

# Roosters Crow Newsletter

*Over Forty Years of Friendship & Community Service  
Ending Childhood Hunger*  
Volume 119, August, 2020



**ROOSTERS  
FOUNDATION**  
OF ORANGE COUNTY

## President's Message David A. Selleck, President



Rooster Foundation Family,

It is now August 2020 and not much has changed, and at times it feels like we are not making any progress. As each of us does our best every day to adapt to whatever challenges we have before us, we often forget that time waits for no one. So, remember to embrace your challenges, live your life like there is no tomorrow, wear your heart on your sleeve, and take time to appreciate the little things in life. It's never too late to be happy!

As for the Roosters, I don't have much to report this month. As you know, all of our normal activities and fundraisers have been postponed until 2021. However, Penny is working extremely hard on a virtual fundraiser that we hope will help raise enough money for us to be able to give out some grant money to our charity partners this year. I will have more details on the fundraiser soon and will update you accordingly.

Also, John Hinson, our Membership Chairman, is working on a new digital directory that will be located on our members only section of our website. It will be like the original spiralbound paper version of the directory, with pictures, Rooster bio's, Spouse information, and important dates. It's looking good so far and I think you're going to be happy with the results. John will need help updating your profile. When he reaches out to you to fill in the blanks, please be kind and respond to John in a timely manner.

Lastly, we will be hosting a Zoom meeting for our August Luncheon. For those of you who would like to participate in the Luncheon, I will be sending out an email with the Zoom Meeting login invitation and meeting ID. You can always check the date and time of the Luncheon on the Rooster calendar located on our website.

Time: 12:pm

Date: Thursday August 13th

Our guest speaker: Penny Strenger will update on upcoming fundraising efforts, specifically our virtual auction being conducted August 30.

\*Please do not attempt to login in prior to 11:50am. The host, Dan Ouweleen, will need to be on before anyone can enter.

Thanks You Dan "The Man" Ouweleen for the use of your corporate Zoom account!!!!

That is all I have for this month. Be kind to one another!

David A. Selleck,  
2020 President

Roosters Foundation & Roosters Inc.



Roosters Foundation has an Amazon Smile account, so next time you make a purchase on Amazon please reference the Rooster Foundation on Amazon Smile: log into [www.Smile.Amazon.com](http://www.Smile.Amazon.com), instead

## Upcoming Calendar

### No Feeding OC

Please continue to support this vital program, providing food to needy kids in Orange County, during the Covid-19 crisis.

**For upcoming dates please contact:**

Dan Stone: call or text 714-310-4162.

Dan@DantheManforMortgages.com

### Board of Directors Meeting

By ZOOM, due to Covid-19 restrictions. For more info:  
David Selleck 714-585-0953

### August 12 Monthly Luncheon

By ZOOM, due to Covid-19 restrictions.

Speaker

### August 30 Virtual Stay at Home

### Happy Hour and Auction

Register for your free ticket <https://one.bidpal.net/virtual/welcome>

Broadcast LIVE on YouTube at 7pm.

Contact: Penny Strenger 949-677-3404

### No Social this month

Suspended due to Covid-19 restrictions. For more info:  
Doug Wilson, Social Chair: 949-394-8179

### All Future Events are POSTPONED

**In normal Times:**

Board meetings 2nd Tuesday of the Month.

Luncheons 2nd or 3rd Thursday of the month.

Socials 4th or last Thursday (most of the time).

**NOTE:**

A) The location of the Monthly Luncheons is Gullivers.

B) Members are encouraged to check the calendar for Lunch dates. Due to the 2020 calendar, January, April, July, and October lunches will fall on the Third Thursday of the month and not the second Thursday.

### Charity Committee

All Charity Grant packets have been sent out. If you are a Advocate for a Charity to follow up and make sure they have sent it back to us. We have sent packets to 34 charities this year.

Only the Blind Children's Learning Center we have not as we need a new Advocate for this Charity. If anyone would like to step forward, we still have time to include them.



**Dan Ouweleen, Marty Burbank**

The next Charity Committee meeting location and time will be announced when Covid-19 allows us to resume normal activities.

Dan Ouweleen, Marty Burbank  
Charity Committee Co-Chairmen  
2021dan@gmail.com  
marty@ocelderlaw.com

## ROOSTER AUGUST BIRTHDAYS



Cliff Wallace



Steve Gough



Mike Wiley



John Knipf



Bill Schilt



Thad Sandford

Buy  
Them a  
Drink!!



Ray Sandford

## Brasserie La Boyere



An Anglo-American Brewery in Brittany, France

A long way from Orange County, but Peter and Holly Smith would love to welcome you as soon as Covid restrictions allow you to travel again!

Peter and Holly have been working on converting their stable into a brewery, and are getting close to completion.



They also have 3 beautiful guest rooms, where visitors can sleep over if they enjoy the brewery too much... for a night, a weekend, or a week!

Make a note in your bucket list now!

In the meantime, if you'd like to support their venture, please help them

by distributing the link to their "pre-sale" crowd-funding [site](https://www.kengo.bzh/projet/2614/brasserie-la-boyere) (and there are offers on there that work for US-bound folks too!)

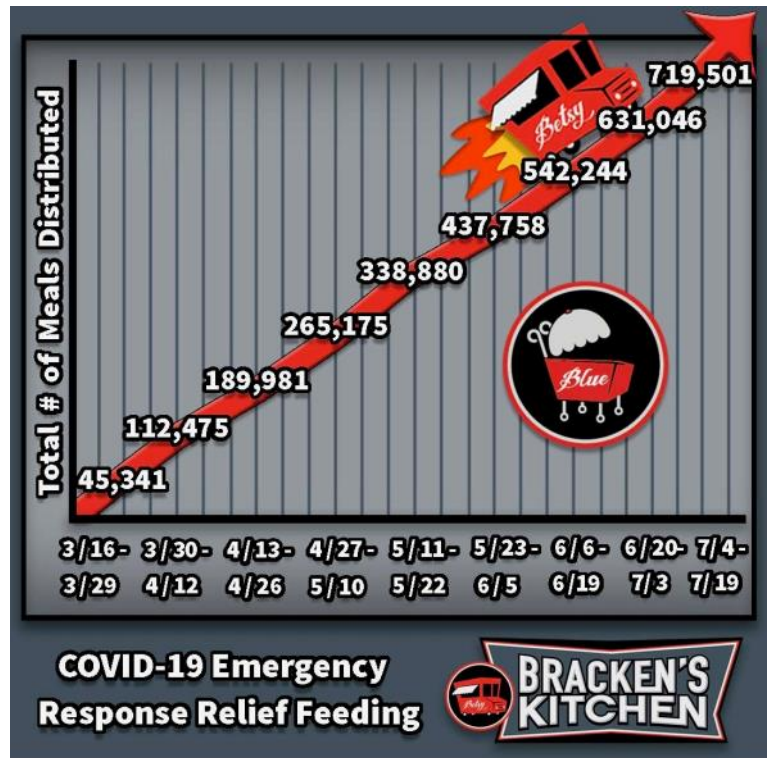
<https://www.kengo.bzh/projet/2614/brasserie-la-boyere>

Website: <https://brasserie-la-boyere.com/>

Roosters Board of Directors		Roosters Off-Board Members	
Need Help? Want to Help? Ask these guys!			
	<b>President:</b> David Selleck		<b>Special Events - OCFWC:</b> Randy Fine
	<b>Vice President:</b> David George		<b>Feeding Program Chairman:</b> Dan Stone
	<b>Charity Co-Chairman:</b> Marty Burbank		<b>Social Chairman:</b> Doug Wilson
	<b>Charity Co-Chairman:</b> Dan Ouweleen		<b>Golf Tournament Co-Chairman:</b> Denny Despars
	<b>Recording Secretary:</b> Chris Doherty		<b>Golf Tournament Co-Chairman:</b> Arnie Wilkins
	<b>Membership &amp; Ambassador Director:</b> John Hinson		<b>Fundraising Chairman:</b> Kevin Fuhrmann
	<b>Treasurer/Secretary:</b> Jonathan Resnik		<b>Speaker Co-Chairman:</b> Pete Haaker
	<b>Immediate Past President:</b> Paul Robidoux		<b>Speaker Co-Chairman:</b> Marty Golden
	<b>Public Relations Director:</b> Jon Giberson		

## Brackens Kitchen Update

As you know since the outbreak of Covid-19, we hire 16 skilled restaurant workers who found themselves out of work, and helped us ramp up our production. We have prepared and distributed over 719,000 meals. Wow, that tops our original goals for the entire year. We are on pace to prepare and distribute well over 1 million meals this year and likely double our original goals. We have been able to accomplish this in part on the strength of our recovered food program. Since March 16<sup>th</sup> we have recovered and repurposed over 160 Tons of food that would have otherwise gone to waste.



As a result of our work over the past 4 months, and the reality that the need will only increase in the weeks and months ahead, we have moved from a temporary emergency response to a long term sustainable program. With this latest pivot we have evaluated and reviewed our team of temporary employees and moved many of them to full time status with our organization. Equally we have recruited and hired additional employees to replace those who returned to their jobs previous to the outbreak of Covid. While we experienced a tremendous amount of growth in a short period of time, ultimately this pandemic just pushed us to get to where we wanted to be much quicker. Please click [HERE](#) for a video produced by Spectrum One on our emergency response. You can also click on the videos in my signature below for a deeper dive into our work.

Looking ahead at the long term economic impact this crisis is having on those who were already struggling from paycheck to paycheck we have made adjustments. We are now striving to prepare and distribute over 1 million meals before years end. Equally, we will continue to work with our many new agency partners and be a conduit for the Farmer to Families Food Box program to bring even more, much needed, food items to our struggling friends.

With a new food truck sitting in our back lot, we look forward to the time





## Brackens Kitchen Update (cont.)

when it is safe to roll the streets again with both of our trucks and connect with people in a more meaningful way over a hot, tasty and nutritious meal. After all there is no better way to get to know a person than breaking bread with them. Life happens when we gather around the dinner table.

With this excitement of growth in both our operations and capacity to provide more to the ever increasing demand from the communities we serve, it also presents challenges on the sustainability of the program. In a recent conversation with the owner of a major food supplier, he said they're hoping to see a 50% return of their revenue by end of year. With the recent spike in Covid cases, that's very uncertain. Using their forecast one can estimate that restaurants will only see 50% of their business by end of year which means only 50% of their staff will be working. And so goes the recovery in so many industries.

Knowing that the food industry has been hit the hardest during the pandemic all the way up the 'food chains', we see a decline in in-kind food donations. While 85% of our food provisions come from our Recovery Food Program, we carry the financial burden to provision for supplemental products which has a big impact with our meal production. In order to moderate and minimize food cost, we partner with organizations, such as local Unified School District who has carried food supplies in their warehouse for cancelled lunch programs and forge new relationship to broaden our recovery food supply chain, such as local farmers, and food distribution company like Sysco to join us in the recovery movement. However, we will continue to meet these challenges as the economic impact continues in the foreseeable future. With a minimum of 15% of food provisions comes from purchasing, we work hard to leverage our relationships with vendors and recovery food partners for lower cost or discount items to bridge the gap. As the suppliers tighten their inventories, and farmers and meat suppliers adjust their production, we see a drastic increase on food cost. For example, two weeks ago, the price for a case of 20lb red bell peppers cost around \$16, the same items cost \$31 this week. We found similar increase with meat product, such as ground beef, it went from \$1.99 a pound to \$4.99 a pound with our vendor. With cost in mind, we adjust our menu weekly and sometimes pivot throughout the week to best utilize what we have on hand from recovery program along with economical purchases.

Operating in this "new normal", we are conscientious of our overhead, especially labor cost. With 14 added new regular staff members in our culinary team, we are well aware of the financial burden to the organization. We strive to improve our efficiency to better maximize our production output, and cautiously adjust our labor capacity to meet production demands. Knowing many of our new staff members depend on our ability to provide work hours to sustain their living, we do our best to be equitable with labor hours across the team but without adding unnecessary financial burden to the organization.

As you know, we welcome and rely heavily on volunteers with our food prep and productions pre-pandemic, especially with group such as Roosters with the Adopt the Kitchen program. However, during the past three months and unforeseeable future with the social distancing mandate, it leaves us very little options but to rely solely on paid labors in our productions. You can imagine, going from 10 employees to 24 employees operating with two independent shifts certainly has its own challenge financially as well as operationally.

We work diligently to balance between our operational growth, demands from our communities, and sustainability of the overall program. We continue to look for creative ways to bring awareness to our work, outreach for potential recovery food partner, leverage our existing vendors and industry supporters on cost savings for food provisions, maintaining excellency on food services to our catering contract clients and better manage our labor cost.

We are in this for the long haul and are committed to keeping this increased production going as our "new normal". Knowing that extended unemployment benefits due to expire with no extension, what is now bad will be much worse. Our neighbors living among us are hurting and need our help.

Hope I have provided you with some insights on our pivotal work during this unprecedented time and ever increasing challenges. Knowing the long-term negative impact on a child or anyone for that matter who suffers from the impact of hunger and food insecurity, we are grateful to have partner such as you and the Roosters to come alongside us to **"DELIVER HOPE, ONE TASTY MEAL AT A TIME."**

I look forward to explore ways to engage the Roosters member in the near future, whether it be food distribution event to a Roosters' charitable partner, or an fun, educational and impactful food drive to help us provision for more healthy nutritious meals!

Thank you again for your commitment to our program and hunger relief in our community.

Best wishes,  
**Caterina Richards**

# Membership

We look forward to seeing everyone at our next luncheon. Bring a prospective member to our monthly luncheon - the Roosters will pay for one guest lunch per year for each member! If that guest joins, the Roosters will pay for another guest of that member.

## It's easy to propose a new member!

Just get your candidate's business card, put your name on it, and forward it to **Membership Director**: John Hinson, [John.Hinson@RaymondJames.com](mailto:John.Hinson@RaymondJames.com), Cell # 714 425 6407, or use the membership application at [www.RoostersFoundation.org/membership](http://www.RoostersFoundation.org/membership).

**New Members:** Proposed members are presented to the membership of the Roosters for review.

*If you have objections to a proposed new member, call your Membership Director. Calls are confidential.*



## Honorary Roosters - we are happy to have the ongoing support of the following:

Cherri Farah

Mark McDonald

Jeff Smith

Gary Eisenberger

Dan Pederson

Peter Smith

Margarita Martin

Floyd Pickrell

Mark Ryan

### Mark Ryan, Honorary Rooster

Mark Ryan was approved as an Honorary Rooster by the Board of Directors at the July 2020 board meeting. All members agreed that Mark was truly deserving of this recognition.

Mark joined Roosters in 1997 and was sponsored by former Roosters President, Jerry Stanfield. Mark was in the real estate business and had an office near Jerry's. They struck up a friendship, and, as time went on, Jerry recognized that Mark had the "volunteer spirit" and would be a perfect candidate for Roosters membership.

Mark was an active member from the beginning and was named Volunteer of the Year in 1999 and Rooster of the Year in 2006.

He actively participated in the early days of the Holiday Food Drive, when it used to take place in the parking lot of the Chanteclair Restaurant. Once the Food Drive moved to the larger facility at Second Harvest Food Bank, Mark was instrumental in the set up process and working with the U.S. Marine volunteers.

Devil Pups is a charity Roosters has supported for many years and Mark has been a passionate supporter. Along with former Roosters Presidents, Joe De Ladurantey and Bill Schilt, Mark has avidly worked with the kids participating in this organization.

Because of other commitments, Mark has not been an active member for several years. However, he has continued to be very active in supporting many of the activities Roosters does to raise money or to lend a helping hand whenever he is asked to do so.

Mark embodies the spirit of volunteerism that Roosters purports. All that know him would agree that Roosters is a better organization because of his long participation in our organization.



## A New Rooster generation...



Maggie and John Hinson became grandparents for the first time on Monday, July 27, at 10:44 pm. Their younger daughter, Laurel, gave birth to a son, Crew Johnson Roberts.

20.5 inches and 8 lbs. 9 oz.





You are invited to NOT attend – Roosters 1<sup>st</sup> ever,  
***VIRTUAL Fundraiser...***

## Stay at Home Happy Hour & Auction

*supporting*

**Roosters Foundation of Orange County**

You are INVITED to STAY HOME!  
Pour yourself your favorite beverage,  
put on your comfies, relax, sit by  
the pool, (or not), and bid on auction items  
from the comfort of your own home!



**Save the DATE - Sunday, August 30<sup>th</sup> at 7:00 pm**

With thoughtful consideration of COVID-19, we've determined it best for all of us, to **NOT gather in person, instead be together in a virtual space on Sunday, August 30<sup>th</sup>**. We can still accomplish our goal of helping at risk children in Orange County, but do it VIRTUALLY. We are committed to contributing to our community positively and are confident the decision to move to a virtual platform will help us do so. Please help us reach our goal of \$100,000 in needed funds to support [public and private programs](#) with necessary services and food for children in need.

**Our Happy Hour will be broadcast via YouTube on Sunday, August 30th at 7:00 pm.**

Members should attend the virtual luncheon Thursday 8/13 at noon for an overview of, and instructions for, the virtual fundraiser.

To participate, [register for a free ticket](#) , to bid on auction items using your mobile device. [Click here for a preview](#) or go to <https://one.bidpal.net/virtual/welcome>

**Over 50 items up for bid!** →Wine →Spirits→ Dining→ Travel and More!  
The silent auction **opens on Monday, August 24 at 5:00 pm!** Bidding continues until 8 pm on Sunday, August 30<sup>th</sup>.

More information to come soon to members & supporters via **email** and **text**.



## Rooster Memories



Toasting our Rooster brother Doug Davidson, March 3, 2011 . Four in this picture are no longer with us.

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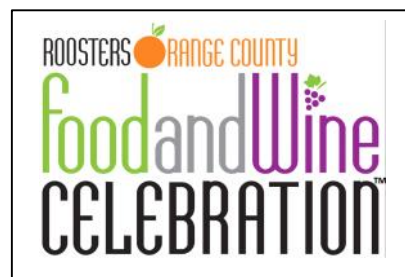
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# We ALL Need to EAT...

As many of you get re-acquainted with family in your sequestered locations and have cooked more in the last two weeks than you have over the last two years... **take a break and let one of our supporter restaurants cook for you. You will help a small business survive these unprecedented times and insure they are able to support one of your favorite charities** --- The Roosters Foundation – at our Orange County Food and Wine Celebration on August 23<sup>rd</sup> and 30<sup>th</sup> at Old Ranch Country Club in Seal Beach. SAVE DATES.

## Restaurants “The Chefs Experience” (by City) Sunday, August 30, 2020

- [The Ranch Restaurant & Saloon](#) – Anaheim
- [Naples Ristorante E Bar](#) – Anaheim *(temporarily closed)*
- [Old Brea Chop House](#) - Brea
- [Old Vine Kitchen & Bar](#) – Costa Mesa
- [Silver Trumpet Restaurant & Bar](#) – Costa Mesa
- [Stillwater Spirits & Sounds](#) – Dana Point *(temporarily closed)*
- [Maison Café + Market](#) – Dana Point
- [Michael's on Naples](#) – Long Beach
- [The Pacific Club](#) -Newport Beach
- [Haven Kitchen + Bar](#) - Orange
- [The Blind Pig Kitchen & Bar](#) – RSM & Yorba Linda
- [Benchmark](#) – Santa Ana *(temporarily closed)*
- [Old Ranch Country Club](#) - Seal Beach
- [Prego Mediterranean](#) – Tustin
- [Buttermilk Fried Chicken](#) – [Orange](#) & [Parallel Pizzeria](#)-Dana Point-[Chef Ryan Adams](#)



## Restaurants/Food Purveyors (by City) for “Wine Celebration” August 23, 2020

- [Anaheim White House](#) - Anaheim
- [Old Brea Chop House](#) - Brea
- [Old Vine Kitchen & Bar](#) - Costa Mesa
- [Above All Catering](#) - Costa Mesa
- [Parallel Pizzeria](#) - Dana Point
- [Kahn Saab Desi Craft Kitchen](#) - Fullerton
- [Gus's World Famous Fried Chicken](#) - Santa Ana
- [Meritage Kitchen + Bar](#) - Santa Ana
- [Bracken's Kitchen](#)
- [Melissa's Produce](#)
- [Mochi Ice Cream - IMURAYA USA, Inc.](#)





# Roosters Socials - we're Distancing! 🙄

Fellow Roosters,

As we all know we are still not able to have our social.  
Keep those fingers crossed for September, you never know!  
While you are all social distancing, if you come up with some ideas, or want to host at your home ( When this is over obviously), please let me know.



Once all of us Roosters are able to get out of our cages, we will have one great social!  
Chris and I wish for everyone to stay healthy while we all go through this challenging time.

Doug Wilson, Social Chair: 949-394-8179  
doug@houseofsoundandvideo.com

Please check your emails for the "EVITE" providing details on the socials scheduled for each month.

**This time last year, we were at beautiful Giracci Vineyards.**

**Soon... soon... we will be able to get back together!**

**WE  
CREATE  
EQUITY**



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**JASON SALATA**  
ORANGE COUNTY MANAGING DIRECTOR  
Jason@TrustPropertiesUSA.com | 949.423.6280

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# STAY AWHILE

BENCHMARK  
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T: 714.480.0225

Roosters of Orange County  
2222 Michelson, Suite 300  
Irvine, CA 92612

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



Editor: Peter Smith  
[peter@avalon-wine.com](mailto:peter@avalon-wine.com)



Rooster of the Year  
Dan Stone

### Roosters Creed

An organization that stands for friendship, fellowship, charity and good times. It stands for busy, worldly men who take the time to give those less fortunate a helping hand. It stands for warmth, strength, and shared laughter.

### Mission Statement

To facilitate and encourage lifelong friendships while performing charitable works on behalf of children in need.

### Mission Statement for the Roosters Foundation of Orange County

To raise necessary funds for disadvantaged and at risk children in the Orange County area and to support public and private programs with necessary services for children in need.

We respectfully request that all Roosters and the friends of Roosters patronize the businesses and establishments that support and foster Roosters charity causes. We are grateful!



**ROOSTERS  
FOUNDATION**  
OF ORANGE COUNTY

## Classifieds and Personals

### Newport Beach Holiday Rental:

50 yards from beach, easy access PCH, shops, restaurants. Totally refurbished, available year-round by week or day.

#### Lower Unit:

3 bed/2 bath, private back garden, 2 car parking

#### Upper Unit:

2 bed, 1 1/2 bath, front and back decks, 2 car parking

Contact Peter Smith  
[peter@avalon-wine.com](mailto:peter@avalon-wine.com)

### For sale:

iWatch Series 4, 44mm (used, but excellent condition)  
\$150.00

Call Jon at 714-345-0714



### Birthdays?

### Anniversaries?

### Marriages?

### Congratulations?

### For sale?

### Need?

### Lost?

### Found?

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