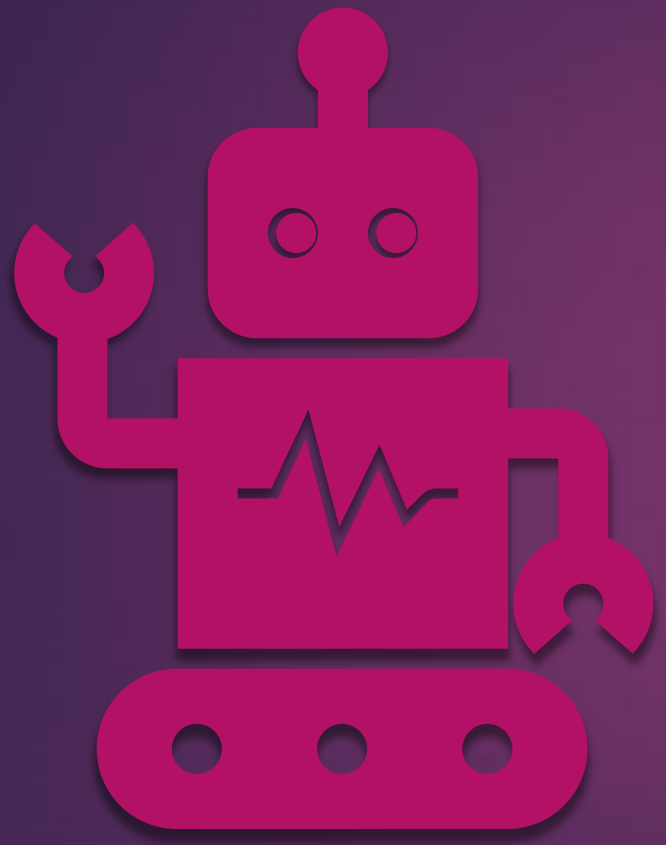
Less work
More Fun

Some challenges we Face

1. Finding Basic Data
2. Attracting New, Younger Members
3. Data → Information → ACTION
4. images with Impact



Can AI Help?

Which AI to use?

AI Archetypes: Match the Tool to the Task

Help users select the right AI model based on its specific strength and primary weakness.

The Oracle (ChatGPT)

RAPID IDEATION

Best for exploration and speed, but prone to **'Action Bias'** where it fills gaps with generic assumptions.

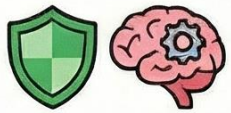
BENEFIT:
Speed & Exploration

PROBLEM:
'Action Bias' & Assumptions

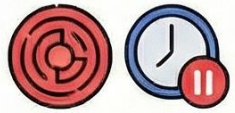
The Diplomat (Claude)

NUANCED ANALYSIS

Best for ethical reasoning and safety, but can lead to **'Analysis Paralysis'** through excessive hedging.



BENEFIT:
Ethics & Reasoning



PROBLEM:
'Analysis Paralysis' & Hedging

The Integrator (Gemini)

CROSS-PLATFORM TASKS

Best for Google ecosystem and multimodal work, but risks **'Tool-Driven Thinking'** where capabilities dictate the solution.

BENEFIT:
Ecosystem & Multimodal

PROBLEM:
'Tool-Driven Thinking'

The Mirror (NotebookLM)

DECISION VALIDATION

Best for analyzing your own documents, but creates **'False Confidence'** if your source data is incorrect.

BENEFIT:
Document & Self-Analysis

PROBLEM:
'False Confidence' in Incorrect Data

NotebookLM

Problem 1

How to Find information from the Manual or Sir Leader's Guide (SLG)

Try SIRINC.ORG/ASKSIR

Problem 2

How to Attract new, YOUNGER Members with the energy and vitality to volunteer as Leaders

From Luncheons to Lifestyles: A New Vision for Retirement

The Old Model: The Luncheon Trap

Centered on Passive Events

Relied on traditional gatherings like luncheons as the main social entry point

Used "Tired" Language

Focused on "longevity" and "seniors," which appeals to an older (80+) generation

Appealed to a "Make Do" Mentality

Resonated with a generation comfortable with quiet accommodation, not modern Boomers

The New Model: "Activity First" Recruitment

Leads with Shared Passions

Uses specific activities and interests as the primary tool to attract new members

Uses Aspirational Language

Employs words like "vitality," "curiosity," and "roaring adventure" to inspire

Appeals to a "Refuse to Settle" Mindset

Attracts Boomers who want to build a "squad" and redefine their retirement

NotebookLM

THE NEW SENIOR: ATTRACTING MEMBERS UNDER 80

Personal growth and active purpose are the primary drivers for members under 80.

SELL "GROWTH AND IMPACT," NOT CONNECTION

Boomers join clubs to master new skills and leave a legacy; frame your message around how they will grow or change things.

PRIORITIZE DYNAMIC AND FLEXIBLE PROGRAMMING

Replace sedentary routines with high-energy activities like hiking, travel, and fitness to meet the demands of 89% of active Boomers.

100% DIGITAL OUTREACH IS ESSENTIAL

MODERN VISUALS OVER SIMPLIFIED LAYOUTS

Active Boomers expect digital engagement, relying on email, social media, and apps like Meetup to discover and organize activities.

While 80+ members need ultra-simplicity, Boomers can handle (and prefer) sleeker, denser, and more tech-integrated visual presentations.

NotebookLM

Problem 3

Convert long documents
to summaries, infographics,
narrated slideshows, and more

Stay Safe & Compliant: Prohibited Activities

To inform SIR, Inc. members about specific activities and organizational **conduct that are strictly forbidden** under official policy to ensure safety and compliance.

Prohibited Recreational Activities

Winter Sports

Includes ice skating, snow skiing, and sledding.

Contact Sports

Includes football, basketball, soccer, and hockey.

Weapon-Based Activities

Includes all activities involving fireams or archery.

High-Risk Pursuits

Includes mountain climbing and riding/driving in motor competitions.

Organizational & Financial Prohibitions

Unauthorized Fundraising is Forbidden

Only dues, voluntary contributions, and licensed raffles are permitted.

No Monetary Support for Outside Groups

SIR, Inc. and its branches cannot give funds to any outside entity.

Maintain Political & Religious Neutrality

Endorsing political or religious agendas in bulletins or at meetings is prohibited.

NotebookLM

Problem 4

Create or edit images
to have IMPACT

Fish with SIR
Fish with SIR

LEARN FASTER.
ACTUALLY REMEMBER.

OLD WAY:
INFORMATION
HOARDING

Perplexity

1. CURATE
(Filter Noise)

NotebookLM

DEEP UNDERSTANDING
& RETENTION