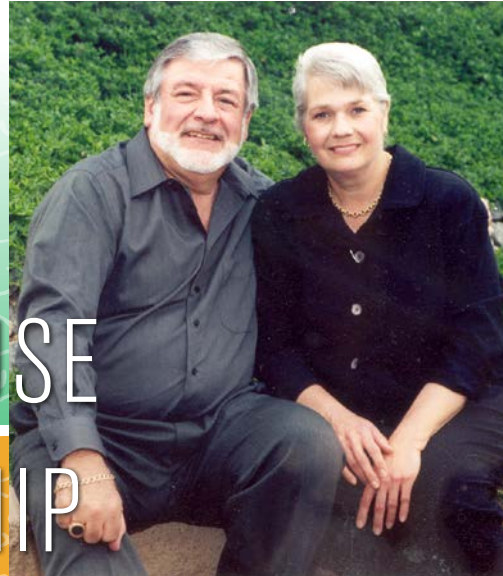




INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION
FOUNDATION

THE BILL AND GRETCHEN LOFTHOUSE LEGACY SCHOLARSHIP



Bill Lofthouse was widely regarded as the “Granddaddy of Rose Parade float builders.” He began his affiliation with the Pasadena Tournament of Roses Parade in 1955 when he began working with Isabella Coleman, a pioneer of modern day parade float design.

He met his late wife Gretchen at the Coleman float facility and the couple went on to found Phoenix Decorating Co. and develop the firm into the largest commercial builder of Rose Parade floats. The company annually creates nearly half the floats featured in the internationally renowned parade.

Bill was very active in the greater-Pasadena community, the festival industry, and a wide variety of philanthropic endeavors. He was a moving force in major events throughout the country and around the world and his outstanding contributions to the festival industry garnered him the singular honor of induction into the IFEA Hall of Fame in 1998. He also served as the Chair of the IFEA Board in 1996 and as a founding Board member and Board Chair of the IFEA Foundation in 2000. He was also a founding member and past president of the California Festivals and Events Association.

Bill Lofthouse passed away on July 5th, 2008, following a short illness. A former Tournament of Roses President noted after his passing that, “Bill Lofthouse was an icon in the festival industry. A true visionary. He pushed the boundaries of creativity and technology by bridging the modest early float designs into the spectacular creations

found in the Rose Parade today. He was a wonderful ambassador for the Tournament of Roses to the festival business due to his high standards of ingenuity, entertainment and his unique ability to build and maintain relationships. His legacy will live on through future Rose Parades but his gentle presence will be greatly missed.”

Gretchen Lofthouse was active for 49 years in the creation of Rose Parade floats. Born in West Nyack, N.Y. she moved with her parents to California as a child. As a youth she began working with renowned Rose Parade float builder Isabella Coleman, where she met her husband, Bill. Over several decades Gretchen participated in many areas of the float creation process, including acting as volunteer coordinator for Phoenix Decorating – directing the activities of more than 16,000 individuals involved in decorating the floral masterpieces produced by the company she and her husband headed. She was honored with the DOVIA award as Volunteer Director of the Year.

Gretchen was also actively involved in many other endeavors, having been a member of the Tournament of Roses Association for more than 16 years; serving on the Board of Directors of the Pasadena Humane Society; and was a qualified antique appraiser and owner of her own antique shop. She served as a parade consultant and organizer, participating in events in Singapore, Hawaii, New York and Philadelphia. Additionally, she was an avid gardener and horsewoman. Gretchen passed away on May 25th, 2004 following a lengthy illness

Both Bill & Gretchen touched many lives through their own, including many who will never have the opportunity to meet them, know them or thank them personally. Their legacy continues through the Bill & Gretchen Lofthouse Memorial Scholarship.