

City of Pasadena  
Human Relations Commission

**FLOAT SPONSORS AND  
TOURNAMENT OF  
ROSES**

**Agenda Report**

Human Relations Commission  
Attachment 2



南加州華人社團聯合會  
ROUNDTABLE OF SOUTHERN CALIFORNIA CHINESE-AMERICAN ORGANIZATIONS

www.rosccao.org

Sue Zhang  
Chair, ROSSCAO  
2720 Sunset Hill Drive  
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August 6, 2007

Mr. Kenneth C. Hardy  
Chair, City of Pasadena Human Relations Commission  
100 N. Garfield Avenue, Suite 140  
Pasadena, CA 91109-7215

**Re: ROSCCAO's Statement on the Beijing Olympics Float in the 2008 Rose Parade**

Dear Honorable Mr. Chairman and Members of the City of Pasadena Human Relations Commission:

Thank you for inviting ROSCCAO to this hearing and giving us an opportunity to present to the Commission the motivations we initiated and co-sponsor a float in the 2008 Rose Parade featuring 2008 Beijing Olympics.

The Roundtable of Southern California Chinese-American Organizations (ROSCCAO) was founded in 2005 as a California non-profit public volunteer-driven corporation. It is dedicated to promoting the collaborations among Chinese-American organizations in Southern California, advancing the friendship and cultural and economic exchanges between Americans and Chinese, promoting the growth of member organizations, enhancing Chinese-Americans unity, and protecting Chinese-Americans welfare. ROSCCAO consists of 35 member organizations representing over 5,000 Chinese-Americans in the Greater Los Angeles Area.

Since the founding of ROSCCAO, we have been repeatedly asked by our member organizations and their members whether we can sponsor a Rose Parade float representing the Chinese culture and identity in this world-famous cultural festivity on the New Year's Day. With successful partnership with Avery Dennison and fundraising from the Chinese-American business community, we will fulfill their wishes in the 119<sup>th</sup> Rose Parade on January 1, 2008. The theme of the float is an easy and obvious choice: The 2008 Beijing Olympic Games.

About 100 years ago, a writer wrote on a journal article and asked three big questions: First, when will China send athletes to the Olympic Games? Second, when will China win an Olympic gold medal? And third, when will China be able to host the Olympic Games? These were only dreams at that time because China was poor and war-ridden. The first dream was fulfilled in the 1932 Los Angeles Olympics when a Chinese athlete competed in the men's 100 and 200 meter dashes. The second dream was fulfilled in 1984 in Los Angeles again when a pistol athlete won the first Olympics gold medal for China. The third dream



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[www.rosccao.org](http://www.rosccao.org)

will be fulfilled in August, 2008. As soon as the news broke out that Beijing won the hosting right, tens and thousands of ordinary Beijing residents celebrated spontaneously in the Beijing streets. We Chinese-Americans are also celebrating wholeheartedly. Just this week, three art performances will be held in the Pasadena Civic Auditorium and the Forum at Los Angeles marking one year countdown to the 2008 Beijing Olympics.

Therefore, we felt that a float with symbols of 2008 Beijing Olympics best represents the Chinese culture and spirit and links the people from China, United States and the world. This theme also matches seamlessly the theme of the 119<sup>th</sup> Rose Parade "Passport to the World's Celebrations".

The ROSCCAO and Avery Dennison co-sponsored Rose Parade float has been enthusiastically welcome and supported by the Chinese-American community. The ROSCCAO Founders Circle consists of ten successful Chinese-American business owners who are significant federal and California tax payers. They contributed half of the money needed to build the float. In their selfless support of the 2008 Beijing Olympics theme, they unanimously agreed not to put their names or company logos on the float. Instead, the space on the float will be reserved for the Olympic Logos, the Beijing Olympics theme slogan "One World One Dream", and the Beijing Olympic mascots of five lovely little children representing the five Chinese characters saying "Welcome to Beijing."

We believe that the Beijing Olympics Float will bring the message of peace, fair competition, and unity to the world. We are against bringing political issues into this cultural affair. We believe it is inappropriate to express political views in this traditional festivity. We respect and follow all the rules and regulations of the Tournament of Roses and have obtained authorized use of Olympic symbols from the Beijing Organizing Committee for the Games of the XXIX Olympiad and the United States Olympic Committee. We are very grateful for the support and friendship from Mayor Bogaard, the City of Pasadena, and the Float Entries Committee of Pasadena Tournament of Roses. We hope through the hearings like this one, the voice of the Chinese-American community will be heard and Chinese-Americans will be more involved in the public affairs of their resident cities.

Sincerely,

Sue Zhang, Chairwoman



**Diane B. Dixon**  
Senior Vice President  
Corporate Communications and Advertising

**Miller Corporate Center**  
150 North Orange Grove Boulevard  
Pasadena, California 91103  
Phone 626 304-2118  
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August 3, 2007

**Mr. Ken Hardy**  
Human Rights Commission of Pasadena  
100 N. Garfield Avenue, Suite 140  
Pasadena, CA 91109-7215

Re: 2008 Olympics / Tournament of Roses Parade

Thank you for this opportunity to discuss our decision to co-sponsor a float celebrating the 2008 Olympics in the Tournament of Roses Parade on January 1, 2008.

Like everyone else at this hearing, we feel empathy for the victims of human rights violations, wherever they occur. We want to emphasize that our sponsorship does not represent support, approval or opposition to the policies of any government. We believe that the Olympics are an important global event wherever they are held and help build important bridges between nations and people.

As a company with operations and offices in 51 countries, Avery Dennison believes it is important to support activities that help bring together the nations of the world. The Olympics do just that with nearly every country in the world participating in the games. The Olympics' stated goal is to help build a peaceful and better world by educating young people through sport practiced without discrimination of any kind, in a spirit of friendship, solidarity and fair play.

We believe the Olympics represent an opportunity for athletes to foster good sportsmanship, good will and friendship among nations. By co-sponsoring this float in the New Year's Day Rose Parade, Avery Dennison is highlighting our belief that when the nations of the world come together in peaceful competition, people everywhere benefit.

Sincerely,

A handwritten signature in cursive script that reads 'Diane B. Dixon'.

Diane B. Dixon

DBD:vrs

# PASSPORT *to the* WORLD'S CELEBRATIONS

FOR IMMEDIATE RELEASE – July 12, 2007

**CONTACT: PASADENA TOURNAMENT  
OF ROSES ASSOCIATION**  
Caryn Eaves or Vanessa Flores  
(626) 449-4100

**HILL AND KNOWLTON, INC.**  
Devon Gebhart (316) 371-1500  
Brienne Lunzmann (949) 280-5513

*“Passport to the World’s Celebrations* is the theme for the 2008 Rose Parade. Festivals, like the Rose Parade, are celebrations of the human spirit and allow opportunities to bring people together from around the world,” said CL Keedy, President of the Tournament of Roses. “The Olympics, which brings nations together, is the epitome of a global celebration – providing a worldwide spirit of cooperation, supporting athletes in peaceful competition.”

- ROSE -

2008 Tournament of Roses® • 119<sup>th</sup> Rose Parade® News

391 South Orange Grove Boulevard • Pasadena, California 91184 • T: 626.449.4100 • F: 626.449.9066

# PASSPORT *to the* WORLD'S CELEBRATIONS

## TOURNAMENT OF ROSES® OLYMPICS-THEMED FLOATS

*More than a century-old, the Tournament of Roses is a tradition full of traditions; the majestic floats in the Parade throughout the history of the Tournament have reflected a variety of themes that celebrate various events, ideas and people.*

*The Tournament of Roses began in 1890, and has had a total of 14 floats with a theme that celebrates the Olympics. In 1932 the Parade theme was "Nations in Games and Flowers" presented in Honor of the Olympic Games, which resulted in multiple floats paying tribute to the events.*

Following is a listing of all of the floats and years in Tournament of Roses history when a float featured a theme relating to the Olympics:

- 1931 – City of Glendale, *Olympic Stadium of Athens*
- 1932 – Pasadena Parks Department, *Olympiad*  
City of Anaheim, *Greece*  
Queen & Court, *Queen of the Olympics*  
City of Long Beach, *Olympic Rowing*
- 1956 – City of Los Angeles, *Olympic Games -1932*
- 1960 – City and County of San Francisco, *San Francisco Salutes the Winter Olympics*
- 1968 – Mexico, *Host to the 1968 Olympic Games*
- 1983 – ARCO, *Los Angeles Olympic Celebration*  
7-Eleven Stores, *A Tribute to America's Olympic Athletes*
- 1984 – ARCO, *Games of the XXIIIrd Olympiad Los Angeles 1984*  
7-Eleven Stores, *A Tribute to the U.S. Athletes in the 1984 Olympic Games*  
Transamerica Occidental Life Insurance Co., *Olympiad*  
City of Long Beach, *The 1984 Olympic Games*
- 2008 – Roundtable of Southern California Chinese-American Organizations/Avery Dennison, *One World, One Dream*

2008 Tournament of Roses® • 119<sup>th</sup> Rose Parade® News

391 South Orange Grove Boulevard • Pasadena, California 91184 • T: 626.449.4100 • F: 626.449.9066

Human Relations Commission  
Mayor Bill Bogaard  
August 7, 2007

## BEIJING FLOAT IN 2008 ROSE PARADE

Thank you for this opportunity to confirm the City Council's referral of this matter to the Commission. Questions had been raised about the presence in the 2008 Rose Parade of a float spotlighting the Olympic Games 2008, which take place in Beijing one year from now. It goes without saying that I and the City Council appreciate your taking up this matter.

This commission is called upon to listen to speakers who address the subject of human rights, and to consider what response the Council might make. We look forward to receiving your recommendation in the month of October.

I want to start by expressing sympathy and concern to each person who has addressed the Council, and each who will address this Commission, who has experienced, personally or through family or friends, conduct or activity that constitutes an abuse of human rights. Such events, regardless of where in the world they occur, are properly condemned, and it is my hope that over time every country—all countries—will make progress in offering dignity, freedom and a decent standard of living to all persons.

At the outset, I want to say that I am an advocate for a float that spotlights the Olympic Games 2008, because I support the values represented by this longstanding, global tradition of athletic competition. The Olympic Games represent the finest values of human nature. The Tournament of Roses has celebrated the Olympic Games on several occasions in the past, including Athens, Mexico City, and Los Angeles. It is an organization that creates festivals, and it believes that the Olympics deserve the recognition they receive by presence in the Rose Parade.

This year's theme, "Passport to the World's Celebrations", seems particularly well suited to spotlight the Olympic Games, since they certainly are among the world's great celebrations. The presence for the first time of a float associated with a Chinese city will make history on January 1, 2008.

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It is worth noting that the Olympic Games 2008 float is not funded by China or Beijing. The costs of the float and participation in the Parade are being shared by Avery Dennison International and the Southern California Roundtable of Chinese-American Organizations. Based on my understanding, China's participation is limited to Beijing's grant of a license allowing the presentation of the Olympic rings as part of the float's design.

My sense is that the human values that the United States holds dear will have greater impact in our own country, and around the world, if we openly seek the opportunity to dialogue with persons of foreign countries. That is why I have been active in activities organized by Pasadena Sister Cities. The United States is not perfect, and China is not perfect, but through friendship, exchange and mutual respect, I expect that all of us will learn and be strengthened in our commitment to human rights.

Once again, thank you for your attention to this important matter, and best wishes for success as you gather information, consider the options, and formulate a recommendation to the City Council.

Thank you very much.

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City of Pasadena  
Human Relations Commission

**OTHER STATEMENTS  
IN SUPPORT OF THE  
FLOAT/OLYMPICS**

**Agenda Report**

Human Relations Commission  
Attachment 3

## **Human Rights Commission, Aug. 7<sup>th</sup> Meeting**

Good evening. I'm Alan Lamson, from Pasadena Sister Cities. I'm the chair of our China subcommittee; we have a sister city relationship with Xicheng District, Beijing.

If this were a debate—and it actually is—there would be a question posed: Should the Human Relations Commission recommend to the City Council that the entry of a Rose Parade float in honor of the Beijing Olympics be considered in a discussion of human rights abuses in China?

In 2001 a similar question was discussed by this same group, the question being: should the City Council sever its relations with its sister city, Xicheng District, Beijing. The HR Commission considered the question and responded with two recommendations, the majority opinion being that "a city institution of government cannot and should not be involved in foreign affairs."

The minority opinion was that the City Council should issue a letter to China's president "urging [the country] to abide by the United Nations Universal Declaration of Human Rights, which China has signed and to cease . . . all religious and philosophical persecution and to express concern about the government's current policy towards the Falun Gong. It was further recommended that a copy be sent to leaders in Xicheng District and that the process of selecting a sister city be amended to include adherence to the principles outlined in the UN Universal Declaration of Human Rights.

When the City Council asked Pasadena Sister Cities to respond to the report by the HR Commission, our position was that "we remain convinced that people-to-people contacts are a more effective means of promoting the long-run growth of open and democratic values in China and elsewhere.

We have been impressed by the interest in learning about how an open and diverse society functions shown by our visitors from Xiceng, including the leaders of the district government who were hear for the signing of the sister city agreement. We also note comments of our current student visitors from No. 161 Middle School on the freedom and openness of teacher-student relations and the emphasis on individual learning and creativity at Blair High School."

Since that was written in 2004, Pasadena Sister Cities has had a number of exchanges with educational, cultural, and governmental groups from Xicheng. For example, last year, a group of 18 city officials came to Pasadena for an in-service training on how local government works in Pasadena and Los Angeles. We believe that they were impressed by how our city government operates within a democratic framework that respects both individual opinion and the rule of law.

Though we aren't hear today to discuss Pasadena's sister city relationship with Xicheng District, our response to the question of the float in the Rose Parade would be similar to our response regarding our sister city relationship with Xicheng District. The float and humans rights in China are separate issues. The members of our China subcommittee are certainly pleased, as is the mayor and the Tournament of Roses, that a float has been entered on behalf of China by two local organizations. Indeed, our sister city group first suggested the idea to Xicheng district back in 2004 when we celebrated our 5th anniversary in Beijing.

Having said that, we would also repeat what we said in 2004, that it is "quite appropriate for people engaged in national policy-making to keep human rights concerns on the table in our relations with China. Thus we may be pleased about the float but also agree with the actions taken by the House of Representatives in 2002, when it issued Resolution 188, which urges the Chinese Government to cease its persecution of Falun Gong practitioners and states, among other things, that:

(3) The United States Government should investigate allegations of illegal activities in the United States of the Government of the People's Republic of China and its representatives and agents, including allegations of unlawful harassment of United States citizens and residents who practice Falun Gong and of officials of State and local governments in the United States who support Falun Gong, and should take appropriate action, including but not limited to enforcement of the immigration laws, against any such representatives or agents who engage in such illegal activities.

Comments to support the Beijing Olympics float in the 2008 Rose Parade  
Date: August 14, 2007  
To: Chair, Pasadena Human Relations Commission  
From: Professor Kwan Ming Chan, Ph. D., on behalf of the Chinese  
American Scholars Association (www.csasc.org), drkmchan@yahoo.com

It is our pleasure to support the Beijing Olympics float in the 2008 Rose Parade.

Let us trace back the history of the Rose Parade. The first tournament was held in 1890 as a showcase of Pasadena's mild winter. Professor Holder announced that "In New York, people are buried in snow, Here our flowers are blooming and our oranges are about to bear. Let's hold a festival to tell the world about our paradise." This is a showcase of Pasadena's city scenery and management under the **freedom of speech**. The Beijing Olympics float is just another way that majority of us would like to express the welcome and announce the event at the beginning of 2008. Please support us for the freedom of speech.

Human rights or suppression of practice of any religious issue has always been a concern in the history of China. The writings of Confucius are full of examples. However, we must treat the issue as a continuous improvement process. No single country in this world is perfect. We are from Hong Kong. We have lived under the British colonial rule. We have lived and taught in the universities of California, mainland China, Hong Kong and Taiwan. We have witnessed the continuous improvement in all these regions at all times. The support from your Commission to have a Beijing Olympics float in the 2008 Rose Parade demonstrates that there will be neither suppression nor **discrimination** to us. At this time the Chinese is reaching out to the world and is doing her part in the world family. There should not be any discrimination either.

Lastly, we must emphasize that the Rose Parade is a genuine American festival. Just as the case of Olympics, this should **not be used as a political tool**. The theme of this year's parade is Passport to the World's Celebration. Other than Olympics, there are few other major events which demonstrate the spirit of International cooperation without political interference. We sincerely hope that the Human Relations Commission will issue a "passport" to the beautiful, eye-catching, highly entertaining and the popular Beijing Olympics float.

Dear Chairman Hardy:

I'm writing you in support of the Beijing Olympics float in the 2008 Rose Parade.

I'm a Advisory Board Member of the International Bridge to Justice ([www.ibj.org](http://www.ibj.org)) a human rights (NGO) organization based in Switzerland that is helping China to promote the practice of rule of law. I just came back from my visit to China and learned a great deal about the legal reform of its criminal justice system that's going on there. The bringing about the practice of rule of law is not only necessary but critical to the sustainable political and economic developments of China; and the only way for any external force that can help China to achieve that goal is by sharing our value and experience with them. Of course each society will view human rights and political freedom in terms of its own evolving political circumstances. We better understand that in 1787 the US constitution was drafted and ratified exclusively for the land owners. The voting rights were extended to all white males in 1850, to women in 1920 and to the Blacks in 1965. I strongly believe the bringing the Beijing Olympic float to the Rose Parade is a good example of sharing our values and experiences with hundreds of millions of TV viewers in China who are eagerly looking forward to host the Olympic for the world. The adversary approach in dealing with China will not do anything in helping China to evolve into a society that will practice the rule of law.

I'm writing you on my own behalf and it does not in anyway represent the view of International Bridge to Justice.

I'm sorry that I will not be able to come to your hearing on Tuesday due to a previously committed engagement. However, I'm willing to discuss human rights issues with you at a mutual convenient time.

Regards  
Charles Sie  
Rancho Palos Verdes

PS: If it is possible I would like to ask the Honorable Lily Chen, the former Mayor of Monterey Park to read this letter for me at your hearing.

August 7, 2007/8/7

An Address to the City of Pasadena Human Relations Commission  
The Jackie Robinson Center  
Tuesday, August 7, 2007,

To the Honorable Mr. Ken Hardy, Chairman of the Pasadena Human Relations  
Commission and the Pasadena Human Relations Commission Members:

Re: 2008 Tournament of Rose Parade in Pasadena  
The Beijing China's Olympic Float Participation

Thank you for allowing me this opportunity to express what ~~the Rose Parade and~~  
Olympics means to me personally as a Chinese American born in China, raised in  
Taiwan and living in ~~your~~ neighborhood.

*Here* *(to be)*  
I Was the band leader at an all-girls' high school in Taipei. ~~This band at the time only~~  
had 9 members. Years later in 1996, I witnessed this same band numbering 190  
members and representing Taiwan in the Rose Parade! You can imagine how excited I  
was of my alma mater's big ~~advancement and~~ accomplishment.

Back track 23 years ago to 1984, the Olympics was in Los Angeles and I was at this  
time, the first female Chinese-American mayor in the history of the United States. We  
made my city of Monterey Park an Official Olympic City in which the Olympic field  
hockey games were played. ~~I thought nothing could be more exciting than this, but I~~  
~~was wrong.~~

I participated in helping to host the 1984 Olympic celebrations in Los Angeles and  
welcomed all teams and delegates. My most vivid memory was how excited we were  
for the accomplishments of all of the teams. As far as anyone was concerned, we were  
one world! Regardless of their politics, Olympics can bring people together in the  
spirit of brotherhood and harmony.

I want to commend you and Avery Dennison, ~~for~~ co-hosting the 2008 Beijing  
Olympic Float in the 2008 Rose Parade. Being the first major event of 2008 in which  
millions and millions of viewers will be watching the Rose Parade would make  
history as it officially set off the count down for the much anticipated Olympics in

*Recy 8/7/07*

Beijing. The attention, of course, would first be on Pasadena, And the focus would also be on China, its people , its culture, and its society. For whatever issues China needs to be addressed, and there are many, the Olympics would be the best vehicle to help its resolution. The Olympics brings out the best in people and countries. It promotes a spirit of understanding and togetherness; it contributes to world peace. Let Pasadena be the place to promote this message to the rest of the world.

Pasadena is part of the Greater San Gabriel Valley , an area that has the greatest number of ethnic Chinese in the U.S.. And, one out of four persons in the world is Chinese. I am very mindful just as all of us are aware of China's many accomplishments, we are also mindful of the problems that it still confront. This is especially true in the area of human rights and civil liberties. I do not dismiss these problems, but the issue is, whether we should use the Olympics to bash China or as a vehicle to help China become a fully responsible member of the international community. Pasadena will play a small but important role in promoting U.S.-China relationships, and will be recognized as The City that played an important part in the history of the Chinese Olympic experience and in promoting world peace. Every Chinese in the world would be forever grateful. Thus, because of all of these reasons I see only good coming out of this experience.

Sincerely,  
Lily Lee Chen  
Former Mayor of Monterey Park,  
Official Olympic City



Print - Close Window

**Date:** Mon, 6 Aug 2007 17:12:10 -0700 (PDT)  
**From:** "John HE" <johnphe@sbcglobal.net>  
**Subject:** Beijing Olympics Rose Parade  
**To:** kennethhardy@sbcglobal.net

Dear Mr. Hardy,

Thank you for sending us the information of the public hearing.

My name is John He and I am an American citizen who is residing in the city of Arcadia for almost 20 years. At the present, I am serving as the president of Northwest Chinese Association of the United States. We are a non-profit organization with the mission to bring a stronger tie between the US and China in the areas of cultural, governmental, and economical.

All I heard so far about the hearing is that some people are not happy with the fact that Beijing Olympics Rose float will attend the next year's Rose Parade. As a citizen of this great nation, I unconditionally respect the rights of those who are against the Olympic Rose float, however, I personally firmly believe that nobody, I mean nobody in this world who could stand in the way of this two great nations and stop us from getting closer and closer in this global village of ours. As a matter of fact, we need each other and we can not live without each other. Olympics Spirit is Participation. I strongly believe that it will be great honor for the first time in the history of the city of Pasadena to have a float from mainland China who represents 1.3 billion Chinese. Imagine the huge impact, millions of Chinese will see from the TV screen or read from the papers that a Beijing Olympic Rose float has joined the prestigious Rose Parade in Pasadena, California, USA. In the minds of Chinese People, USA stands for power, freedom and wealth and democracy. There is no doubt that if this would become a reality, this event will be one of the most influential things of City of Pasadena has ever done in its city's glorious history.

As we all known, China is not perfect on humans rights, neither is for US on this matter. You know and I know. The best and most effective way of changing or influencing a nation is to get it involved but not left it behind. I have lived in the US for 20 years. I have seen too much of the wrong conducts of demonizing or politicizing anythings that relates to issues of China. The truth of fact is, any of the wrong conducts of demonizing and politicizing did not, have not and will not resolve any issues at hand. All they do is misleading and deepening the misunderstanding and creating more conflicts among the two peoples and between the two countries.

Mr. Hardy, as Chair of the City of Pasadena Human Relations Commission, you definately have your positive influence on this matter. I am asking your kind understanding and help in supporting this event that is bright, healthy and uplifting and I thank you in advance for anything that you could do in your power to make this happen.

Please feel free to contact me at anytime at 626-731-8069

Respectfully yours,

John P. He

President  
Northwest Chinese Association of the United States



# Olympics a good reason to support float entry

Pasadena Star

Article Launched:08/13/2007 07:08:27 PM PDT

QUESTIONS had been raised about the presence in the 2008 Rose Parade of a float spotlighting the Olympic Games 2008, which take place in Beijing one year from now. It goes without saying that I and the City Council appreciate the Pasadena Human Relations Commission taking up this matter.

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This coming year's theme, "Passport to the World's Celebrations," seems particularly well suited to spotlight the Olympic Games, since they certainly are among the world's great celebrations. The presence for the first time of a float associated with a Chinese city will make history on Jan. 1, 2008.

It is worth noting that the Olympic Games 2008 float is not funded by China or Beijing. The costs of the float and participation in the parade are being shared by Avery Dennison International and the Southern California Roundtable of Chinese-American Organizations. Based on my understanding, China's participation is limited to Beijing's grant of a license allowing the presentation of the Olympic rings as part of the float's design.

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That is why I have been active in activities organized by Pasadena Sister Cities. The United States is not perfect, and China is not perfect, but through friendship, exchange and mutual respect, I expect that all of us will learn and be strengthened in our commitment to human

rights.

Bill Bogaard is mayor of Pasadena.

This piece is adapted from a statement he submitted to the city's Human Relations Commission.