



# SIR HAPPENINGS

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A Nonprofit Public Benefit Organization for Retired Men Devoted to the Promotion of Independence and Dignity of Retirement

## President Dave's Column

By the time you read this we will have had our Annual Meeting and will have elected our 2010 State President, Vice President, Secretary, Treasurer, Assistant Secretary, and Assistant Treasurer. They deserve our thanks for volunteering to lead us.

Now that we have some of our key Officers in place for next year, have you asked yourself what you can do to help our organization? Have you given any thought to becoming an Area Governor? If that position is already filled, how about serving on one of the State Committees? If that does not appeal to you, perhaps you could be active as a Branch, Area or Region Activities Chairman. Have you thought of moving up the ladder? Perhaps some day you can be the one writing this column. It can only happen if you take the first step.

We are always anxious to talk to members who are willing to get involved. I know from my visits to the Branches that we have many capable, knowledgeable men who could be our future leaders. Are you interested in getting involved in Officer training? Are you computer literate? Have you had experience in working with a data base? Do you have experience in public relations or a background in publicity?

These opportunities and many others may be available. You only need to ask. Start with your Area Governor. If he is not able to answer your question, he can forward your request to your Regional Director who will be able to follow up.

Last but not least, please give this some serious thought. If every member could bring in just one new member during the last few months of this year, we could double the size of our membership. We all need to make this a top priority. The life-blood of our organization depends on it.

**"LET'S HAVE A GOOD TIME AND INCREASE OUR MEMBERSHIP IN 2009"**

SinSIRly,

*Dave*



## The Future of Sons In Retirement

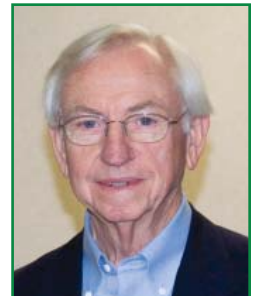
**Jim Stedman, Region 6 Director & Chairman State Training Committee & Member, State Growth and Membership Committee**

The future of Sons In Retirement depends upon what we, the current leaders at all levels of SIR, do to assure the long term health and vitality of branches. For the last 20 years SIR membership has been steadily declining. Current membership is at about 20,000 as compared to about 30,000 in 1990. There have been 184 branch charters issued. There are now 150 branches. Seven branches closed within the last year and there are more about to close. There is no end in sight to these declines unless we take assertive action to reverse the trend by continually recruiting and inducting more members.

We know the mechanism of branch failure. While branches are healthy and vital with strong memberships, branch leaders do not emphasize recruitment. Over time new member inductions are not sufficient to replace members lost to attrition. Membership declines. The average age of branch memberships increase because not enough new younger members are inducted to maintain a balance of younger and older members. Participation in activities and events wanes and branches become less desirable to existing and potential members. Branches muddle along for a few years continually losing members until they are no longer viable. Then they close and the retired men in these communities are no longer able to get the benefits of SIR membership.

For several years SIR leaders have developed and implemented plans for increasing membership. Even with these efforts, branch membership losses continue unabated. In an attempt to find additional solutions to the problem, we questioned leaders of currently successful branches as to how they are increasing the memberships of their branches. By learning about their solutions, we can then train ourselves to implement the recruiting elements found to be successful by these leaders.

There are 46 branches that maintained or increased membership in the year ending April 2009 – 31 of these branches increased membership. We asked Big Sirs of these branches to describe two or more of the most important elements of their successful recruitment efforts. Most of these Big Sirs responded, and the following are answers from some of them:



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# The Future of Sons In Retirement

Continued from Page 1

**Glenn Cheetham, Branch 8:** The time proven method of all advertising is word of mouth. A happy Sir will recommend to a friend and trust him to tell the truth. Keep the guys happy, get them involved and keep telling them to invite a friend or neighbor to lunch. We have incentives like a free lunch drawing for people who bring guests. With our great bunch of happy guys, we feel that get them in the door and they will want to come back. Introduce guests to membership and make them feel happy.

**Pete Politi, Branch 37:** Branch 37 has a long history of strong leadership. We have past Big Sirs, going back to 1991, who are still active contributors and participants in our branch's management and activities. This continuity, I believe, has been and is the key to our successes.

The majority of our new members are introduced by active members. Many have interest in and/or have been guests at our fishing, golf, poker and/or travel activities. Some have transferred from other Area 33 SIR Branches because of same. Important to note is: Active members will not invite a potential new member unless they themselves are enjoying their SIR Experience.

I think that our initial attrition is about 10% or 20 lost active members each year. Our goal is to average 2 new active members each month. This should enable us to hold our membership numbers with a good potential for growth. I'm pleased to say that we are on track to-date in 2009.

**Ron Marguglio, Branch 128:** Growth is the byproduct of an organization whose members enjoy their association and want to share their experience with others. The key to a successful branch is developing a fun atmosphere with a lot of good things to do. I believe the most important element for success is a first class agenda of events and activities. We have a goal to encourage each member to participate in as many activities and events as possible. To accomplish this we have created a new position to proactively focus attention on activities in order to encourage members to try something new. Each month, at the luncheon, specific activities are highlighted.

The key to recruiting is to have involved members who enjoy the comradeship and activities they experience in SIR and want to tell others about our great group.

**Mike Vadnais, Branch 160:** One thing I do at the end of the meeting is gather the applications and make it a point of calling each new "potential" during the week before the next meeting and thank them for coming and ensure that we have interested them enough to return. We also entice new members by inviting them to a "Free Lunch." I make it a point at every meeting to tell everyone to bring in "your friends and neighbors."

**Tim Hall, Branch 113:** There have been two approaches towards securing new SIR members that I think have helped Branch 113 grow. First, at every meeting, we stress inviting new potential members to our gatherings. Second, and probably most effective, is recruitment via SIR-sponsored activities.

**Bill Shankles, Branch 145:** I always conclude my input to our monthly newsletter (The Grapevine) by saying: "See you at the next luncheon meeting and bring a guest." When a member brings a guest, the guest eats **free** the first time.

I try to have guest speakers that speak on subjects that our age group would most likely be interested in and on a variety of subjects.

Many of our members are golfers and we have an

outstanding Golf Chairman. Many of our new members have become members because of our golf program.

**Don Mattson, Branch 35:** All members are regularly reminded to promote membership in SIR at various activities to which they belong. We get many new members from church groups, bicycling and golf. As our members meet new people, they are encouraged to promote the organization. Our very active golf program, at over 35 courses, is one of the best recruiting aids.

Our town newspaper publishes a senior section and we are regularly mentioned and the paper periodically will write an article about membership in SIR.

As many men nearing retirement age are no longer fully retiring, we are stressing that full retirement is not necessary and that lunch once a month is not hard to plan and activities are available when they are able to participate.

**Jim Pekkain, Branch 132:** My goal at the first of the year consisted of the membership getting to know each other better & bringing in new members. Basically it involved to just ask a friend to join SIR. If you don't ask, you don't get results. So far it has been successful....as members get older, it is imperative that we bring in new and younger members to keep the branch going.

The above are representative of all responses and show the high level of commitment of these leaders to branch recruitment efforts. New members are being recruited in their branches because these leaders are providing leadership to make it happen. Each leader and each branch is unique, but this leadership commitment to recruitment is basic to all respondents.

Satisfied members urged to recruit their friends and neighbors, is by far the most important recruiting element reported by these branch leaders.

Satisfied members are the result of participation in activities and events that are of interest to them. Some of the branch leaders reported numerous activities. Others reported fewer, but very popular activities, such as golf and bowling. The key ingredient seems to be for branch leaders to emphasize and strongly support activities and urge members to invite their friends who have interests in these activities to join.

If the leaders of these 46 branches, which are located in every one of the ten SIR Regions and vary in size from small to large, can maintain and increase branch membership annually, then most others can as well.

**According to the responses of these leaders, the importance of every other element of new member recruitment pales in comparison to:**

- 1. Leaders committed to recruitment.**
- 2. Satisfied members who are urged to recruit their friends.**
- 3. Participation by members in activities and events of interest to them.**

These three elements will be the focus of leadership training this year. By continuing with plans previously implemented and by developing and implementing more detailed plans around these three elements, the goal of stabilizing SIR membership becomes more of a reality in the not too distant future. This is pretty exciting stuff. Let's all get behind this effort.

## Publicity & Recruiting

Walter Schick, State Publicity Chairman

Looking at the history of SIR, it would appear that most of our branches have failed to share the benefits of SIR membership with other retired men. In the first 40 years, SIR averaged about four new branches per year ...would you believe our last charter for a new branch was given in 2003, until this year, when we now have two provisional Branches. Even if your branch has maintained membership, it has probably not reached out to all of those retirees who could enjoy our activities. The following ideas may be helpful to increase your Branch membership.

The **Leadership Action Plan (LAP)** has had good success in identifying areas of our branches where improvements in member rewards and retention can improve attraction to new recruits. Your Big and Little Sir can self-assess these areas in your own branch ...then you can develop goals and develop an action plan.

**SIR Happenings** is a source of good ideas from many branches and is published quarterly. You might want to print out additional copies and place them on your luncheon tables or even post a copy on a bulletin board for members to see at each luncheon

### Some more ideas on recruiting and retention:

#### Recruitment using sir cards and SIR brochures

- Are you using SIR Cards for members?
- Are you using SIR Brochures?
- Have any of your members given one to their spouse for her friend's husband?
- Are you joining other branches to place Area Brochure holders in public locations?
- What is your conversion rate of guests to new members?
- Do you have an Area Publicity & Recruitment person?

#### Activities for members

- Is your branch mainly a single sport branch?
- How many activities do you have?
- How many couples activities?
- Do you have any Area activities?

#### Membership relations

- Do you use the Membership Program Implementation?
- How many new members are still with you after two years?
- Do you interview your new members for satisfaction and suggestions after six months?

#### Committee volunteers

- Do you have a job or committee function for each of your BEC Directors?

#### Self-assessment

- Based on the dozens of replies to the LAP questionnaire, you can now review your own branch efforts in three key areas.
- You can work with your Area Governor to set goals in areas you want to improve.

## Pleasant Hill Branch 146, Walnut Creek

### Explore & Dine

Harry Tutton, Branch Member

Explore and Dine is a popular program in Branch 146 and gives members and their wives a chance to visit an interesting place and then have lunch together. When new members join our branch, they are encouraged to get involved in activities or even start a new activity. Soon after John Pearl (see picture) became a member of Branch 146, he created the Explore and Dine activity and now serves as the chairman.



Some of the places and restaurants that Explore and Dine have visited include: Blackhawk Auto Museum...with lunch at Mexican Restaurant, Tao House...with lunch at The Peasant and the Pear, Animal Rescue Foundation (ARF)...with lunch at The Greenery, Leshar Regional Center for the ARTS...with lunch at Katy's Creek, Shadelands Home...and Mary's Pizza Shack, Asian Art Museum in San Francisco...and Hayes Street Grill, Contemporary Jewish Museum in San Francisco...and Annabelle's Bar and Bistro, Ruth Bancroft Gardens...with lunch at Sweet Affair, Benicia State Capitol...with lunch at Union Hotel, John Muir House with lunch...at Mengia Bene.

John plans an outing about once a month to interesting places around the San Francisco Bay Area and usually about twenty members and wives come along to share an enjoyable day. You might want to create an Explore and Dine activity in your Branch...it's a lot of fun!

## Westgate Branch 125, San Jose

### Gold Country Golf Trip

Daryl Jones, Bulletin Editor

Twenty eight golfers from Branch 125 make a trip to the Gold Country in the Spring and Fall every year.

The most recent trip took place this Spring. As usual, everyone stayed two nights at WorldMark by Wyndom at Greenhorn Creek. On the first day, the group played at Saddle Creek – on the second day they played at Greenhorn Creek – and on the way home they played at Lockforde Springs.

Prizes were given for the first place, four man, two best ball team each day. In addition, the individual with the lowest combined three-day net score was awarded the much coveted Gold Country Golf Championship Trophy. This year's winner was Jim Light, shown in the picture on the right, receiving his award from Larry Peck, Co-Chairman of the event.



# The Annual Meeting of Sons In Retirement



State Officers elected for 2010 included (l to r) Hal Stephens, Assistant Secretary, Gary Gruber, Secretary, Karl Ryden, Assistant Treasurer, Michael Berry, Treasurer, Buck Kendrick, President and Robert Mannell, Vice President.



Hank Gomez and Bill McCoy of Branch 25 lead the group in singing the National Anthem.



Publicity Chairman Walter Schick reported on ways to increase membership.



Area 10 Governor Jack Kemmerling leads the group in singing the SIR song with appropriate hands waving in air.



President Dave Reiser chats with Area 8 Governor Tom Sherba during the social hour.



Area 2 Governor Dean Steichen demonstrates how Branches can set up their own websites.



Past State Presidents present included (l to r) Dwight Sale, Jim Donovan, Art Pufford, Tom Ross, Jim Musci and inset Mel Augustine.



# State Golf

## Gene Drennan, Chairman, State Golf Committee

For almost 30 years, golf and Sons In Retirement have become almost synonymous. With some 20,000 members, of which nearly 6,000 are avid NCGA member-golfers, SIR has provided a venue for a wide variety of golfing skills – ranging from the low handicapper to those with a high handicap – so that all Sirs can continue to play the game they have come to know, and love.

With branches throughout the Northern California area – from Bakersfield to the Oregon border, and Lake Tahoe to the west coast

– dozens upon dozens of Branches have provided their membership with the opportunity to play the game of golf at a most favorable price in weekly events or monthly tournaments.

The State Golf Committee also provides the opportunity to travel to places like Mexico, Las Vegas, Reno and Oregon to take part in State sponsored events. We play some of the finest venues available – through our partnership with the NCGA – and play

places like Poppy Hills, home of the AT&T, and Poppy Ridge in Livermore. Each Branch, Area, and Division also provides opportunities to play hundreds of other fine golf courses.

The SIR monthly luncheon meetings allow brother retirees

the opportunity to share their war stories with other golfers. Golf has allowed our membership to thrive in a fun environment, with still the option to compete among their fellow Sirs.

When men are ready to retire, and enjoy the wonderful game of golf, they certainly should consider becoming a member of Sons In Retirement as an extension of their golden retirement years.

For more information, please visit the SIR website at:

[www.sirinc.org](http://www.sirinc.org), or  
go directly to our golf website at  
[www.sirstategolf.com](http://www.sirstategolf.com).

Happy Golfing!!

*Gene*



# State Bowling

## Carl Elvick, State Bowling Chairman

I want you to think of this as a continuation of my last article in SIR Happenings about SIR Bowling. We attended the SIR State Bowling Tournament at Paradise and I hope everyone had a great time.

I wish to thank Region 1 for again hosting that tournament. The chairman and directors put together a great tournament.

This tournament has its limitations in that only SIR members may enter the four-man team and doubles event. I personally thanked the owners of Tall Pines Bowl for how clean their establishment was and how courteous they were. I am glad I was able to be there this year.

The winners of the Sir State Bowling Tournament were from Branch 62. The team was made up of **Lee Wriglesworth, Tom Birley, Marvin Hirschel, and Bud Collinson**. They scored a grand total of 2898 as a team. Congratulations Sirs!

Right now we are working on the 15<sup>th</sup> tournament for this year and we have some very nice tournaments left ...nine in all. I will be at the next five for sure (the Lord willing). I think if our directors will start posting our schedules on the bowling alley bulletin boards this might help with Sir attendance. At this time, our State Bowling Executive Committee feels that attendance is about the same as last year. I hope my fellow SIR members will bring a guest and come and have fun at one of our next tournaments.

I would also like to challenge all Sir leagues this year. My challenge is that your league will vote into your prize fund, the winner's entry to our State SIR Tournament. This will make a very competitive SIR League for 2009-2010.

On August 5, 2009, our State Bowling Committee met in Vallejo for our semi-annual meeting. Our turnout was less than expected, but our meeting was good for the 35 that attended. The number one thing we are working on is our SIR schedule for 2009-2010. Robert York is working on putting the dates together. If any Tournament Directors need to change dates or help with your tournament, don't wait until the last minute give us a call. Thanks again to all who attended our meeting and your input and ideas are greatly appreciated. Have a great month and I will catch you at the next tournament.

*Carl*



# Sirs in the News

## Area 7

### Gold Medal Winner Dave Reiser, State President

Recently Gary Pelton, Region 7 Director, ventured to Pasadena to participate in the State of California Senior Olympic Games. In the past, Gary had come home with the silver or bronze medals in Lawn Bowling, but this year was to be different. Gary

went to win and win he did! This year he came home as the 2009 State of California Senior Olympic Games State Champion with a Gold

Medal (see picture) in the men's division of the Lawn Bowling venue.

Gary's next step is now the World Senior Olympic Games in Saint George, Utah later this year.



## Prospectors Branch 137, Placerville

### Senior HLM Ron McCall, Bulletin Editor

Big Sir, **Nick Rotondo** (on the left) is shown presenting **Buzz Winje** with a certificate honoring him as a Senior Honorary Life Member.

Buzz is a charter member of Branch 137, having joined the Branch in 1983, and has served as Big Sir, Little Sir, and Director.



## Pathfinder Branch 59, Newark

### Senior HLM presented to Lyle Kingery John Skarpelos, Bulletin Editor

Past Big Sir **Lyle (Pat) Kingery** (on the right) was presented with a certificate proclaiming him a Senior Honorary Life Member by Big Sir **Don Gillis**.

Pat has been a member of Branch 59 since he joined in November 1987. He moved up the ranks from Assistant Secretary then Secretary to Little Sir in 1991. He served as Big Sir in 1992. In 1995 he got a computer and learned to use Access software to upgrade the Branch membership database. His database is still in use today.



## Amador County Branch 96, Jackson

### Five Receive Senior Certificates Paul Murphy, Publicity & Program Chairman

With a total of 455 years of life experiences, five members of Branch 96 received Senior Certificates for having attained their 90th birthday. **Norman Whitsed**, Area 27 Governor from Sonora, presented the awards at the July Luncheon. All the members attending the luncheon honored the five World War II veterans with a standing ovation.

**Charlie Cook** and **Don Vicini**, natives of Amador County, enlisted in the Army and served together throughout the war. Vicini was awarded a Bronze Star and a Battlefield Commission during the battle of Okinawa. **Ormand "Buzz" Toles** served in the Navy from 1943 until discharged in 1946. He served in the Pacific Theater. Toles joined Branch 96 in 1981 and is a charter member of the Branch.

**Bert Clark** was assigned to the 82nd Army Airborne Division in 1942, experienced several combat jumps ...including the Sicily and Holland campaigns. He received a Purple Heart and was also awarded the Bronze Star. **Fraser West** retired after 24 years in the USMC. West received a Silver Star and a Purple Heart during the invasion of Guam in 1944.

It was a proud day for Branch 96 honoring the five, 90 year young members, who between them – during World War II – earned a Battlefield Commission, a Silver Star, two Bronze Stars, two Purple Hearts and 64 years in Sons In Retirement.

Shown in the picture from left to right are: Bert Clark, Charlie Cook, Fraser West, Don Vicini and Buzz Toles.



# Sirs in the News

## Orchard Valley Branch 54, San Jose

### President's Awards

#### Bill DeMatteis, Secretary

**Ralph Pfaff**, shown in the center of the picture on the left with Area 5 Governor Richard Kabanek on the left and Big Sir Tom Marron on the right. Ralph has been a member since 1980 and currently is Branch 54's Parliamentarian and was the Big Sir in 1985. Ralph is a retired Junior High School Principle. He and his wife, Ruth, have been married for almost 67 years and live in San Jose.

**Bob DeLapp**, shown on the right in the picture on the right with Area 5 Governor Richard Kabanek. Bob has been a member of our Branch since 1992. He retired as a QA Manager for SRI International. He and his wife, Dorothy have been married for over 67 years.



## Placer Gold Branch 37, Auburn

### Honorary Life Members

#### Pete Politi, Big Sir

Our June Ladies' Day Dinner was extra special this year honoring two new Branch 37 Honorary Life Members. **Dave McGuire** and **Jim Maneggie** now join the distinguished ranks of **Don MacGregor**, our State Honorary Life Member, and **Russ Harris**, our Senior Honorary Life Member.

SIR President Sir **Dave Reiser**, and his lovely wife Esther, joined us for this special occasion and award presentation. Our special guests also included our Region 9 Director **Mike Nickey**, and our Area 33 Governor **Hank Iverson**.

Dave McGuire was our Little Sir in 1992, Big Sir in 1993, and has been a Director for five years. He has also served in many committee capacities, most recently on our Social Activities Committee from 2007 to date.

Jim Maneggie was our Little Sir in 2000, and has served as a Director for six years. He was also our Branch Secretary in 2007, Assistant Program Chairman in 2006, and he is currently our Guest Speaker/Program Chairman and has served in that capacity for five years.

Both Dave and Jim are very active Branch 37 participants and supporters and have been major contributors to Branch 37's growth and success.

Seen in the picture (from left to right) are Area 33 Governor Hank Iverson, Dave McGuire, SIR President Dave Reiser, Jim Maneggie, and Region 9 Director Mike Nickey.



## Junction City Branch 40, Roseville

### Latest HLM

#### Richard Adams, Membership & Attendance chairman

Congratulations are due to our own **Joe Wagner** for being awarded an Honorary Life Membership. Joe was honored by President **Dave Reiser**, who presented the coveted award to Joe at a luncheon meeting this summer. Also present at the luncheon was Area 15 Governor **Richard Dettmer**.

Joe has been a member of Branch 40 since June of 2000, having transferred from Branch 94 in San Jose. He has done an outstanding job as our treasurer and overall, is a very active contributor to Branch 40.

Left to right in the photo is Joe Wagner and SIR President Dave Reiser.



## Get SIR Happenings Quarterly

If you want to get on the "Happenings" notification list, just mention it to your Branch Email Contact.

Every February, May, August and November you can go to <http://sirinc.org/sirhappenings/> and download the latest issue. Happy Reading!

**Dwight Sale, Publisher**

# Sirs in the News

Almaden Branch 94, San Jose

## HLM Honorees

Ron Bianco, Branch Member

Sir President **Dave Reiser** is shown presenting an Honorary Life Membership Award to **Sam Walters** during a Branch luncheon, with his wife Olga holding the certificate. Sam has been the Branch Secretary, Little Sir, Big Sir and a Director. He continues to be quite active in the Branch and among other things has been involved in the Ladies Day, Summer and Christmas parties, and is in charge of the 50th anniversary program. In 2001 Sam was named Branch 94's Sir of the Year.

**Bud Souza**, in the picture on the right, is shown proudly displaying his Senior Honorary Life Membership award, which was presented to him by Big Sir **Bill Chaney**.

In the lower photo **Carl Falk** and **Paul Wieseahn** are shown with their Senior Awards.



## SIR Day at the SF Giants



President Dave Reiser is shown above making the first pitch of the game while at SIR day at the San Francisco Giants.

At left Hank Gomez of Branch 25 along with his sons Gregory, Bob and John are shown singing the National Anthem at the San Francisco Giants SIR Day.

# News from the Branches

River City Branch 117, Sacramento

## New Walking Group

Guy Brown, Secretary

In February, I asked our BEC to approve a new monthly walking group and they did. The walking group was proposed as a way of increasing the range of our Branch activities for existing, potential and new members. It was also thought it would be a way to help our Sirs stay active and healthy. Recently, we also realized that it was a good way to involve women in more of our Branch activities. Since February, we've had a walk on the 4th Wednesday of each month.

Recently we had a walk to Glen Hall Park on the American River to see Riparian habitat, wildlife, birds and of course to get some exercise. Ladies were welcome and all the walkers were encouraged to bring a 16-32 oz of water, a wide-brimmed hat, garbage bag/picker-upper (optional), and even their dogs if they wished, but only if on a leash. The picture shows the five Sirs that came along on the walk...Dale Emerson, George Cox, Guy Brown, Paul Rivard, Ed Trujillo, and Guy's wife, Donna, with his lucky dog, Spike. Dale Emerson was our guide and he knows this very large, diverse area & its many trails & attractions very well and made it quite an interesting outing.





# News from the Branches

## Sunnyvale Branch 62

### Bowling Championship

Lee Rogers, Bulletin Editor

John Shields, Bowling Chairman

The Winter League Championship was determined decisively in the April tournament when the Deans walked away from the other three contending teams with a team handicap series score of 2983.

The Deans – the Phase I winners – consisted of **Armond King, Bob Byers, Jim Long** and were joined by **Bob Buckholz** later in the season.

Second place went to the Generals – the Wild Card team – made up of **George Center, Phil Thomas, Bob Hebson** and **Tom Birley**, with a team handicap series score of 2649.

Third place went to the Emperors – Phase II winners – consisting of **Marv Hirschel, Joe Vivona, Bob Casho** and **Dave Jeong**, with a team handicap series score of 2627.

Ending in fourth place were the Admirals team – Phase III winners – made-up of **Lee Rogers, Bert Tickes** and **Paul Tuttle**, with a team handicap series score of 2622.

Interestingly, the score difference between the 2nd and 4th place teams was only about 1%. Three pins out of three games separated first place from third place ...wow ...very close indeed!



## Stanislaus Branch 103, Modesto

### New Fishing Club

Don Reed, Bulletin Editor

Stanislaus Branch 103 started a fishing club last year with **Murle Webb** being the driving force. Over several months, the club has been on a few fishing expeditions and has a growing membership.

The club meets twice a month now and usually has up to six boats in operation. Members who do not have fishing boats are invited to participate in the outings and share in the expense of operating the boats.



On June 9, the group met near Jamestown for a great breakfast at Wood Creek Cafe. Following that, the members proceeded to New Melones Reservoir for a morning of fishing. The attached pictures show **Bud Ingebretsen** testing his casting luck, while in the other

picture, **Gene Cummings** and **Charles Thurber** were taking their fishing serious in another boat.

## Pony Express Branch 69, Sacramento

### PBS Jim's Fabulous Flight

Frank Franzago, Bulletin Editor

**Jim Carlson** grew up in Northern Wisconsin during WWII. He kept a daily log of his hero Richard Ira Bong, who was shooting down Zeros with his P-38 in the Pacific and heard all the stories about how the B-17s and P-51s were dominating the air war in Europe. As soon as he graduated from high school in 1951 ...he joined the Air Force. He made the Air Force his career and after retirement remained an aviation buff.

Recently, he invited his Pastor to go with him on a ride in a B-17.



When they arrived on the ramp, at Mather, they saw the B-17G, "Liberty Bell," in all its wartime splendor. After shelling out the required \$430 each, they met the other 10 passengers, were given a safety briefing, ear plugs, and strapped into aircraft. Jim lucked out and had a bucket seat in the rear of the airplane and could see the ramp and tail wheel through the aft wheel well. After a few tense moments, a couple of pops and a few backfires, the four 1200 horsepower Wright 18 cylinder engines came alive and operated as smooth as a Swiss watch. The takeoff was uneventful and Jim could see the tail wheel coming off the runway at a slow speed. When airborne, Jim was allowed to roam the airplane and visit the stations that the wartime crew of 9 occupied.

After an exciting and uneventful 40 minutes, they returned to Mather. Jim said that this was the most fun he's ever had on a flight, even though he has logged many hours on C-47's (Gooney Birds), C-124's (Old Shaky), C-119's (Flying Boxcars) and C-54's. Jim said that if you ever have a desire to fly in one of these birds, don't pass up the opportunity, as there are only 11 in flying condition in the US...It's a hoot. For a video of Jim's flight click on:

<http://www.youtube.com/watch?v=g803dHjRCxQ>.



# News from the Branches

## Mount Diablo Branch 8, Walnut Creek

### SIR Brochures & Lady Recruiters

Walter Schick, Member Branch 8

In Area 2, our branches have named volunteers to put the new SIR brochure holders at such places as golf desks, barbershops, fitness centers, bowling alleys and senior centers and most importantly ...to keep the holders filled with the brochures! A few brochures are taken every week and we know of at least two new members who were first approached with brochures. One wife has installed a brochure holder in her Curves Fitness Center. Our members are also taking a handful to their church and company retiree meetings. Branch 8, for example, gave out a SIR brochure to eight ladies attending the June Ladies Day Luncheon (see photo) and most of them knew



exactly what they were going to do with them.

Ten couples from the Branch 8 Wine Finders Group tasted wine in the English Garden of the Bybees in Walnut Creek. After plying the ladies with VINO, they promised to do their best to recruit their friends' husbands for one of our SIR luncheons. The new SIR Brochure will remind them of that promise when they get home!

## Twain Harte Branch 172, Sonora

### Hiking & Rafting

Stu Heller, Bulletin Editor

Twain Harte Branch 172 has quite an active Hiking Group led by Jerry Jensen, who is also one of our Directors. Each month Jerry plans a hike somewhere within an hour's drive of Twain Harte, and usually 15-20 guys show up and spend the day on a six to eight mile round trip hike in the foothills of the Sierras.

In May, however, we rent three rafts and do a float trip down the Lower Stanislaus River, putting in at Knights Ferry just below the old wooden bridge, and taking the rafts out at Orange Blossom bridge, after about three hours and going through one Class 2 rapids. The group is shown in the picture standing along the river next to their rafts.

## Las Trampas Branch 116, Walnut Creek

### Dino-O-Sirs

Ben Smith, Dining Chairman

The name "Dine-O-Sirs" is derived from the group of carnivorous and herbivorous reptiles that roamed the earth looking for their next good meal.

Our Dine-Out activity is coordinated by a Branch committee, which selects the restaurants and the menus and makes arrangements for members and their wives and friends to meet every other month. Menu's are set and paid in advance. The group meets for a social "re-adjustment hour," on a no host basis, prior to having dinner. Reservations are taken on a first come basis and the activity has proven to be very well received and has drawn sell out attendance. How can you beat getting together with good food, good SIR people and good fun? This is an activity that we would recommend for almost any SIR Branch. If you have any questions feel free to contact me ...Ben Smith, at 925-820-5403.

The picture shows a happy group of Sirs and their guests enjoying dinner at a recent outing.



# Happenings Travel Bulletin

## October 2009

**October 23–November 3, 2009**

### Mexican Riviera Cruise

Experience a 12 day cruise on board Norwegian Cruise Line's Norwegian Sun. Dance the night away, shop for famous Mexican silver, taste some of Mexico's famous Tequilas, play golf at some of Mexico's finest courses, or simply cruise along for the ride along the Gold Coast of Mexico. Golfer and non-golfer prices range from \$1030 TO \$1959. Offered by Branches 45 & 109 Travel. Call Larry Garvin at 530-673-3693

**October 23 – November 7, 2009**

### Fall Foliage Cruise

Fall foliage cruise aboard the Crown Princess from Quebec City to Ft. Lauderdale with stops in: Corner Brook, Newfoundland – Sydney & Halifax, Nova Scotia – St John, New Brunswick, and Bar Harbor, Maine – Boston, Massachusetts – New Port, Rhode Island – New York City – Norfolk, Virginia – and Charleston, South Carolina. Prices range from \$ 3740 to \$5080 PPDO. Offered by Branches 101 & 121 Travel. Call David Abrahams at 925- 447-9386.

**October 22-November 8, 2009**

### Boston to New Orleans

A 16 day luxury cruise aboard Norwegian Cruise Line's Spirit. We leave from Boston with ports of call in Samana, St Thomas Antiqua, Barbados, Curaco, Aruba, Santo Thomas De Casitilla, Belize City, Costa Maya, and New Orleans. Prices range from \$2594 to \$2990. Offered by Branch 88 Travel. Call John Hoffmann at 707-642-4925.

## November – December 2009

**November 4-13, 2009**

### Costa Rica, Eruptions of Beauty

Explore the natural beauty of volcanoes, lush rain forests, and gorgeous beaches. This is an escorted tour with 3 nights each in San Jose, Arenal, and Ocotal Beach, plus much more. Cost is \$2990 PPDO. Offered by Branches 101 & 121 Travel. Call Werner Schlapfer at 925-443-8291.

**November 7-19, 2009**

### Mexico's Colonial Jewels

During this 12 day trip we will visit 7 UNESCO World Heritage sights including: Our Lady of Guadalupe, Pyramids of Teotihuacan, National Folkloric ballet performance, San Miguel de Allende Granaditas Museum, Rafael Coronel Museum, National Museum of Anthropology, Patzcuaro Morelia, and many more sights. Cost is \$2389 PPDO. Offered by Branch 110 Travel. Call Tom Marks at 530-342-1441.



**December 26, 2009-January 3, 2010**

### New Year's Cruise

A wonderful New Year's cruise aboard the Norwegian Spirit, round trip from New Orleans. 8 nights, including a pre-cruise in New Orleans! Included are several ports of call in the Caribbean and in Cozumel, Mexico. Costs range from \$1,790 to \$2,795 PPDO. Offered by Area 1 Travel. Call Harry Redlick at 650-583-3961.



Happy New Year

## March – April 2010

**March 12-27, 2010**

### Round Trip Cruise to Hawaii

This is a 15 day cruise...5 days cruising to Hawaii, then 5 days visiting 4 of the islands and then 5 days cruising back to San Diego. Cruising on a Holland America ship is cruising at its finest and this smaller ship, with only 1400 passengers, has everything the larger ships have to offer. Prices range from \$2245 to \$4475. Offered by Area 14 Travel. Call Jerry Weisner at 209-334-5181.



**March 19-27, 2010**

### The Magnificent Copper Canyon

This 9 day trip features a private rail car train ride and sightseeing through the Copper Canyon in Mexico. Also a private coach will take us from Phoenix to San Carlos on the Sea of Cortez, with a scenic cruise on the Sea of Cortez, visits to silver mines and visits with the local Mayo Indians. All but 3 meals are included. Cost is \$2312 PPDO. Call Rick Wayne at 925-371-6667.

**April 25-May 7, 2010**

### Discover Croatia

This is truly a wonderful trip featuring the Dalmatian Coast and Slovenia. An unforgettable journey to explore the hidden treasures and wonders of Croatia with medieval castles, tranquil lakes, rolling green hills, and sandy beaches. Trip includes 17 meals in all. Prices range from \$2229 (land only) to \$3899 (land and air) PPDO. Offered by Branch 22 Travel. Call Henry Puccinelli at 415-457-3390 or Paul Hiatt at 415-454-2240.

## May – June 2010

**May 7-22, 2010**

### Panama Canal Cruise

Cruise from Florida through the Panama Canal to San Francisco. One night pre-stay in Ft. Lauderdale and then a 15 cruise aboard the Sea Princess, with port stops in: Aruba, Cartagena, Panama, Costa Rico, and Mexico. Prices range from \$2680 to \$3655. Offered by Area 1 Travel. Call Midge Damont at 650-588-6645.



**June 6-16, 2010**

### A Trip of a Lifetime!...Oberammergau

This "trip of a lifetime" has just been reduced in price. The cost is now \$4300 PPDO. This passion play was first performed in 1634 and is put on during the last year of every decade. The play involves a cast of over 2,000 and celebrates this village in Bavaria, Germany from being spared the worst of the Black Plague. The trip is Offered by Area 1 Travel. Call Phil Manriquez at 650-871-5009 for information and a flyer.



# LETS HAVE A GOOD TIME IN 2009

## SIR Insurance Coverage

**John Thomason,**  
**Chairman State Insurance Committee**

The SIR Insurance Committee provides the insurance coverage that the Branches and their members need to protect themselves and SIR during the myriad of activities that the Branches sponsor on behalf of their members. The policies that the committee obtains to protect the organization are:

**General Liability.** This policy insures against claims which may have been caused by SIR activities. This provides protection to the organizations that provides our meeting places for luncheons, picnics, sporting events, etc. This policy enables SIR to provide to these organizations a Certificate of Insurance describing our general liability coverage.

**Vehicle Insurance.** This coverage is necessary to protect SIR in case a SIR member is negligent when using his own car in a SIR activity and the resulting damage is greater than the member's own vehicle policy limits.

**Liquor Liability.** If a Branch serves its own liquor, the Branch requires a State liquor license and insurance for liquor caused damages. Our policy provides this coverage and liquor liability is included in the Certificate of Insurance provided to our meeting places.

**Fidelity Bond.** All officers, directors and members are bonded for dishonest acts.

**Moneys and Securities.** A loss due to burglary or robbery of monies handled by a Branch Treasurer, Golf or Bowling Tournament Chair and others is covered under this policy.

**Foreign Travel.** This policy covers SIR travel activities outside the US and Canada.

The SIR claim history has been close to perfect, i.e., only one claim has ever been filed against SIR and that involved a San Francisco Branch activity in 1995, where a member was using his car to transport a SIR choral group and had an injury accident. He was an "assigned risk" and had only \$50,000 in liability coverage, far lower than the coverage of 99% of our members. When the claim was filed, it exceeded the member's coverage and SIR was therefore included as a defendant. Two years later and after much paperwork, the claim was closed at less than the member's coverage and SIR's insurance was not affected... Whew! Thus, SIR has a clean insurance claim record and this is reflected in our low premium cost.

The Committee is a standing committee composed of three members. At this time the Chair is John Thomason, from Branch 92, in Santa Rosa. John is a former Risk Manager for the City of Anaheim and managed the insurance program for the City, Convention Center, Stadium and Electric Utility. The other members are Bob Ingersoll and Roger Borgerson both, from Branch 8, in Walnut Creek. Bob is a former independent broker who finished his career as an employee of a major property and casualty carrier. Roger is a former Claims Manager for a major carrier.



# GOLDEN GATE FIELDS

WHERE THE BAY COMES TO PLAY

## Golden Gate Fields

Presents....

### A fall Sons In Retirement day at the races!!!

When: Friday October 23, 2009

Where: Golden Gate Fields Turf Club

Time: Please arrive @ 11:15 a.m.

Gates open at 11:00 a.m.

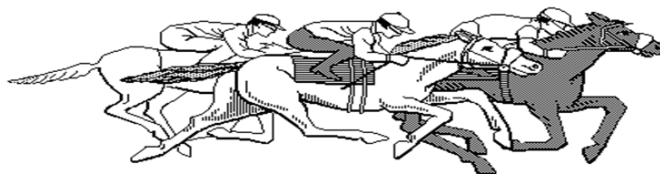
Buffet Hours: 11:30-2:30 p.m.

First race: 12:45 p.m.

Cost: \$25.00 per adult (Groups of 10+ required)

Includes: Valet parking (or parking for a bus),  
admission & reserved seating, daily racing program,  
Prime Rib buffet  
and a race named in honor of your SIR Branch.

DON'T MISS YOUR CHANCE FOR A BIG WIN!!!



For More Information Call Michael Roberts of  
Golden Gate Fields @ (510) 559-7380  
Or email [mroberts@goldengatefields.com](mailto:mroberts@goldengatefields.com)

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