



# The Key Elements of Every Successful Branch



## Having Fun



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## Mission Statement

SIR exists to enrich the lives of its members through well-organized, well-run, fun activities, lunches and events ... while making friends for life.

## Having Fun



# The Key Elements of Every Successful Branch

## “Elevator Speech”

SIR is a local club for adults with a range of well run social and athletic activities including monthly lunches with speakers. Our members are like you with similar interests and experiences.

## Having Fun



# The Key Elements of Every Successful Branch

## Slogans

- Making Friends for Life
- Fun Activities with Friends
- Enrich Your Life while ...

## Having Fun



# We are – Your Local Club

## Fun Activities with Friends



SIR is an all-volunteer organization of ...

Active senior men who get together with friends and partners for well organized activities, special events and lunches with speakers.



# SIR's Purpose and History

## Founded 68 Years Ago

### Purpose

- Enrich the lives of members!
- Offer activities that provide physical, mental and social engagement for senior men and their partners
- Help our members enjoy longer and happier lives

### History

- Founded 1958 in San Mateo by Damian Reynolds and three friends
- 77 branches in Northern California
- Over 8,500 members



# About SIR

## 501 (C) (4) Corp.



- Each branch is registered with the State of California as a Non-profit Social Welfare corporation.
- Branches are managed by an elected Board of Directors who have full fiduciary responsibility.
- Dues are used solely to cover branch operating costs.
- All branch activities and events are self-supporting.



# State SIR

## Serves the branches for a fee



- Insures the branches.
- Submits branch financials (tax).
- Maintains California state documents.
- Supports common tools (website, etc.)
- Trains branch executives.
- Organizes Tournaments and Events
- Publishes a monthly newsletter.
- Sells SIR apparel and other items.





# What SIR offers its members

## For just a few \$\$ per year

- Well-organized group activities
- Educational opportunities provided by distinguished guest speakers
- Social engagement with men from a wide variety of backgrounds and wide-ranging interests





# Partners & Family Always Welcome

Yes, we're incorporate as a "men's " club, but...

- Your family and friends are welcome at **ALL** our activities, including
  - Luncheons, picnics, holiday parties
  - All indoor, outdoor, and online activities



# Monthly Lunches with Friends

## (Interesting Speakers a Bonus)

Month	Speaker	Topic
January	Richard <u>Holmboe</u>	Pacific Coast Whales
February	Richard Deutsch	Hexagon Project
March	Gordon Frierson	Angel Island
April	Alice Dang	Alzheimer's/Dementia
May	Todd Stewart	Foreign Service (Lighter Side)
June	Mark Soltau	Tiger Woods and other sports stories
July	Summer Picnic/No Speaker	
August	Paul <u>Lesti</u>	Capital Gain Exit Strategy
September	Steven Rubalcaba	Medicare/Medicare Plans
October	William Durham	Flight of the HMS Beagle
November	Mark Purdy	Sports Stories
December	Holiday Lunch/No Speaker	



# Branch Activities

## (Over 50 in All)

	<u>Activity</u>	<u>Branch Count</u>
1	Golf-18	65
2	Bowling	46
3	Bocce Ball	38
4	Wine Tasting	25
5	Dining-out	21
6	Travel	21
7	Fishing	19
8	Cards	18
9	Hiking	15
10	Other	15
11	Book Club	14

	<u>Activity</u>	<u>Branch Count</u>
12	Cycling	11
13	Pickleball	11
14	Poker	11
15	Walking	11
16	Book Exch	8
17	Pool-Billiards	8
18	Bridge	7
19	Nights-Out	7
20	Pers Finance	7
21	RV	7
22	Technology	7

	<u>Activity</u>	<u>Branch Count</u>
23	Beer Tasting	6
24	Coffee Group	6
25	Holiday Party	6
26	Breakfast	5
27	Volunteering	5
28	Dinner Club	4
29	Photography	4
30	Classic Cars	3
31	Day Trips	3
32	Games	3
33	Golf-9	3
34	Happy Hour	3



# Special Annual Events

## Summer BBQ/Picnic



## December Holiday Celebration





# One Time Events

## Trips to Sporting Events





# Branch Information Sources

## Keep Member's Informed

- Monthly e-Newsletter
- (link emailed to you)

- Online Member Directory
- (log in any time)

- Printed Directory
- (distributed yearly)

**TRAIL TIPS**  
Sons in Retirement, Inc. Mission Trail Branch 35 Los Altos, California  
Branch 35 web site: [www.sirmc2.org/branch35/](http://www.sirmc2.org/branch35/) May 2020

**— NEXT MEETING —**  
3rd Wednesday, May 20, 2020  
Business 12:30pm, Program 1:00pm  
**VIA ZOOM WEBINAR**  
Zoom instructions will be sent via email before the meeting.

**PROGRAM**  
Speaker: Carl Guarnido, CEO Silicon Valley Leadership Group  
Topic: "Past Changes and Future Challenges"

**The Big Sir Says . . .**  
**ZOOM**  
I hope this newsletter finds you all safe and healthy in the very strange shut-in-place time. Jeer and I walk the dog and work in our yard and garden, but there about all we can make for here. The way we socialize now is virtually over the internet using ZOOM. Once the way is shown to my first branch once or twice if you are wondering that way, too. You can find me of Monday morning golf get-togethers, not at the golf course but in the kitchen with coffee at the computer, sharing the owner's menu or Friday was drinks out at the pub. I'm in the front of the computer, and I'm talking family get-togethers too, around the radio like once I was a kid out in front of the computer. Read about these and other news items.  
**Branch 35 has gone virtual, too!** Your Branch Executive Committee has held an award meeting on July 1st in front of the computer with 13 members attending. The Book Club has met to discuss books virtually. Even virtual activities like Book Sale and more are some golf luncheons are more virtual. By the way, my daughter's family opened and eat dinner in front of the computer's sharing socially with friends with many. The week is different today, yes, but we will never totally return to the way it was before the pandemic.  
**Our next luncheon meeting is scheduled for 12:30 pm on May 20th - virtually.** You bring the food, drink and conversation, and we'll set it up using Zoom and bring the guest speaker and your friends. We're hoping to continue introducing our luncheon meetings into the future over time as we agree more face-to-face. Just this month I'll be sending you instructions on how to use Zoom and an invitation to join us in our next meeting. We are hoping you'll be happy to use Zoom to see us with family, friends and associates before too.

**My Profile**  
EDIT PROFILE My directory profile

Profile Privacy Email subscriptions My event registrations Invoices and payments Donations

MEMBERSHIP DETAILS

SIR Branch 35, the Mission Trail Branch

**Home > My profile**

**MY PROFILE**  
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MEMBERSHIP DETAILS

To Login, View/Edit Profile, Change Password, or Logout  
Click on the Blue Man Above.

To go to the SIR Branch 35 Public website, click on the SIR Banner to the left. You will not be logged out of this Branch 35 Membership website.

2024 Membership Roster

Mission Trail Branch #35  
Los Altos, California

Branch #35 (public): [www.sirmc2.org/branch35](http://www.sirmc2.org/branch35)  
Member directory (log-in): [www.sirbranch35.wildapricot.org](http://www.sirbranch35.wildapricot.org)  
SIR State (public): [www.sirmc.org](http://www.sirmc.org)

Chartered September, 1971

**SIR**  
SOCIAL ACTIVITIES FOR MEN

Dedicated to enriching the lives of our members through fun activities, luncheons and events while making Friends for Life.

Published July 2024

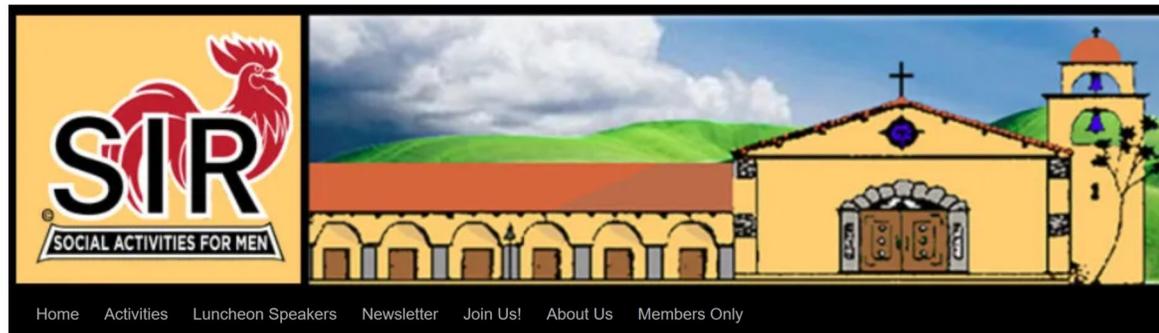


# Branch Public Website

## Spread the Word

### SIR Branch 35, the Mission Trail Branch

*Active mature men enjoying life in Los Altos, Los Altos Hills, Palo Alto, Sunnyvale, Cupertino, Mountain View, Saratoga, San Jose, and other nearby towns*



#### Home

*You've paid your dues in the working world, now it's time to make new friends and enjoy life!*

We are a non-profit organization of active men from all walks of life including business, science, engineering, medicine and education. Our sole purpose is to bring together individuals with common backgrounds and interests to participate in well organized and well run indoor and outdoor activities and special events. Participating in these activities and events lead to strong social bonds amongst our members.

Search the Site

Search



# The Role of a Member

## Have Fun with Friends



- Be Sociable
- Participate in Activities
- Have Fun with Friends
- Sign-Up to Help & Lead



# The Role of a Member

## Stress Active Participation

### Make our branch even better

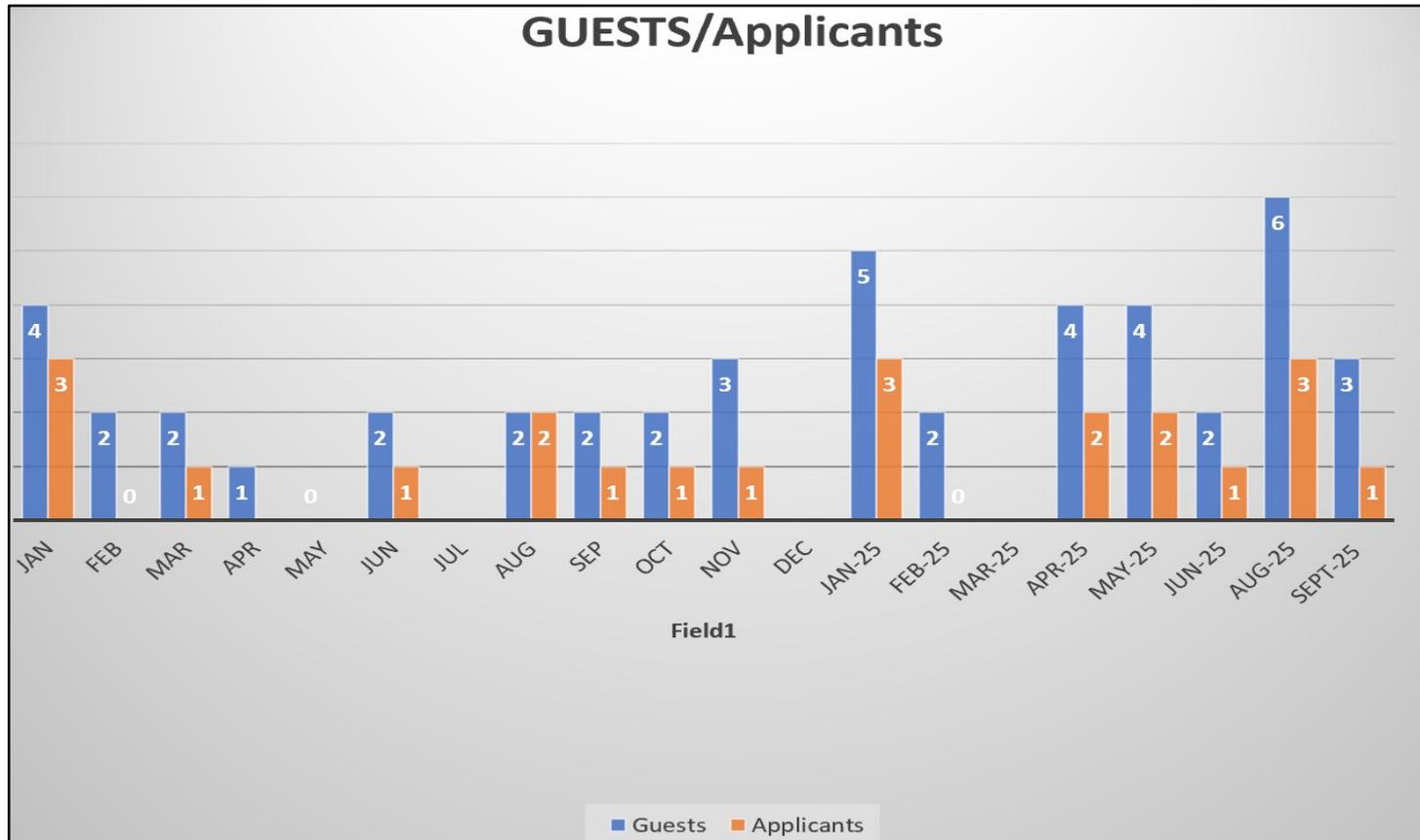
- Offer ideas to improve our Branch
- Expand your volunteer activities in support of the branch.
- Suggest great luncheon speakers
- Consider joining the Branch Executive Committee (BEC)
- Continue inviting friends to join SIR





# Stress Attracting New Members

## Review Performance Regularly



- For 2024
  - 20 guests
  - 10 Applicants
  - (50%)
- For 2025
  - 26 Guests
  - 12 Applicants
  - (46%)



# Recognition for Contributions

## Reward Participation





# Recognition for Contributions

## Reward Participation

 **2025 New Member Tally - Sponsors**

<b>Scott Hiller - 5 points</b>		<b>Award Program</b>  <ul style="list-style-type: none"><li>• Copper – 3 points</li><li>• Silver – 5 points</li><li>• Gold – 7 points</li><li>• Platinum – 9 points</li></ul>
<b>Jim Thorne - 3 points</b>		
John Tucker – 2 points	Paul Wcislo – 2 Points	
Bill Mack - 2 points	Rick Wheat - 2 points	
Bob Moss - 2 points	Sam Im - 2 points	
Dan O'Brien - 2 points	Tim Topole - 2 points	
Ken Cornwell - 2 points		
Herb Petersen – 2 points		

Plus 12 other members with 1 point each

**New Members thru October 15: 33**



# The Key Elements of Every Successful Branch

## Leadership

- Clear Roles & Responsibilities
- Strong Technical Support
- Regular Communication
- Articulate Branch Activities
- Encourage Volunteerism
- Award Exceptional Efforts
- Identify Potential Leaders

## Planning

- Set Achievable Goals
- Define Required Actions
- Assign Responsibilities
- Review Progress to Goals
- Discuss Issues Openly
- Regular Member Reports

## Financial Mgmt.

- Determine Fixed Expenses
- Determine Capital Requirements
- Monitor Discretionary Expenses
- Lunches & Activities – Pay to Play
- Determine Minimal Reserves
- Calculate Budget Based Dues





# The Key Elements of Every Successful Branch

## Lunches

- Choose a Pleasant Site
- Serve Quality Food
- Offer Meaningful Speakers
- Meet Members \$\$ Needs
- Collect \$\$ in Advance

## Activities

- Key to Attract Members
- Have a Range of Offerings
- Have a Published Schedule
- Pay for Participation

## Special Events

- Summer BBQ / Picnic at Low \$\$
- Sponsor a Holiday Celebration
- Have Group Trips to Sports Events
- Have Group Trips to Exciting Sites





# The Key Element of Every Successful Branch

## Attracting New Energetic Members

- Be an Enthusiastic Prophet for the Branch
- Participate in Ground Game to Churches, Businesses, Societies, etc.
- Volunteer to Attend Community Events & Stand Booth Duty
- Work with Local Senior Organizations
- Distribute Literature (Newsletters, Rack Cards, etc.)
- Pass out Business Cards to Friends, Acquaintances & Participants





# The Key Elements of Every Successful Branch

## Branch

### Executives

Leadership  
Planning  
Financial Mgmt.

## Member

### s

Lunches  
Activities  
Special Events

## Everyone

### !!

Attracting New Members  
Extending Invitations  
Encourage Participation

# Having Fun!!!



**We're Glad You've  
Joined the FUN  
(And Signed Up to Lead)**





**Welcome to SIR !**