



SIR

PAST, PRESENT and FUTURE



Looking Back in Time - 1959

- Recession
- President: Dwight D. Eisenhower
- Average house cost: **\$12,750**
- Alaska and then Hawaii became States.
- US launched its first satellite
- Federal Aviation Agency established.



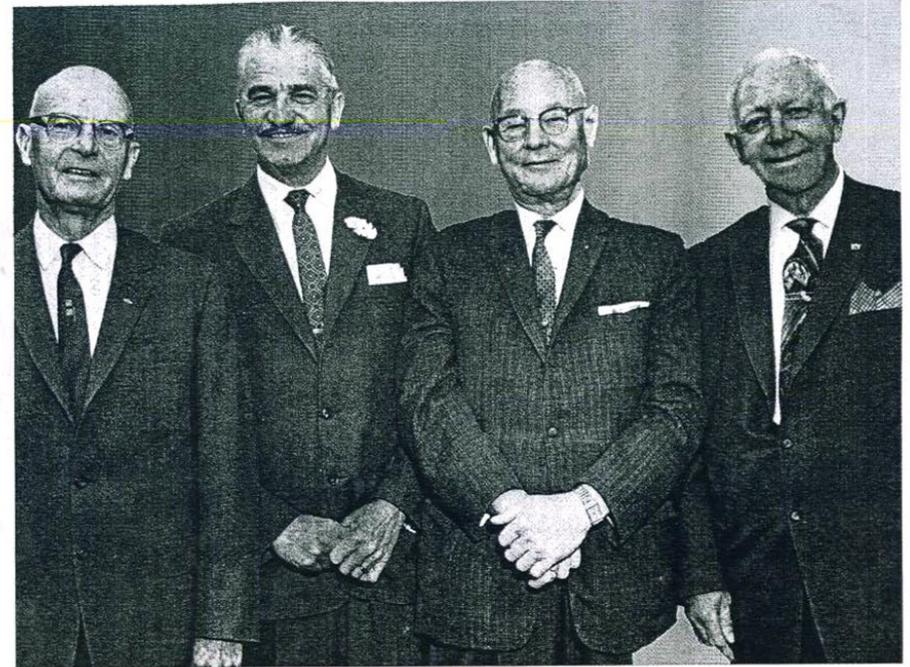
1959

- **Pensions** were prevalent.
- Civil change movements began to take hold.
- Only 22% of women are in the workforce.
- Bank of America issued the first credit card
- Children were safe playing outside unattended.
- On 2/13/1959, **Sons In Retirement** was incorporated as a tax-exempt corporation.



1958 - Pre 1959

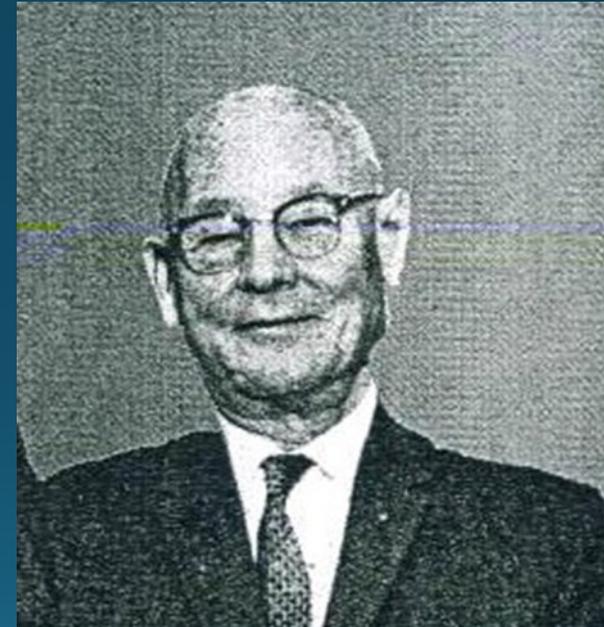
- Damian Reynolds, Wallace Plummer, Claus Hink and Lorenz Hansen met for lunch in July 1958.
- Agreed to the concept of SIR.
- But to understand SIR, you must understand a little of **Damian Reynolds** – its architect.



Wallace B. Plummer Claus J. Hink Damian L. Reynolds Lorenz H. Hansen
Founders, Sons In Retirement, Incorporated, 1958

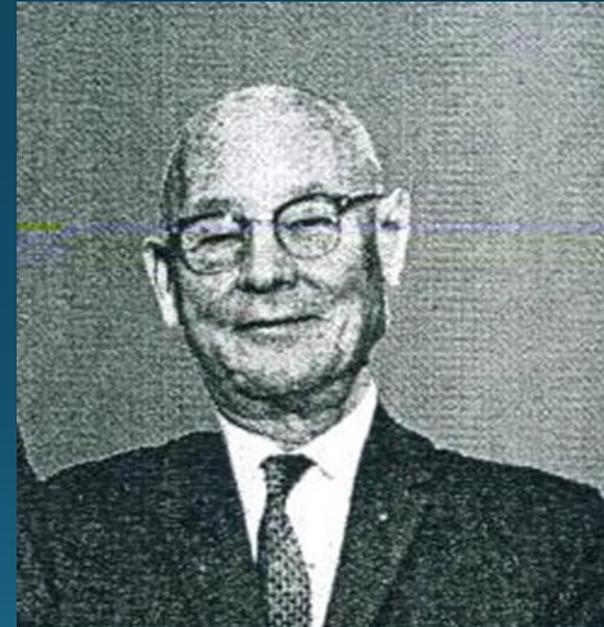
Damian L. Reynolds

- He has been described as a “man of and with ideas”
- Engineer, architect, and inventor among other professions.
- He held many patents on his inventions
- He designed and built his own house, inventing many modern conveniences – such as a automatic sprinklers, burglar alarm, etc.



Damian L. Reynolds

- Retired after 16 years from Pacific Fruit Express at age 55.
- He then became active in fraternal circles, including the Shrine, serving as local President.
- Nonetheless, **he missed the interaction with other businessmen** – the solution - Sons In Retirement.
- The last twelve years of Damian's life were difficult due to health problems. It was during this time that he guided the **growth and development** of Sons In Retirement.



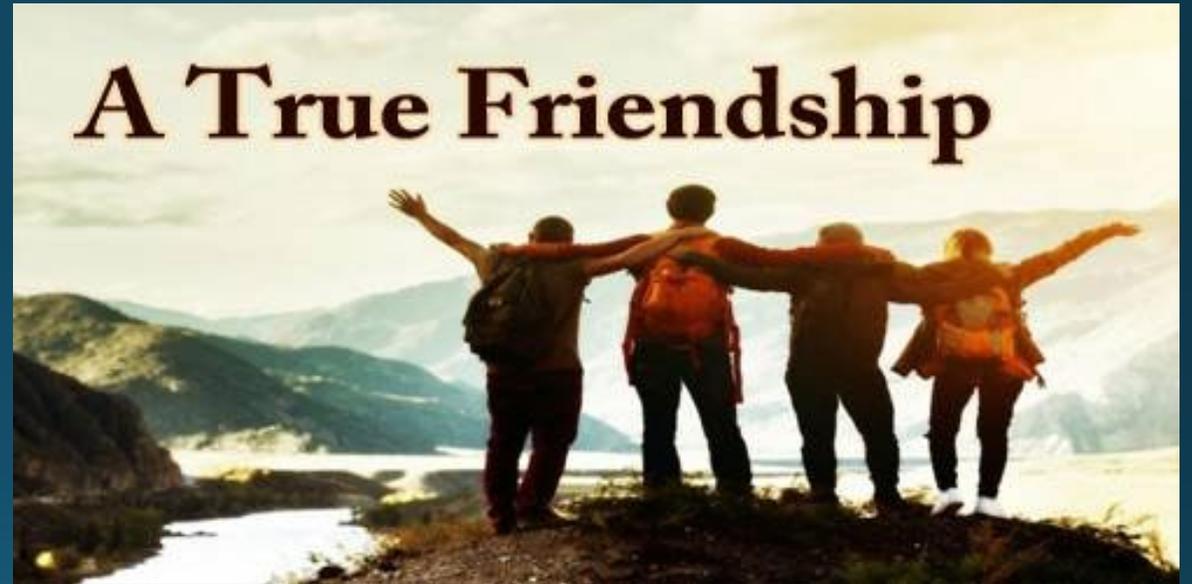
Sons In Retirement

- Sons In Retirement was established a men's only luncheon club, with golf as its activity.
- The **Rooster** became the **logo**
 - Freedom and displays around the barnyard
 - Paid our dues working, now it's our time to settle down, roost and have fun
- Rules and procedures applicable to all branches were established.



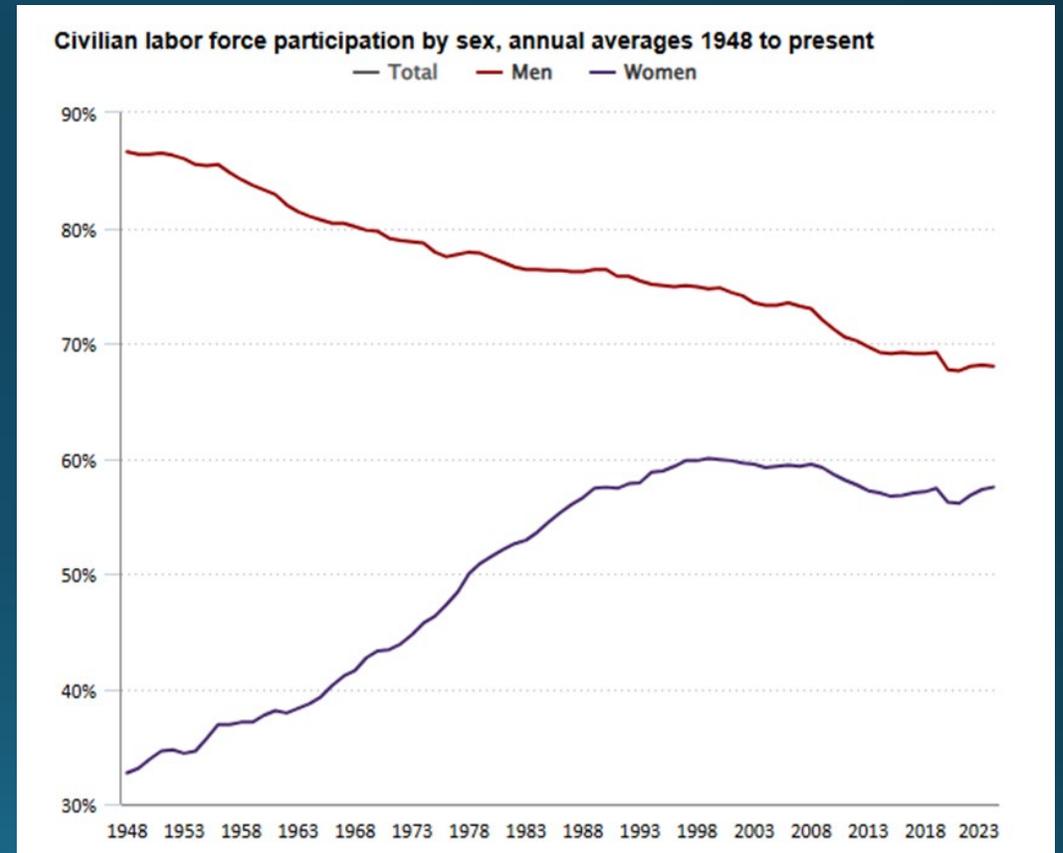
Friendships Most Valuable

Damian Reynolds believed that the true worth of the world lies in the friendship of man for his fellow man.



Societal Changes 1959 - Present

- Club memberships are less desirable and interest in participating has dropped significantly
- Computers - the internet
- People are working past age 60
- Cell phones
- Average cost of a house -
\$730,000

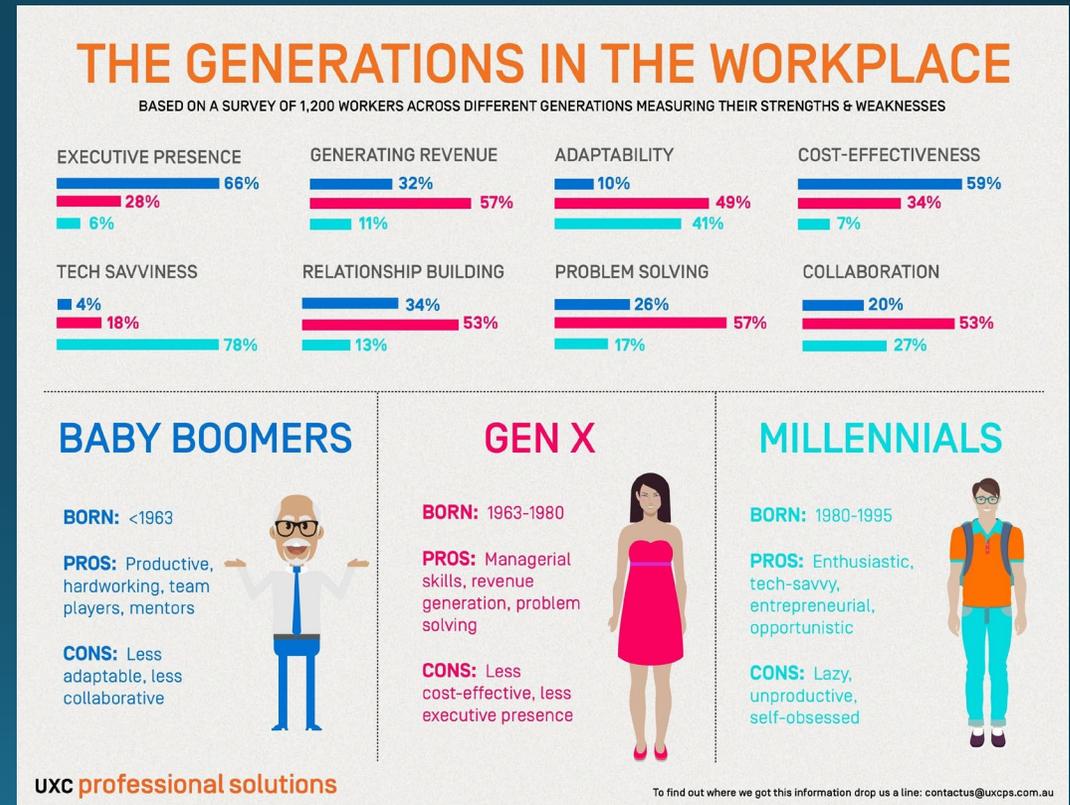


Bureau of Labor and Statistics
Club Participation



Societal Changes: 1959 - Present

- The generations of **men 55-65** approach life differently.
- Pensions replaced by **401(k) plans**
- Concerns about safety
- Close to **60% of women** are in the work force
- People are working later in life
- **Misperception** that internet socialization is sufficient.
- Older people are **marginalized and ignored.**



Society Changed – SIR Has Not

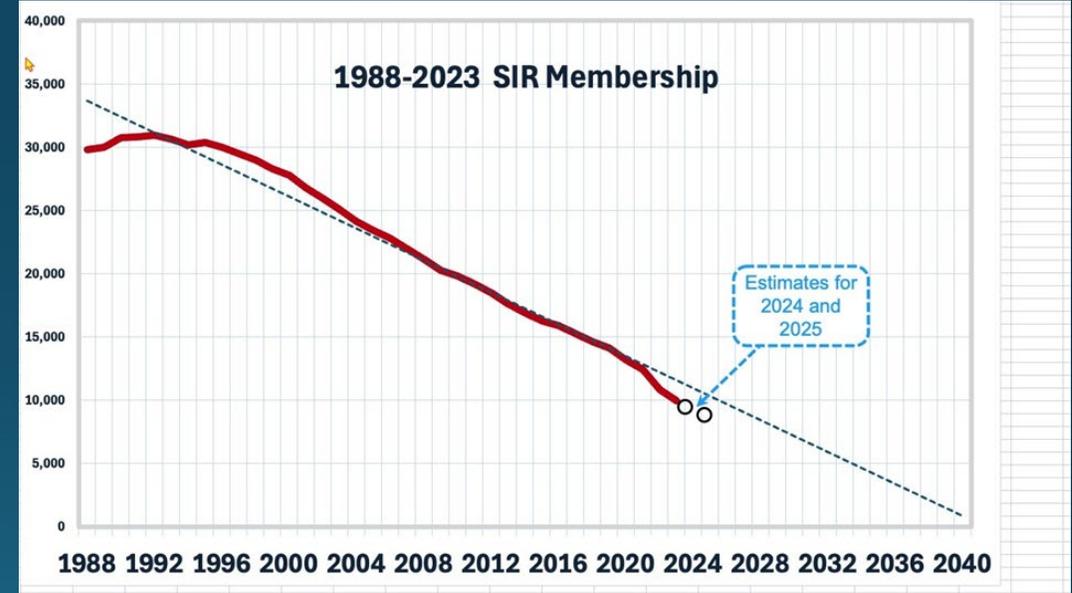
- There have been some relatively minor changes in SIR but **the mission has remained the same.**
- However, **we have failed** to understand and adapt to generational characteristics and major societal changes.
- **Why?** We haven't seen a need since our branches have served our needs.

MISSION STATEMENT: SIR, Inc. exists to enrich the lives of its members through fun activities, luncheons and events while making friends for life.



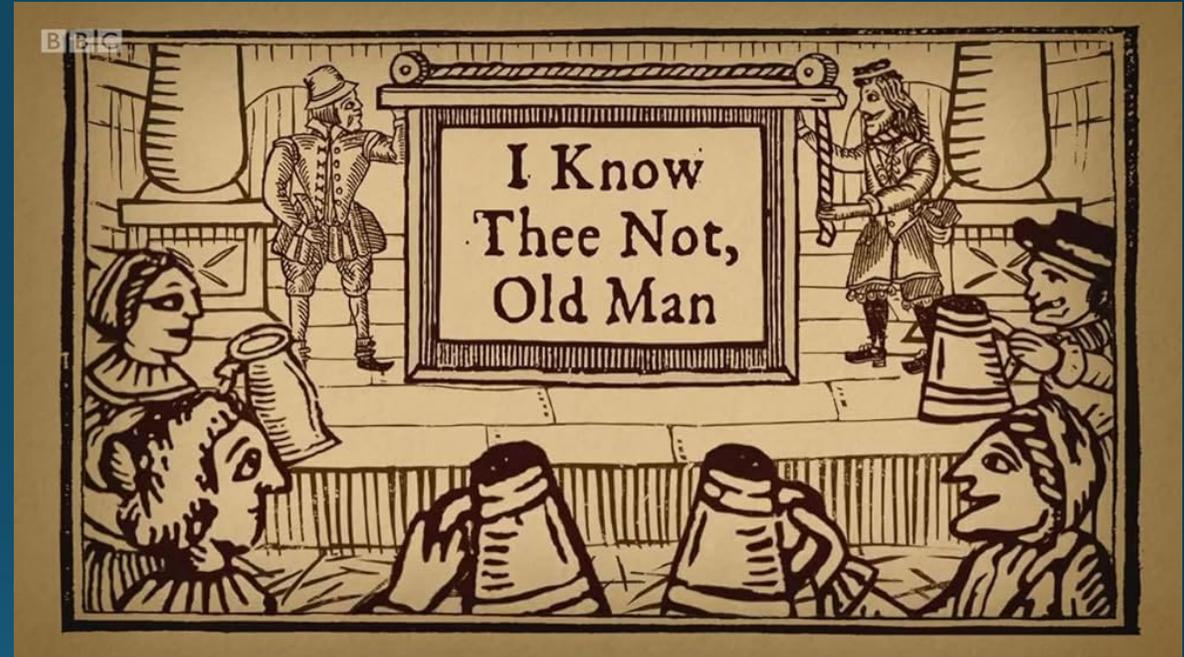
The State of SIR

- Our **membership** is aging.
- Our **energy levels** are decreasing.
- Our **leaders** are becoming burnt out.
- Our branches are merging/closing.
- **Only a handful of branches** replace their annual membership losses.
- Annual decline of 4% since 1990 until recently.
- **Many of our branches** are now focused and beginning to turn this around!



Lost Potential

- We **do not share** the same life style values as younger men. We **have failed** to attract their interest.
- We have **lost potential new members** by inviting them first to our luncheons.
- We have **opportunity losses** with our failure to market via the internet.



We Need To Catch Up

- We **prohibited public service** and **ignored public outreach** until just recently.
- We have fallen so far behind that **many have lost the will** to try to catch up.
- We talk about reaching out to the younger men but do we have the **desire** to learn how best to do it or the **energy** to try?



Where Are We Headed?

Is SIR heading on a path to “no where”?

Or can it change and adapt?



Intelligence is the ability
to adapt to change.

Stephen Hawking

Stephen Hawking

The Decision Is Yours

- The answer to these questions **depends on you!**
- A branch is only as good as its leaders.
- Evaluate your branch, study and learn the options, **seek advice** and determine your course of action.
- Guide your branch to success.
- Above all, **lead with energy and enthusiasm** and delegate responsibilities.



You Have Discretion And Support

- Remember **you have support** from State SIR, use it.
- You have been given **significant discretion and flexibility** to guide your branch.
 - **Delegate** responsibilities to teams or committees.
 - **Modify** your lunch structure to provide greater variety.
 - **Recognize** that your activities are open to family members.
 - **Know** that you can permit non-members to participate with you.



You Have Discretion And Support

- We **removed** strict attendance standards at your luncheons.
- We **clarified** and simplified reporting.
- We **emphasized** the need for community outreach.
- We **enabled** you to coordinate activities with other groups.
- We **enabled** the use of “Branch President” and “Branch Vice President”.
- **State SIR stands ready to partner with you to make your branch a success.**



In Your Hands

- The future of your branch is in your hands.
- The future of SIR is in the hands of both State SIR **and** our branches.



We Have A Bright Future

- If we all do our part, **our future is bright**.
- **Your leadership** will propel your branch forward.
- State SIR, with branch help, is determining **achievable short-term goals** and the steps necessary to reach them.
- State SIR, with branch help, is also evaluating desirable/necessary longer-term changes which maybe required.



Need Will Always Be There

- We must change, catch up, and adapt our club.
- The need and vision of SIR will always be there. **But will we?**
- Seniors need to socialize and enjoy life with dignity.
- It was Damian Reynolds' vision in 1958.
- **It remains our vision today.**

