



Photo by Genifer Grout

Spirit Mountain Casino's float "First Have Compassion" won the Al Reser Sweepstakes Award as the "most outstanding float" at the 2010 Grand Floral Parade in Portland on Saturday, June 12. Tribal Elder and Tribal Council member Steve Bobb Sr. designed the float. Little Miss Grand Ronde Isabelle Grout was the model for the young girl depicted on the float.

Casino's Rose Festival float wins award

By Ron Karten

Smoke Signals staff writer

The 2010 Rose Festival was a three-week event for Jocelyn Huffman, Angela Sears and the team of casino staff and Tribal volunteers who participated.

Huffman and Sears are Tribal members; Huffman is Spirit Mountain Casino's Marketing Sponsorship coordinator and Sears is Casino Marketing coordinator.

In addition to the Grand Floral Parade, the fun/work included meet-and-greets for Rose Festival sponsors, the Starlight Parade and a continuous presence at the Portland Waterfront.

The waterfront celebration included barbecues, brews and circus-like events.

Spirit Mountain Casino this year

sponsored the barbecue category and the event's high definition broadcasts.

The Rose Festival is Oregon's festival, said Huffman.

"It's one of the top five events in the state," she said. "It puts the message out there that we are a community sponsor, that we give back. It's a great marketing and advertising tool."

"It was great being a partner with the Rose Festival. They do a lot for us advertising-wise."

As part of that, the Grand Ronde group also handed out promotional items and talked to folks at the festival.

On May 21, the casino hosted the Rose Festival Court for lunch. Tribal member and Youth Education Cultural Specialist Travis

Mercier organized a singing and drum program for the court.

Then, "First Have Compassion," the casino's float, won the Al Reser Sweepstakes Award as "the most outstanding float" this year during the June 12 Grand Floral Parade.

"It was my first year," Huffman said. "It was great to win the sweepstakes this year."

Tribal Elder and Tribal Council member Steve Bobb Sr. designed the winning float.

After a last-minute request to design last year's float, Bobb had plenty of time this year, starting in January at a meeting with Portland-based Studio Concepts, the company that builds the mechanicals for all of the floats.

"Pencil to paper?" said Bobb, "I guess I worked on it this year for

about two-and-a-half weeks in the evenings."

He knew when he got thinking about it that he wanted something to do with the emotional content you get with children and animals, he said.

When he saw Tribal member and Little Miss Grand Ronde Isabelle Grout at the Gathering of Oregon's First Nations Powwow held at the State Fairgrounds in January, he knew he had a model.

In addition, Bobb made a conscious effort to make the Tribal logo prominent on the float.

"In the past," he said, "it's been secondary. There's always some really nice floats. I was hoping to get us back into some sort of contention, but winning was kind of a pleasant surprise." ■



Steve Bobb Jr., Tribal member and surveillance director at Spirit Mountain Casino, covers the Spirit Mountain portion of the casino's 2010 Grand Floral Parade float as he helps decorate it at Studio Concepts in Portland on Thursday, June 10. Tribal Elder and Tribal Council member Steve Bobb Sr., Bobb Jr.'s father, designed the float.



Photos by Michelle Alaimo

Jocelyn Huffman, Tribal member and Marketing Sponsorship coordinator at Spirit Mountain Casino, applies glue to a hair tie that will be used on the casino's 2010 Grand Floral Parade float as she helps decorate it.