

OBSERVATIONS

From The Sidelines

By Kathryn H. Bogle



The Portland Rose Festival Association formed in 1907, beckoned to Edward (Eddie) Caldwell in 1975 and invited him to join their 70-member board of directors, all businessmen and women of the Portland community with a representative sprinkling of housewives for good balance.

These people are the wheels, or wheel-horses according to the viewpoint, that find the money, the people, and the place for all the festivities and functions for the entire Rose Festival. Sounds like a lot of work? It is.

Caldwell consulted Paul Cook, manager of the Portland main office of First State Bank. Cook, the "first" Black to belong to the association as a member of the executive board joined in 1971 and encouraged Caldwell to sign on. Cook and Caldwell served together until Cook resigned in 1977 due to a lack of time to continue.

There is plenty of work for everyone, according to Clayton, Hanna, executive director of the board of directors. "We seldom meet as an entire board," says Hanna. "We conduct our business through smaller committees and meet in various business offices where we are welcome, in schools, or in hotels, wherever it is convenient.

"Our first need is to raise funds," Hanna continued. "We have absolutely no public funds to finance the business end of the Rose Festival. We must finance three parades, 14 scholarships of 1,000 each for each girl of the court, find money for all the court activities, the milk carton races - all of it. Our members solicit funds from other business people or donations and gifts to offset the cost of purchase price.

"Our budget of \$600,000 was met this year of 1980 by what the business people of the community raised, helped by our ticket sales of parade seats, and the festival fun center.

"The City does help by providing street cleaning, the use of parks we need, fire bureau protection and first aid, and, of course, necessary police protection.

"Tourist promotion is the incentive for much that the Association does and we do accompany our behind-the-scenes activities with the publishing of brochures and pamphlets concerning the community involvement with the Rose," Hanna concluded.

Caldwell continues to devote his time and energy to his volunteer project as a civic-minded businessman. A was Cook, Caldwell, in the course of his duties, may take on the responsibility of sending

invitations to bands in the community, in the state or out; of state to take part in the parade, (Cook started the Festival of Bands in 1973); Caldwell might find housing for these bands, or he might place bands in parade order. He might become Director of the Junior Parade, might be Director in charge of processing of the Princess at each high school, might select people from the community to be judges to do the original screening of the girls, or any other of a myriad of duties to bring to you an interesting, beautiful Rose Festival, well-run and paid for!

A rose is a rose is a rose, but Portland's roses are special and so is the Portland Rose Festival.

This year's Rose Festival was a memorable one for the Black com-

Miss Tan Pageant scheduled

The Jimmy "Bang-Bang" Walker Youth Group has announced that the 16th annual Miss Tan Portland Pageant will be staged at the Hilton Hotel Friday, August 15, 1980, at 7:30.

The 1980 event was written by Miss Freda Walker and KGW's John Davis will be host with Cora Smith of Cora Smith Hair Designs. The outstanding musical group "Shock" will provide entertainment and dance at the celebration dance following the pageant. This year's 55 applicants applied and have been screened and judged to 11 finalists.

Each one of the young ladies are outstanding and is a symbol for which they all stand, which is pride for the youth of today and tomorrow. However only one will reign as Miss Tan.

The finalists are: Felecia Battie, Gloria Richards, Pamela Fay, Nora Garner, Sonya White, Cynthia Trotter, Gloria Durham, Sherri Garson, Harriet Degrate, Jill Franklin, and Joanna Killingsworth.

The Black woman is taking her rightful place in the world of beauty and fashion. This pageant is only the "starting place." The pageant gives the woman of color more confidence and allows the general public to become more aware of her tremendous talent and other assets which, until now, have been overshadowed by the image of racial taboos.

munity. For 72 years Black people have been attending the public events scheduled around the celebration of the Rose. Back in 1912, Black people had their first flower decorated float entry when Bethel A.M.E. Church entered their Sunday School classes. Children were seated around a rose-covered replica of an early day schoolhouse. The float was entitled "Booker T. Washington's First Schoolhouse."

After that first float, there were single entries of rose-covered automobile, drill teams and marching bands. Also in early years, Robert Krohn, director of physical education for the public schools, formed reviews of calisthenics in the stadium and a few Black children found themselves involved with the festival through their attendance at public school.

Festival queens in those early days were always chosen from among the City's socialites, but eventually the practice of choosing the queen and her princesses was altered. Girls from public schools became eligible candidates for the honor. It took many years before a Black girl was chosen to be princess. In recent years several schools have elected minority as their princesses.

This year of 1980 found a court made up of representatives of many races gathered around Queen Robin Marks, a lovely Afro-American girl.

Queen Robin wore her royal robes with pleasing dignity and poise, yet she retained her girlish enthusiasm for the coveted position of honor and civic distinction as the reigning monarch of Rosaria.

"Queen Robin is a super young lady," says Clayton Hanna, the executive director of the Portland Rose Festival Association.

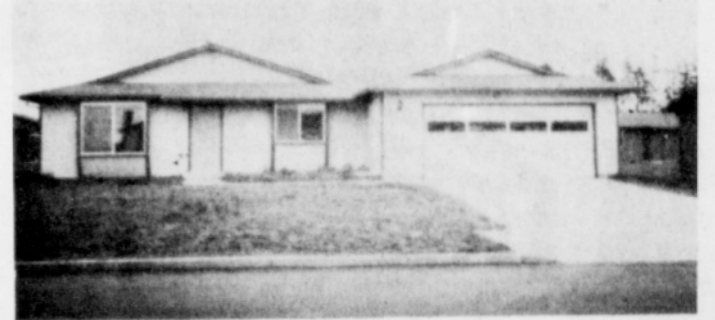
"We have recently returned from Canada where Queen Robin represented Portland at the Calgary Stampede. Mrs. Hanna and I were the queen's official chaperones for the trip and we were pleased to hear the nice things everyone had to say about Queen Robin. They felt that Robin is an outstanding girl doing an excellent job of representing her community."

Queen Robin will attend the Pendleton Round-Up, Hanna said. She

will also preside as Portland Rose Festival Queen on the float Portland will be sending to Pasadena's Rose Parade on New Year's Day in 1981.

Miss Marks intends to enter the University of Arizona to study aeronautical engineering. She has four years to use the \$1,000 scholarship she won to an Oregon college. These scholarships are awarded annually to each of the year's festival princesses.

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