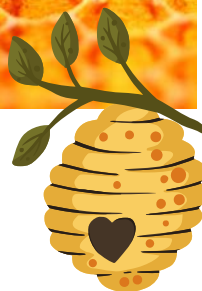


THE Guild Buzz

Kure It® Women's Guild Quarterly Newsletter



Why the Hive?

By Beth Hoss

Ever hear the expression “busy as a bee”? A bee hive consists of a social group working tirelessly together, each individual with tasks suited to their abilities, in order to ensure success as a whole. The hive works toward a common goal, performing separate roles to collect nectar and make honey. Our Kure It Women’s Guild functions much as a hive does: we are a busy group of caring, capable women working together to collect funds to support cancer research.

Our Kure It Women’s Guild really started to swarm in the fall of 2020, when a few founding women sat at lunch and began to brainstorm. The image of a Hive--made of a group of committed women with an array of talents and tasks working together for a greater good--came to mind. Many different types of helper bees would be needed to make an impact great enough for cancer to feel our sting. Together we can save lives!

Throughout the past few years, we have been navigating challenging times, yet we have continued our mission, adjusting and transforming as we strengthen the ties that bind us. We continue to grow our Hive of like-minded philanthropists, organizing FUNdraisers to increase donations and awareness, collaborating with Kure It to create the greatest impact, and promoting the importance of cancer research. The Hive is buzzing with activity and we are happy you have joined our effort to cure cancer!

Follow Us



Buzzworthy Highlights

Why the Hive?
A Common Goal

Kure It Celebrates its
15-Year Anniversary

Honeybee Highlight --
Roxanne Hafezi

Busy Bees: Upcoming
Event and Opportunities
To Make An Impact

What's Happening in
the Hive?

Not yet a member?

[CLICK HERE](#)

**TOGETHER WE CAN
SAVE LIVES AND
ERADICATE CANCER!**





Celebrating 15 Years

By Brooke Siecke



HAPPY ANNIVERSARY!

Kure It is proud to share our 15-year anniversary with our incredibly supportive donors, sponsors, colleagues, and friends. The journey building a nonprofit is not an easy path. The challenges and lessons learned are what develop a strong core and assist building new relationships. Our Kure It team continues to marvel at the support from our community and the partnerships that align with our mission to cure cancer.

As we celebrate a successful 15 years, we would like to pause and thank you for your continued support and generous contributions. We would be remiss not to acknowledge you and your dedication to bridge the financial gap in underfunded cancer research. The comprehensive centers we partner with know you are the link to the success of future programs.

To our Board of Directors, our dedicated Medical Advisory Board, and our Kure It Staff, congratulations! The mission to fund **ONE MILLION DOLLARS** a year towards cancer research has been accomplished. With over \$12 million raised since our inception in 2007, Kure It continues to build on a dream set by our founder, Barry Hoeven. As a USC alumnus, the term "Fight On" is what Kure It does best. New goals are underway, and a very bright future awaits. Our mission continues, our path is set, and we hope you will join us along the way. Happy Anniversary, Kure It!



Happy Bee-Day!

SUZIE BABAKHANIAN
March 4

BETH HOSS
March 14

ELIZABETH JONES
March 14

KELLY PARKER
March 26

COURTNEY CRETIKOS
April 20

THERESA SPERLE
May 19

Women's Guild + Kure It = Saving Lives

A Message from the Editor



SPRING is the season of new beginnings. We begin this season with the first edition of *THE GUILD BUZZ*, our Kure It Women's Guild quarterly newsletter. Our Hive colony continues to build and reap the sweet rewards of our labor as more worker bees join in our common goal to save lives and eradicate cancer. This quarterly newsletter serves to highlight our goals, upcoming events, and successes.

If you are interested in providing an article for the next edition, please reach out to me or any of the Women's Guild Board members. A well-informed Hive colony is more connected and impactful, and good communication creates stronger relationships and increases engagement. Thank you for being involved and staying informed.

-- Mary Gonzales, *Bee Secretary*

Kure It

women's guild

Hive Colony

2022 Women's Guild Members

QUEEN BEE
Kerri Hatfield

THE BUZZ
Beth Hoss

SOCIAL BEE
Courtney Cretikos

BEE SECRETARY
Mary Gonzales

SCOUT BEE
Roxanne Hafezi

ADVISOR BEE
Brooke Adams



-- HONEY BEES --

Athena Brownson
Desiree Zubair
Christine Joseph
Elizabeth Jones
Elizabeth Teagle
Jeanne Stein
Jessica Shafer
Kelly Parker
Kim Heinecke
Libby Perry
Lisa Wienenga
Lesley Dowd
Lyn Clute
Maria Tanner
Marian Grace
Martha Haecherl
Olivia Slagle
Summer Brown
Suzie Babakhanian
Theresa Sperle



Honeybee Highlight

By Kerri Hatfield

ROXANNE HAFEZI

Helping researchers answer the question "What if...?"

What if we tried...? What if we could...? What if we had access to...? These are thoughts many researchers have as they ponder big questions while trying to prevent or cure cancer. But the barrier is often money.

After experiencing cancer with both her father (colon) and mother (breast), Roxanne felt the need to help these researchers attempt to answer these questions. She found Kure It's ability to finance innovations very inspiring and wanted to be a part of this solution. She has lovingly took on the role of Scout Bee within our Hive and is doing her own research. Whether looking for big donors, finding fundraising opportunities, or looking at what has worked for other charities, Roxanne is donating her time to see that the Women's Guild succeeds.

Born and raised in Orange County, California, Roxanne and her husband, Ali, and their two "children" live in Laguna Niguel. She loosely uses the word children as Bryan (21) is a junior at Santa Clara University and Allyson (18) is a senior at Santa Margarita Catholic High School. Most of the world would call them young adults, but they will always be her babies.

During this crazy pandemic, as these babies were becoming more self-sufficient, Roxanne decided it was time to return to the workforce and began her third career with a custom clothier, Tom James. Her new job, funny enough, is much like her last job; she keeps the office humming, ensures the sale team is meeting the deadlines for the customers, and that nothing falls through the cracks. Staying on top of things is what every mother does, and that's no different with her new job.

Roxanne and her family are avid travelers. Her love for traveling began young, and she was fortunate to visit her brother in Korea at the young age of 22. Since then, she has experienced many countries. Her favorite thing about each country is definitely their varied cuisine. In 2019, the Hafezi family ventured to Japan, which really spoke to Roxanne as it was such a distinctly different culture from her own here in Orange County.

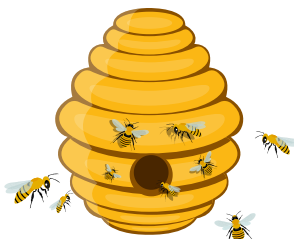
Thanks for being our first highlighted honeybee, Roxanne!

Look here in the next issue to learn more about your Kure It Hive members.



Busy Bees

2022 WOMEN'S GUILD UPCOMING EVENTS



4/6 (Wed)

GUILD MEETING

7 pm @ @ Nellie Gail Ranch Clubhouse

4/8 (Fri)

SIR OWLVERICK'S COFFEE EVENT

10:30 am @ Fisher Paykel, Costa Mesa

4/(TBD)

UCI CANCER CENTER TOUR

(Date to be shared with Guild Members)

5/23 (Mon)

GUILD MEETING

7 pm @ Nellie Gail Ranch Clubhouse

6/10 (Fri)

RIVALS CUP GOLF TOURNAMENT

@ Pelican Hill

6/26 (Sun)

JULIE'S WALK FOR GLIOBLASTOMA

@ Huntington Beach

7/31 (Sun)

THE BIG DILL PICKLEBALL TOURN.

@ The Tennis Club of Newport Beach

(TBD)

TOM PERRY INVITATIONAL

@ a venue to be announced

11/5 (Sat)

LET'S SAVE LIVES GALA

@ a venue to be announced



BEE-LIEVE IT!

Worker bees are the most common honeybee and make up 99% of the population of each colony.

Bee Involved

OPPORTUNITIES TO MAKE AN IMPACT

LOOKING TO GET FURTHER INVOLVED?

We need to fill the following positions ASAP.
Grab a friend and make it a co-chair position!



MEMBERSHIP CHAIR

Keep records of Guild memberships.

GIFT BASKET CHAIR

Everyone will work on the gift baskets;
this position will manage it.

PICKLEBALL CHAIRS

Comfort Station Chair
Court Sponsors Procurement
Vendor Management
Spin Items Procurement
Promotional Items Vendor Contact

BEE A VOLUNTEER AT ANY EVENT

Bee the Difference!

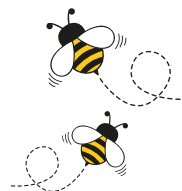
Please reach out and we would be happy to explain these positions in more detail.



For a full calendar
and event details.



What's Happening in the Hive?



WE'RE BUZZIN' ALONG *By Brooke Siecke*

Kure It welcomed 2022 with renewed energy and excitement for the year ahead. However, it also found us asking the same questions as countless other organizations-- How do we proceed in a post-pandemic environment? We have all learned how to "pivot" and move the ship forward; it is the strength of teamwork and the amazing donors who support Kure It year after year.

As we celebrate our 15-year anniversary, we designed a few innovative programs and updated our existing events. To kick off our anniversary we created a new campaign called "[The 15 Hosts for \\$15K Challenge](#)." The program is designed for a donor to host a small gathering of friends or colleagues with a goal to raise \$15,000 for cancer research. Our Kure It staff will be guiding hosts and assisting in planning these intimate events for a successful outcome. Should you wish to join our campaign, we would welcome the opportunity to collaborate with you.

Our goal this year at Kure It is to reach beyond the \$1,000,000 mark for grants funded, as well as support new initiatives that target the underserved communities in need. We will continue to cultivate a diverse organization that strives to keep the mission of providing direct funding at comprehensive cancer centers and institutions front and center. It's a big anniversary for Kure It and we're thrilled to share it with you!

SIR OWLVERICK'S COFFEE EVENT *By Kerri Hatfield*

APRIL 8, 2022



If you are a coffee connoisseur, you are not to miss our April Guild event with [Sir Owlverick's Coffee Roaster](#). Amy Tang founded and built this company around her family's three generations in coffee roasting. Sir Owlverick's is served in some of Orange County's best coffee houses and made its way into a partnership with the NHL Anaheim Ducks team as a premium coffee brand. Recently, Sir Owlverick's joined forces with Brewery X, the beer of the Anaheim Honda Center, to create a delicious Vietnamese Coffee Stout. Don't squish your nose... you must try this full-bodied coffee beer blend to fully understand the complex taste. It's a winner!

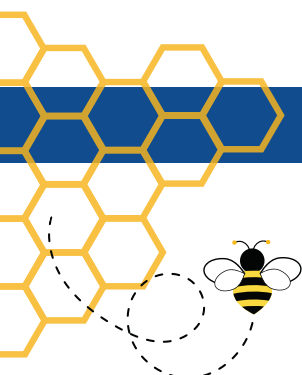
On April 8, Kure It Women's Guild and Sir Owlverick's will be joining forces for a coffee-infused, educational event at Fisher Paykel Experience Center, located in Costa Mesa. Enjoy an amazing morning sampling delicious pastries created by Fisher Paykel's executive chef, while the Sir Owlverick's team leads us on an adventure for the perfect pour over and the nuances of coffee tasting. You will receive a complete pour over kit, a bag of freshly roasted Sir Owlverick's coffee beans, and will learn to master the art of coffee making. Sounds fun, right?

WE HOPE YOU WILL JOIN US. SPACE IS LIMITED AND WILL SELL OUT FAST!

If you can't make this event, we will miss you; but rest assured, you can still support Kure It and Sir Owlverick's. We would be happy to get it delivered to your door, where you can enjoy your coffee in slippers, knowing you've still made an impact to fund cancer research. Or, you can find them at Pavilions, Whole Foods, Albertsons, and some specialty stores. Better yet, check out their website (owlvericks.com) and join their subscription coffee for delivery to your door!

Our Mission

The Women's Guild "Hive" supports the purpose and activities of Kure It through fundraising, education, and community outreach. Hive members actively go out into the community and work hard to spread knowledge and their passion for supporting cancer research. In addition to creating awareness, members have a great time together and enjoy the company of other women who want to make a difference. Hive members also have the unique opportunity to attend lab tours at some of the country's top Comprehensive Cancer Centers to learn more about the cutting edge research they are supporting through their time, talents, and treasures.



Guild Galentine's Party and Charcuterie Workshop

THURSDAY, FEBRUARY 10, 2022

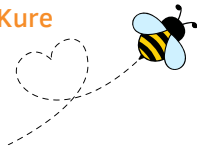
It was such a spectacular night to raise funds for Kure It with our Galentines! We had an overwhelming response and are grateful to all those who attended and donated. You truly made a difference.

We gathered at the stunning Cretikos home and learned how to prepare our own charcuterie boards, sipped on unique cocktails crafted by Fran and Ryan of **WHITE WOLF PROVISIONS** and **THIRSTY WOLF EVENTS**, and shopped striking, handcrafted resin and wood art by Ryan of **ALL OHANA**.

Many thanks to **JACKIE'S BOARD LIFE** and her crew for patiently guiding us to make 31 bee-u-tiful, heart-shaped charcuterie boards to devour for Valentine's Day. And our special gratitude to our dazzling host, Courtney Cretikos, and her charming family for the delicious spread and desserts. They really know how to throw a party!

We all have a "WHY" that prompted us to attend this event. We hope that WHY continues to push you to make a difference along with us. We have a fun group of ladies and a cause that we're passionate about. Together we can save lives and eradicate cancer. If you're not yet a member of our Women's Guild "Hive," we invite you to bee-come a "honeybee" and help us show cancer we won't sit idle. Click [HERE](#) to sign up today and make a difference.

Bee Kind - Bee the Difference - Bee the Kure



Sweet as Honey



Courtney Cretikos writes: *It's so much more than just a guild! It's a Beehive, a community, and a place of friendship. We are all women just trying to do better and be better than we were yesterday. Every day when I drop off my kids at school, I always say, "Do good and be good," and they answer back, "I can and I will." Our mission is to Do Good and Bee Better than we were yesterday. We nurture our friendships and challenge each other to think bigger and aim higher. We all want the same thing and that is a world without cancer. #beethekure #beethechange and join the Hive!*

Women's Guild + Kure It = Saving Lives