the "World's New Year's Celebration."

Judging - Navy hat. The care and handling of the three-member panel of independent judges, who are responsible for determining the awarding of parade honors, fall to this group.

Photos of Float Construction and Parade Operations caps courtesy of J.A.D.E. Inc.



Formation Area - Green hat. Its personnel receive the floats from their construction sites around Southern California and form them into parade order – a line stretching from slightly north of Tournament House to a few blocks above the South Pasadena city border. They also integrate the marching bands, equestrian units and the dignitary-laden classic vehicles from side streets into the line of march moving past along South Orange Grove Boulevard.

Parade Operations - Khaki hat. A small army of people that "put the parade down the street – on time!" The "Ops" members calculate the size of each unit and the time it will need to pass along the parade route, focusing on a smooth-moving flow of floats, bands and horses. When the large clock in their timing tower clicks past 8 a.m. the signal is given and it's showtime. The goal: a great parade and getting the final entry around the corner of Orange Grove and Colorado boulevards by 10 a.m. and enroute 5 1/2 miles to an encore at Post Parade.

Post Parade - Plantation hat. Stages the floats at the end of the route for a bonus-added parade – where the floral entries stand still and the viewers flow past.

Even with all the work that every committee member gives to put on a great parade, it wouldn't be the Rose Parade without the spectacular floral floats.

Phoenix Decorating Co. – Black hat. "The Float Builder of Choice" annually creates nearly half the floats in the Rose Parade. The Phoenix family of designers, artists, crew and decorators is dedicated to pushing the creative envelope and bringing a vision of floats of the future to reality – with a special "wow" factor.

In the Rose Parade business, good guys can wear black hats too.

FLOAT TEST PHOTO OPS

Saturdays
Sept. 20, Oct. 25
& Nov. 15

Tests are from
7 to 8 a.m.
835 S. Raymond Ave.,
Pasadena, CA

Contact
Larry Palmer
626-793-3174 or
626-799-5985

Phoenix Decorating Co. • 835 S. Raymond Ave. • 626-793-3174 • www.phxdeco.com