



Torrance Rose Float Association Newsletter

President's Message | March 2026

Hello all,

Thank you to those of you who were able to attend the celebration dinner, it turned out to be a wonderful evening. Thank you to our decorators, Tournament of Roses Queen Serena Guo and court, Lidia dePaula, Serena Guo, Riya Gupta, Olivia Hargrove, Keilko Rakin, Sophia Ren, and Naira Wadley. Tournament of Roses President Ed Morales and his wife. Fiesta President & CCO Mike Abboud, Floral Director Philip Rice AIFD, Manager Beverly Stansbury, and of course our wonderful float supervisor June O'Neill. Our float riders, City Council Sharon Kalani District 4, Asam Sheikh District 3, and his wife float rider Jill Sheikh, Bridgett Lewis, District 2 (unfortunately could not make it due to personal reasons) Float riders Student winner Elizabeth Le, Vice President of TRFA Beverly Findley, TRFA board member Tammy Rusznak and her sister Tracy Meinert. City Council Jon Kaji, District 1, City Clerk Rebecca Poirier and so many Commissioners from various departments. I tell you the room was packed with many supporting people that made this all happen.

Big shout out to Michelle Polcari, Sumi Arnheim, Olivia Nozaki, Josie Lee-Nozaki and their team. The room was beautiful, and the food was awesome. If you want a good meal, go to Back Home at Lahaina!

Thank you to the anonymous donor for gifting the Court with basket tickets, they were so excited, and I believe they won a prize or two.

The concept drawing wrapped up on January 31, and we had a lot of entries to review. Today, I received the black and white drawing back from Fiesta artist, Mike Abboud. I will present it to the Association at our next meeting and then on to the City Council for final approval. Just a small hint to say it's something new for Torrance.

Looking forward to seeing you all at the next events the TRFA will be at. Craftsmen's Guild Fair at Ken Miller Rec Center March 14, Cherry Blooms Festival, Columbia Park on Sunday, March 29. If you would like to help with either of these events please contact us at info@torrancerosefloat.org. We can use all the help we can get.

Roseanne Villalobos
President

WE NEED YOU NOW – Treasurer Position Open Immediately!

The Torrance Rose Float Association is actively seeking a Treasurer, and we're hoping someone in our wonderful community will step forward.

Former decorators... past board members... loyal float fans...

If you've ever cheered the City of Torrance Float on during the Rose Parade or spent time in the decorating barn with us, this is your chance to help lead from behind the scenes.

IMPORTANT: The Treasurer is an elected Officer of the Association and, per our bylaws, must reside in the City of Torrance.

What's Involved?

Year-Round

- Collect and manage mail (weekly in slower months; daily during peak season September–January)
- Record all income and expenses
- Make deposits and issue payments
- Reconcile bank, PayPal, and Square accounts
- Provide monthly financial reports to the Board
- Maintain donor and fundraising records

Annually

- Provide required reports to the City and our retained tax professional
- File charitable trust and state sales/use tax documents
- Maintain insurance and business permit records
- Assist with the annual budget

Seasonal & Events

- Review and sign financial contracts with the President
- Support event chairs with tracking income and expenses
- Oversee financial management of major fundraisers (vendor payments, donor tracking, reconciliation, etc.)

You don't need to be a CPA — just organized, trustworthy, and comfortable working with numbers. Bookkeeping experience is helpful, and you'll have support from the Board and our tax professional.

Interested? Contact Roseanne Villalobos at 310-200-8537.

Torrance!



Eat to support

Torrance Rose Float Association

<https://www.groupraise.com/events/320279>



 **20% Donated Back**

 **Wednesday, March 11th / 11:00 AM - 10:00 PM**

 **Promo Code: BACK20%**

California Pizza Kitchen

[groupraise.com/events/320279](https://www.groupraise.com/events/320279)

25304 Crenshaw Blvd, Torrance



Hello everyone!

It's Brianna again! Hope you are all doing well! I can't believe it is almost March! Crazy!

In this month's newsletter I will be sharing my experience attending the "petal" ceremony that took place back in December 2025. That was my first time experiencing anything related to the rose floats and it was so much fun!

I was asking a lot of questions, but just from that event alone I felt like I learned so much and it made me want to learn even more. I never knew what the experience of decorating a float was like so it was very cool to see the Torrance, San Francisco, and the American 250 floats already assembled and ready to be decorated.

While at the event, I had the pleasure of being able to speak to Mike Abboud, Chief Creative Officer of Fiesta Production and Float Designer to get a little bit more insight on taking over as Chief Creative Officer.

Abboud says, "It was a bit of a challenge, but I have to say that it was worth it. Walking away from the parade was not an option. I wanted to make sure that the entire crew and myself stayed with this event we love so much."

It is so amazing to have Mike be able to take over and continue this legacy and I can't wait to see what the future holds! Because I know big things are coming! And I already can't wait to be a part of the decorating team again for the 2027 Rose Float!

Well that is it from me today and I will be back next month for the next newsletter! Take care everyone!

Thank you,
Brianna Vaca
Media Correspondent

IT COSTS \$300K+ TO BUILD A FLOAT

**WHILE THE CITY HELPS, IT DOES
NOT COVER THE FULL COSTS**

**TORRANCE
ROSE FLOAT ASSOCIATION
NEEDS YOUR HELP**

WHERE YOUR MONEY GOES

- **THE OVERALL BUILD**
- **TOURNAMENT OF ROSES ENTRY FEE**
- **QUALITY FLOWERS**
- **VOLUNTEER BUSES**
- **VOLUNTEER FOOD AND DRINKS**
- **BESPOKE FUNDRAISING MERCHANDISE**
- **CELEBRATION DINNER TO RECOGNIZE THE STUDENT DESIGNER, VOLUNTEERS, AND THE TORRANCE COMMUNITY**



TORRANCE ROSE FLOAT ASSOCIATION

2026/2027 Membership Application

February 1, 2026 to January 31, 2027

MEMBERSHIP

NEW

RENEWAL

Interested in volunteering

YES

NO

Primary Member Name:

First:

Last:

Address:

City:

State:

Zip:

Home Phone:

Mobile Phone:

Email Address:

May Vote and Hold Office

Youth

\$10 per Year (Age 13-17)

Individual

\$20 per Year (Age 17+

Couple*

\$30 per Year Additional Member Name:

Family*

\$50 per year Up to 4 people, for each addtl person add \$10

2nd

3rd

4th

5th

*Couple and family memberships must reside at the same address. Any additional names can be added at the bottom of the form.

May not Vote or Hold Office

Company/Organization:

Service Club/Organization \$100/year

Business

\$250/year

Membership dues:

Additional donation:

To receive newsletter via USPS -Add \$10.00 for postage

Total payment enclosed:

Please make your check payable to TRFA and mail with form to:

Torrance Rose Float Association Membership/4733 Torrance Blve. #234/Torrance, CA 90503

**FOR QUESTIONS OR CONCERNS, PLEASE CONTACT: TORRANCEROSEFLOAT@GMAIL.ORG OR
CALL: 310.618.2425**

Torrance!




Eat to support

Torrance Rose Float Association



 **15% Donated Back**

 **Wednesday, March 25th / 1:30 PM - 8:00 PM**

 **RSVP below**

Fishbonz Casual Seafood Grill

groupraise.com/events/320281

2599 Airport Drive, Torrance

Torrance Rose Float Association
4733 Torrance Blvd, #234
Torrance CA 90503



CONTACT INFO

Phone: (310) 618-2425

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Facebook:

www.facebook.com/torrancerosefloatassociation/

Twitter: @RoseFloat