



Press Release

Nurses Promote Role at Tournament of Roses

Nurses are often the unsung heroes of health care. A group of registered nurses in California has seized a way to recognize nursing at the 2013 Tournament of Roses. In that year, Sally Bixby, RN will preside over the Tournament of Roses. She is director of surgical services at the City of Hope National Medical Center, Duarte, California.

Bixby's Presidency has provided a stage to honor all nurses by launching a campaign *Flowers 4 the Float* to design, build, and decorate a float to promote the nursing profession at the 2013 Rose Parade®. "Nursing has been a rewarding and fulfilling career for me," said Bixby. "I am thrilled and honored that my colleagues are promoting nursing during my tenure as president of the Tournament of Roses."

This founding group has formed a 501 (c) 3 non-profit organization, Bare Root, Inc. The Board of Directors is made up of registered nurse volunteers with skills that reflect the diversity of roles in nursing-management, marketing, education, and clinical expertise.

The campaign is designed at a grass-roots level. "There are millions of people whose lives have been touched in a positive way by nurses, says Monica Weisbrich, RN, president of Bare Root, Inc. "We encourage nurses and those who have been helped by nurses to go to our web site www.flowers4thefloat.org and contribute to help us meet our goal."

When people go to the website, they will be asked to contribute by a monetary donation, sending an eBouquet or eCard to someone, or shopping in our online store. One hundred percent of funds raised will go to the development of the Nurses Float, maintenance of the website, and marketing the project. All excess funds raised will be used for scholarships and grants to qualifying organizations.

For more information or to schedule interviews contact us at rose@flowers4thefloat.org

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PASADENA TOURNAMENT *of* ROSES

Sally M. Bixby

Tournament of Roses Vice President Sally Bixby has been a volunteer member of the Tournament of Roses Association since 1989. She will serve as president for the 2013 Tournament of Roses, providing leadership for the 124th Rose Parade and the 99th Rose Bowl Game on January 1, 2013. Throughout her extensive Tournament career, Bixby has served on various committees and was chairman of three of them including Queen and Court, Decorating Places and the Host Committee before being elected to the Executive Committee in 2005.

Professionally, Bixby is the Director of Surgical Services at the City of Hope National Medical Center and Beckman Research Institute. In addition to her 19 years of volunteer service in the Tournament of Roses, Bixby is a board member for the Pasadena Tournament of Roses Foundation, has been a board member for the Wellness Community Foothills and is an Executive Committee member and Treasurer for the Association of Operating Room Nurses, Los Angeles Chapter. She is also a member of the San Marino League, Women of Pasadena, the Operating Room Nursing Council of California, the Association of California Nurse Leaders, the Association of Nurse Executives, the American Nurses Association of California and the National Organization of the American Nurses Association.

A Pasadena native, Bixby is the daughter of Herb and Betty Maas. She attended Pasadena public schools through high school. She earned her R.N. from Pasadena City College and her Bachelors of Science and Master of Science in Health Care Administration from California State University, Los Angeles. She and her husband Harlan have three children, Hayden, Ryan and Parker, and six grandchildren, Evan, Quinn, McKenna, Madeline, Parker and Duncan. Bixby enjoys biking, golf, gardening and cooking.



About Bare Root Incorporated

Bare Root, Inc. was “planted” on April 16, 2007 when five nurses formed a non-profit corporation to raise funds to design and build a nurses’ float for the 2013 Tournament of Roses Parade in Pasadena, California. This project came to life because the president of the Tournament of Roses, in 2012, will be a nurse and the second woman to hold this position. She is Sally M. Bixby, RN, CNOR, director of surgical services at City of Hope National Medical Center, Duarte, California. Her term will culminate with the Rose Parade®, January 1, 2013.

We saw this as an opportunity to put nurses and the profession of nursing on an international stage. This is a unique opportunity to educate potential nurses about the profession and encourage those seeking a meaningful career to consider becoming a nurse. No other profession offers the opportunity to make an impact on so many lives in communities around the world. The profession makes it possible for nurses to showcase their multidimensionality as they build a successful career as a nurse and also enjoy satisfaction and fulfillment in other endeavors.

Our name is Bare Root, Inc. because that is what the root of a rosebush or tree is called before it is planted and leafs out. The five founders are the roots that will grow into a beautiful and special nurses’ float. All directors are nurses with over 200 years of experience in nursing. It is with a love of our profession and the love of being a nurse that we invite you to join us in making this historic event a reality.

Meet the Board of Directors

President-Monica Weisbrich, BSN, RN

“As a California-born registered nurse, I have always loved watching or going to the Rose Parade each New Year’s morning. When we became aware a registered nurse and colleague was to be president of the Tournament of Roses, the opportunity of a lifetime came into being. What better way to show the world that nursing is a unique, diversified, caring, and patient advocacy profession? Once a nurse, always a nurse as the world will see on January 1, 2013 when the nurses’ float appears in the Tournament of Roses Parade. One needs no better reason to get involved.”

“My professional career has been single minded as an operating room nurse also known as a perioperative nurse. I have traversed the entire spectrum from staff nurse to director, to vice president of surgical services. I entered the business world as a manager of a supplementary

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staffing agency specializing in perioperative nursing and presently I am a consultant. My professional nursing organization involvement reaches from local to state to national levels.”

Chief Operating Officer-Judy Dahle, MS, MSG, RN

“I have been committed to nursing for 44 years, and I believe that nurses from all specialties are the backbone of quality, safe patient care. In 2013, we have the opportunity to recognize nurses’ service to people around the world. I feel that the Rose Parade float will represent the contribution nursing has given the world since the time of Florence Nightingale. It will bring nurses from around the world together to support and recognize each other as well as receiving a tribute from millions of people who will view the parade.”

Vice President of Marketing-Paul Wafer, MBA, RN

“I am involved with this project because I believe that nursing is a noble, worthy profession and that nurses need to be recognized for the service and care they provide to those in need. I also want to represent a positive image of nursing for men and encourage them to consider the profession.”

Paul has 30 years of health care experience. His surgical leadership has encompassed both large and small surgery programs over a 20-year period. Paul’s span of responsibility has included many hospital-wide leadership positions including chief nursing officer, chief operating officer, and chief executive officer. He is currently president of Alpha Consulting Group, Inc., based in Manhattan Beach, California and has extensive consulting experience throughout the U.S.

Secretary-Pat Spongberg, RN

“Nursing is my passion. It has been my privilege to practice as a registered nurse for 53 years. This is such a unique opportunity to be involved in creating a forum that honors all nurses. Nurses make a difference for patients and families every day, and this is a chance to celebrate and recognize our colleagues.”

Treasurer-Suzanne Ward, MA, MN, RN, CNOR

Suzanne is excited about the nurses’ float that she didn’t wait to be asked to join the founding group, she invited herself to become involved. Living in Southern California for the past 40-plus years, she has experienced many Rose Parades and knows this is the perfect venue to put nurses in a spotlight they so richly deserve.

Suzanne has 38 years of experience as a nurse. She has been a staff nurse, educator, supervisor, and a director of surgical services. Suzanne continues to be active in nursing through association work, designing websites for nurse organizations, consulting, writing, and lecturing.



Financial Information for Bare Root Incorporated

Bare Root, Inc. is a 501(c) 3 organization-public charity status 170 (b) (1) (A) (iv). Our EIN Number is 20-8917472. Contributions to Bare Root are deductible under section 170 of the Code. Bare Root, Inc. DBA Flowers 4 the Float is also an endorsed corporation by the Secretary of State of California making contributions from state residents deductible.

The Board of Directors serves as volunteers for the corporation generously contributing financially along with their time and talents coordinating and promoting this project. All monies collected through donations and the sale of products from our online store will be used to design, build, and decorate the float, as well as market the project worldwide and support our website.

Building the nurses float will take significant financial and human resources so we are asking for financial sponsorships. Sponsorships are open to anyone, including individuals, organization, and businesses. Honor nurses in your life, in your organization, and in your business by becoming a sponsor of the nurses float.

Donations

It is the purpose of Bare Root, Inc., to use all monies donated to design, build, and decorate the nurses' float and maintain the website. Should any monies remain; the Board of Directors will determine the process for granting scholarships and grants to qualifying organizations.