

Roosters Crow Newsletter

Over Forty Years of Friendship & Community Service
Ending Childhood Hunger
Volume 169, April, 2025



**ROOSTERS
FOUNDATION**
OF ORANGE COUNTY

President's Message

Lou Gardner

2025 President, Roosters & Roosters Foundation



Fellow Roosters and Friends,

The Roosters are alive and well in Orange County!

This past weekend our organization headed by OCFWC Chairman Larry Greene and team pulled off the best wine event in the history of the Roosters and I feel California. The Pageant of the Masters venue was certainly a big plus, but the organizational time and effort required to host such a great event certainly highlighted the OCFWC to be most memorable for years to come.

The "team" I referenced at the beginning of my message starts with our project manager Penny Strenger and all the volunteer help of our members. The positive vibe our members evoke when taking the time to help with whatever needs to be done is nothing short of mystical.

Rooster Volunteers as well as friends of the Roosters helped with set up on Friday. On Saturday, the day of the event, volunteers arrived early and continued with last minute set-up and helping the vendors with their inventory.

When the event started and people made their way to the tasting and food areas, it was very clear this event was going to be a huge success. Our members were smiling, hugging each other with the knowledge we are going to be able to provide needed grants to charities in Orange County who focus on children in need and at risk.

If you are a member and you were not able to participate, I personally encourage you to get involved moving forward. I cannot express the feeling of doing something good for children who we may never meet and doing those things with like-minded people.

I love everything Roosters and I encourage all of our members to experience that same sense of a centered purpose.

Thank you, fellow Roosters!

Louis Roybal Gardner
Roosters President, 2024

Vice President's Message

Larry Greene



The 2025 Roosters Foundation OC Food and Wine Celebration is a wrap!

Thanks to an incredible team effort, this year's event was seamless and exceptionally well-executed. Vendors and repeat attendees alike have called it the best ever! Ticket sales reached a five-year high with over 600 attendees, and net income—100% of which supports our charity fund—was the highest in many years.

This success was made possible by countless hours of hard work in a short time frame. A huge thank you to Penny Strenger, Ali Cotton, Bleu Cotton, Davi Wilson, Rob Ward, Greg Bates, Joann Leatherby, John Trapani, Doug Richards, Jim Holden, Stephanie Bauer, Shannon Rodriquez, Garison Draper, and Jeramy Gordon for their dedication. Additionally, we deeply appreciate all our volunteers and everyone who contributed to making this event a success.

What Made This Year So Successful?

Beyond hard work, several key factors played a role:

The Location: Laguna Beach is a renowned destination, attracting both locals and visitors.

The Venue: The Festival of the Arts is a world-class event space, home to the famous Pageant of the Masters, known throughout Southern California.

Strategic Marketing: With Jeramy Gordon and Ali Cotton leading the charge, our marketing was highly targeted. Consistent messaging on Facebook and Instagram, along with support from the Laguna Beach Chamber of Commerce's 10,000+ email list, amplified our reach. Other organizations also picked up and shared our message.

Going Viral: Our marketing efforts gained traction, reaching our target audience and driving engagement. Adding to the excitement, we brought in a high-energy local band that kept the dance floor packed.

Looking Ahead

We have just received approval from the Festival of the Arts management for next year's event date. That date is Saturday, April 11th, 2026! With more time to plan, we can make it even bigger and more impactful—raising even more for our charities.

A heartfelt thank you to everyone who participated and attended this unforgettable event!

Larry Greene
OCFWC Chair & Roosters Vice President



Calendar of Events

Updated as of 4-9-25



Run for The Roosters

April 10th 11:30am

Pregos Luncheon
Check your EVITE
Jason from OC VIBE

New Anaheim Hot Spot being built
Will talk about the upcoming excitement!

April 24th Thursday 6pm - See Evite

Flash Mob/Social at Smoqued BBQ Orange

NOTE - Not on a Tuesday but a
special Thurs Social/Flash Mob...

If you are on the OCFWC Committee
please arrive at 5:15pm for a wrap up
meeting at Smoqued prior to the dinner.



Facebook Group

All members and significant others are
welcome to join this group. Contact Ali if
you would like to join but are not presently
on Facebook.

May 2-4 2025

Hoag OC Running Festival

The Roosters will be one of 25
Charity Partners!

This will be a HUGE event we will be
involved in.

May 8th Roosters Lunch 11:30am

Speaker - Mei Tseng Brown -
Orange County Bar Association

Saturday May 17th

Fullerton Uncorked

Not a Roosters Event but GREAT to support!

Tustin Street Fair and Chili Cook Off

Sunday June 1st

Volunteers needed! Details coming soon.

Contact Rob Ward for more info;
rward@eis.agency

June 12th Member Dinner

Rooster Member Jeramy Gordon
will speak about his newly published
book! "The Power of 10!"

Chefs Experience - September 28 2025

Old Ranch Country Club

Please contact Joann to join her planning
committee.

OC Food & Wine Celebration 2026

Saturday, April 11, 2026

Festival of Arts, Laguna Beach

*Please note: dates and events
may be subject to change.*

Calendar will be updated as needed.

*Check date of calendar at top of page, and
email*

*RoostersCommunicationsDirector@gmail.com
if you have questions or need a refreshed
calendar.*

2025 Roosters Foundation of Orange County Board of Directors



Louis Gardner
President



Vice President
Larry Greene



Greg Bates
Past President



Rob Ward
Membership
Director



Davi Wilson
Ambassador
Director



Jill Caron - Rauen
Charity
Director



Bleu Cotton
Speakers
Director



Jessie Bullis
Treasurer/Secretary



Garrison Draper
Recording Secretary

2025 Roosters Foundation of Orange County Off - Board



Joann Leatherby
Culinary Masters
9-28-25 Chair



Larry Greene
OC Food & Wine
3-29-25 Chair



Jon Giberson
Run for The Roosters
Hoag Marathon
Liason



Paul Robidoux
Feeding OC
Co-Chair



Larry Mandell
Feeding OC
Co-Chair



Social Chairs
Joann & Greg
Leatherby-Bates



Penny Strenger
Events Coordinator



Alison Cotton
Dir. of Comm.



Peter Smith
Crow Editor

ROOSTER APRIL BIRTHDAYS



John Livingston



Greg Bates



Dan Stone



Marty Golden



Steven Smith



John Hinson



Richard
Schuldiner



Larry Greene



Jessie Bullis



Eric Bell



Prem Balani

Roosters Store!

You can still order MERCH from our online Store!
Roosters' store is open to order
Under Armour shirts and Richardson 112 Twill/
Mesh Snapback hat – all embroidered with
Roosters' logo.
Prices include taxes and shipping!
Orders will be shipped in batches once a month, so
get yours this month!

Our supplier is....
Cedarstream

[https://stores.cedarstream.com/
roosters_foundation/shop/home](https://stores.cedarstream.com/roosters_foundation/shop/home)



Great
Birthday
Gift!!

Membership

Roosters!

We have 57 members and 8 honorary members and have collected 85% of our 2025 dues. If you have not paid your dues yet, please do so ASAP so we can continue to fund all the fun we have planned for 2025.



We have a new application for Membership, Jane Shellhouse. Jane is married to Rooster Howard Minkley, and she is sponsored by Thad Sandford. You can read more about Jane in her bio in this month's Crow.

Jane will attend the May Board meeting for a vote on membership approval.

If you have a prospective member, please get their contact information to me and I will reach out to them. Or have them contact me at rward@eis.agency or 949-274-6274.

Sincerely,
Robert F. Ward
Membership Chair

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

Cherri Farah
Gary Eisenberger
Margarita Martin
Mark McDonald
Dan Pederson

Floyd Pickrell
Peter Smith
Stephanie Bauer
Penny Strenger

Charity Committee

The Charity Committee is accepting one or two new charities this year!

The charity must have the following qualifications:

1. The charity must be from Orange County
2. The charity must benefit children in need/or at risk.
3. An active Rooster member must nominate the charity.
4. The charity should not be nationally funded.
5. The charity should have a strong volunteer basis.
6. The charity should have a large portion of its revenue going directly to the children in need.
7. The size of the operating budget must be at or under one million dollars.
8. An active Rooster member must be the advocate for that charity.

Please contact me, or anyone on the committee, if you have a charity that you would like to have considered.

The members of the committee this year are:
Michael Krever, Paul Robidoux, Thad Sandford, John Hinson, Louis Gardner, Larry Greene, Doug Richards, Davi Wilson, Jill Caron-Rauen, and Stephanie Bower as an honorary member.

Jill Caron-Rauen,
Charity Chairperson
Work: 714-536-8603 Cell/text: 714-552-4216
jill@jdcaron.com



Proposed New Member – Jane Shellhouse

Sponsor: Thad Sandford

My name is Jane Shellhouse. I am married to Howard Minkley who is already a Rooster. My decision to become a Rooster has a great deal to do with interest in the Charity work you do. Being a Soroptimist for almost 20 years I am aware of the needs of children. They have done a lot of work with the same charities you now fund. My profession is Clinical Nutrition, and I have been a Nutritionist for 38 years. My offices are in Placentia where I work in a Chiropractic firm - a good fit for a nutritionist. I actually have had three full time careers! I taught English and Drama for 10 years in the beginning of my career; and once I received a Master's degree in Ed Tech I went into industry and designed board rooms and training facilities for better communication support. My final "gig" before studying nutrition was as an Executive Producer for a small cable company in the 80's doing travel documentaries worldwide for what is today, ESPN. It's been an interesting ride. Howard and I married in 2015 after meeting in 2011 at a church I had never attended before that Sunday!



Flash Mob!

We plan on every 4th Tuesday, but this month is a Thursday. Please check evite and rsvp so we can have a headcount for Chefs!

Our next Flash Mob will be at Smoqued California BBQ, and they are ready to accommodate Roosters there on Thursday, April 24th, 2025, 6pm. Evite will go out beginning of April.

They have one large table that can sit about 16 that they are holding for us and then there are tables close to that table if we have spill over. No need to limit the group size, we can sort it out if we have 16+.

2024 Roosters Foundation Grants



**ROOSTERS
FOUNDATION**
OF ORANGE COUNTY

Each year, the Roosters Foundation makes grants to small charities that benefit children. Some have a long history with the Roosters; others are new. Each charity is carefully vetted by Rooster volunteers to ensure they stay true to their mission.

The Roosters Foundation raises money through the annual Orange County Food and Wine Celebration and through direct donations from members and the community.



Advance!...on to college

Rooster Advocate - Allyn Lean

Purpose - Dedicated to empowering individuals on their journey towards higher education.

Website - www.ontocollege.org



Devil Pups

Rooster Advocate - Gary Draper

Purpose - Leadership education through a demanding physical and academic camp experience.

Website - www.devilpups.com



Family Promise

Rooster Advocate - Dan Stone

Purpose - Emergency shelter, short-term housing, and support services for homeless families.

Website - www.familypromiseorangecounty.org



Fish For Life

Rooster Advocate - Marty Golden

Purpose - Ocean fishing experience for special needs children.

Website - www.fishforlife.org



Friendly Center

Rooster Advocate - Michael Krever

Purpose - "Success for All"

after-school tutoring program for children K - 12.

Website - www.friendlycenter.org



Fristers

Rooster Advocate - Lou Gardner

Purpose - Meeting the immediate needs of teen parents to break the repeating cycle of poverty.

Website - www.fristers.org



H.O.P.E.

H.O.P.E.

Rooster Advocate - Peter Haaker

Purpose - Provides swift access to critical services and resources, striving to alleviate food insecurity and homelessness.

Website - www.hopebiz.org



Hope Harbor

Rooster Advocate - John Hinson

Purpose - Focused on providing a home for teens in crisis, transforming lives, and strengthening families.

Website - www.hopeharbor.org



**Empowering
Readers OC**
A Program of Parentis Foundation

Parentis Foundation

Rooster Advocates - Thad Sandford & Larry Mandell

Purpose - Seeks to raise reading proficiency of at-risk kids by the end of third grade.

Website - www.parentishealth.org



Stand Up for Kids

Rooster Advocate - Jill Caron-Rauen

Purpose - End the cycle of youth homelessness by providing basic needs, housing and mentoring.

Website - www.standupforkids.org/orangecounty



Summer Harvest

Rooster Advocate - Paul Robidoux

Purpose - Provides food to children in need and their families during Summer and Holiday Seasons.

Website - www.summerharvest.us



Young Singers of Orange County

Rooster Advocate - Jill Caron-Rauen

Purpose - Music education scholarships for at-risk youth.

Website - www.youngsingersoc.org

www.RoostersFoundation.org

Hoag Marathon Running Festival

We are excited to be a representative charity of the HOAG OC Marathon on May 2nd - 4th weekend.

For us to raise money for The Roosters Foundation, we need your help by signing up to walk or run in one of the events.

We will be treating this weekend as a Roosters Social event! The more we have the more fun it will be. There will be a big gathering at the OC Fairgrounds on Saturday night, and we hope to go as a group to celebrate!

You must sign up under The Roosters for your Walk/Run to count. Please reach out to Jon Giberson if you have questions. Click the QR code.



Run for The Roosters Foundation
May 3-4, 2025
Costa Mesa, CA

<https://runsignup.com/Race/133058/Charity/28294>

NOTE: If the "Charity Runner" does not select a "Team" and select "Roosters" on the initial registration page, they DO HAVE another opportunity to select Roosters when they set up their fundraiser page, which of course they will all be motivated to do because they want to meet their goal and get the registration fee back.

Schedule:

Friday, May 2nd - 3-7pm

Lifestyle & Fitness Expo – OC Fair & Event Center - 88 Fair Dr. Costa Mesa CA

Saturday, May 3rd - 10-5 (Expected attendance 25,000; Roosters will have a booth to recruit new members.)

Kids Run the OC – 8:00am

Lifestyle & Fitness Expo – 10am-5pm OC Fair & Event Center - 88 Fair Dr. Costa Mesa CA

Celebrate OC – 2:00pm-7:00pm – Enjoy brands and bands and sports teams from the OC.

Celebrate OC 5K – 5:30pm

Sunday, May 4th

OC Lifestyle & Fitness Expo – 10:00am-5:00pm - Over 75 Fitness and Fun Brands

Full & Half Marathon – 5:30am

Half Marathon - 6:30am

Ultimate Finish Line Party at the OC Fair & Event Center – 7:00am-12:00pm

Both marathon events begin at Fashion Island and end at OC Fair & Event Center

Chefs Experience September 28th

Thank you to all of the generous chefs and restaurants listed below, who helped us raise over \$288,000 in 2024 at this event.

Mark your calendars for Sept 28th 2025 - Please join the planning committee.

Please visit these restaurants and let the chefs know you are a Rooster!

Chef Eric Samaniego and **Michaels on Naples**

Chef N'tasha Delgado and Chef Jemille Cruz & **Old Ranch Country Club**

Chef Ugo Allesina and **Prego**

Chef Alan Moran and **The Pacific Club**

Chef Ross Pangilinan and **Catering by Mix Mix**

Chef Nick Weber and **Populaire Modern Bistro**

Chef Alfonso Ramierz and **Leatherby's Café Rouge**

Chef Stefano Ciociola and **Benchmark**

Notes from
Alison Cotton, Communications Director

Our communications team uses:

- Evite (Download the Evite App on your Phone)
- Facebook Group (Download the Facebook App on your Phone)
- Constant Contact (Make sure our Crow Newsletters are not going to your email JUNK folder)
- Our Member Directory is on our website in a Members-Only Section
- Instagram – LIKE and SHARE our posts!
- YouTube – Please subscribe and watch!
<https://www.youtube.com/@roostersfoundationofoc>

Thank you in advance.

RoostersCommunicationsDirector@gmail.com
or txt 949-254-6563

How can you share The Roosters Foundation's mission with others?

- * Post about us on your Social Media.
- * Invite others to our events, and encourage membership!...
- * Buy and wear our Merch! Check out our store online! (address in this Crow!)
- * Get creative like Gary Draper...
He added a custom license plate frame to his car!
"The cost is about \$21. If you like this license plate frame, you can order it on Amazon. Contact Gary or Ali for more details on the amazon seller."

Roosters Charitable Fund Endowment

The fund guarantees that the Roosters Foundation's mission of helping Orange County's children will continue forever. Thanks to the generosity of supporters, this endowment creates a steady stream of income that will always be available to fund programs that make a real difference in the lives of these local children.

Want to help? Click on the link below to donate directly to the Roosters Charitable Fund Endowment. Your contribution, whether a one-time gift or a monthly donation, will ensure that the Roosters Foundation can continue its vital work for generations to come.

<https://www.oc-cf.org/funding-opps/roosters-foundation-charitable-fund/>

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"He was able to save us about \$40,000 on our loan. I have since referred him to many of my clients both for reverse mortgages and regular mortgages."
-Marty Burbank



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Speaker's Corner



Thank you to Jayne Herring, the President & CEO of World Affairs Council of Orange County. She spoke at our March Luncheon. Wow...what an amazing organization. If you would like more info about them, the site is: www.WorlaffairsCouncil.org.



On April 10th, we welcome Jason from PR at OCVibe in Anaheim to share with us some sneak peeks of what is happening next to Honda Center in Anaheim...

OCVIBE is a comprehensive 100-acre development project underway in Anaheim, California, surrounding the Honda Center and the Anaheim Regional Transportation Intermodal Center (ARTIC). The project aims to create a vibrant mixed-use community featuring a variety of amenities and facilities.

Key components of OC VIBE include:

Entertainment Venues: A 5,700-seat concert venue and additional music venues to host various events.

Residential Units: Approximately 1,500 residential units, with 15% designated as affordable housing.

Office Spaces: Between 200,000 and 500,000 square feet of modern office space designed to serve innovative employers in the region.

Hospitality: Two hotels offering a combined total of 550 guest rooms.

Dining and Retail: Over 28 new restaurants, six bars, and local artisans featured in a bustling market hall, bringing regional and global cuisine to life.

Parks and Open Spaces: Twenty acres of open green space, including two four-acre parks, providing ample space for community gatherings and special events.

Parking Structures: Nearly 11,000 parking spaces to accommodate visitors and residents.

Construction began in mid-2023, starting with parking structures and roadwork. The project is planned to open in phases, with initial openings expected in 2026 and full completion anticipated by 2029.

Your Speaker Chair,
Bleu Cotton

Roosters Socials

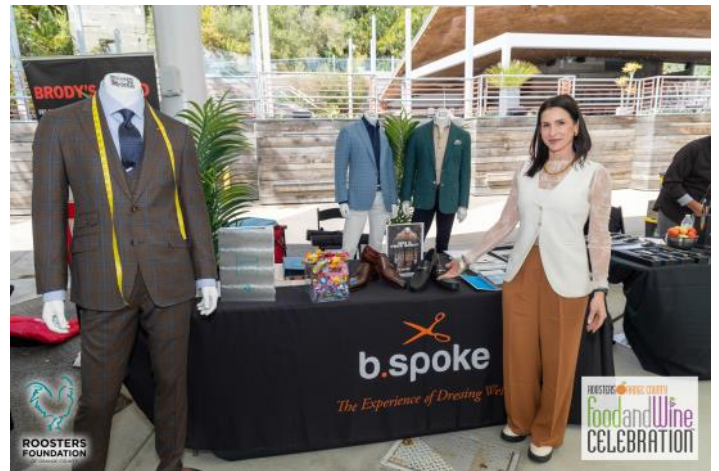
We had an awesome Wine Tasting!
Thank you to all who came and contributed.

See more photos on following pages



Joan Leatherby & Greg Bates, Social Chairs

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





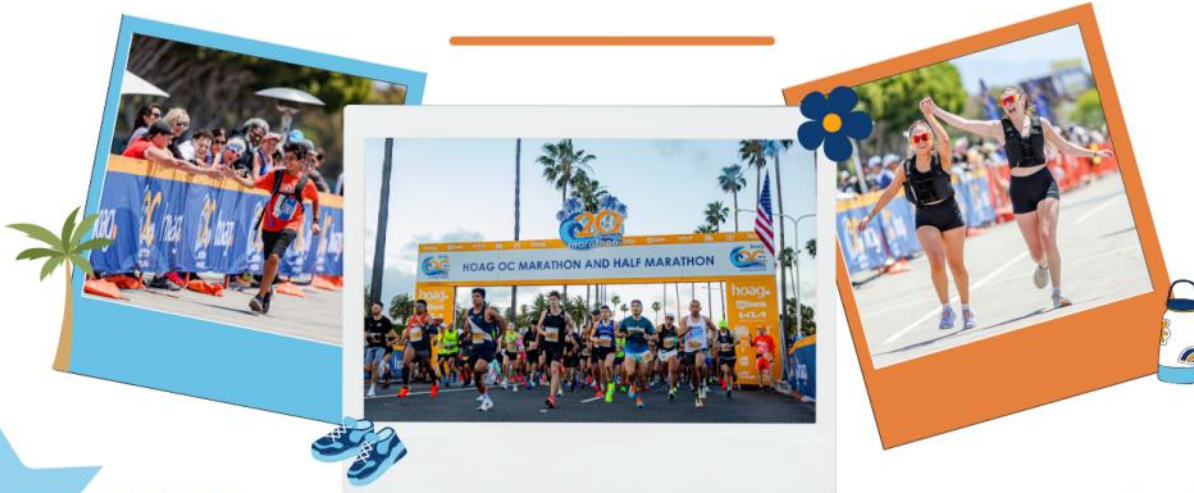




RUN THE OC FOR A CAUSE

THROUGH THE 2025 HOAG OC MARATHON!

5K | HALF MARATHON | FULL MARATHON | COMBO CRUSH



RUN FOR FREE!

Runners who fundraise to a certain threshold have the opportunity to have their registration fees refunded to them.

- **Combo Crush:** Fundraise \$650/\$750 to run for free
- **Full Marathon:** Fundraise \$500 to run for free
- **Half Marathon:** Fundraise \$350 to run for free
- **5K:** Fundraise \$150 to run for free

HOW TO JOIN

1. Go to ocmarathon.com and click REGISTER
2. Fill out your registration information.
3. Scroll down to choose 'Charity Runner' and the event of your choice
4. Create your fundraising page and complete the remainder of your registration.
5. Start training + fundraising!

SATURDAY, MAY 3RD 2025

Celebrate OC 5K: 5:30pm

SUNDAY, MAY 4TH 2025

Full Marathon: 5:30am

Half Marathon: 6:30am



DONATE



714-241-0142



www.ocmarathon.com



@ocmarathon

Culinary Heroes!

Thank you to all of the generous chefs and restaurants who helped us raise over \$288,000!



You are invited to join the planning committee, and mark your calendars for Sept 28th 2025!

Please visit these restaurants and let the chefs know you are a Rooster!

- * Chef Eric Samaniego and Michaels on Naples
<https://www.michaelsonnaples.com>
- * Chef N'tasha Delgado and Chef Jemille Cruz and Old Ranch Country Club
<https://www.invitedclubs.com/clubs/old-ranch-country-club>
- * Chef Ugo Allesina and Prego
<https://www.pregoooc.com/>
- * Chef Alan Moran and The Pacific Club
<https://www.thepacificclub.org/>
- * Chef Ross Pangilinan and Catering by Mix Mix
<https://www.mixmixkitchenbar.com/>
- * Chef Nick Weber and Populaire Modern Bistro
<https://www.populaireoc.com/>
- * Chef Alfonso Ramierz and Leatherby's Café Rouge
<https://www.patinagroup.com/leatherbys-cafe-rouge/about>

Roosters of Orange County
17602 17th Street Suite 102-252,
Tustin, CA 92780

www.roostersfoundation.org



Rooster of the Year - 2024
Rob Ward



Crow Editor
Peter Smith

Roosters Creed

An organization that stands for friendship, fellowship, charity and good times. It stands for busy, worldly people 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

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Anniversaries?
Marriages?
Congratulations?
For sale?
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Lost?
Found?**

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