

Subject: A Bright New Year for SIR - A Message from Our New President

Fellow Sirs,

I am deeply honored to serve as your new President as we step into 2024. It's with great enthusiasm that I assume this role and with it the opportunity to evolve and strengthen our organization.

**Our mission at SIR is clear:** to enhance the lives of our members through fun activities, special events and lunches while forging friendships that last a lifetime. **Our vision is compelling:** to be the best active senior's organization in Northern and Central California by promoting physical, mental, and social engagement which research shows will improve our quality of life and longevity.

**Our number one challenge** is to embrace the purpose and increase the vitality of our organization. It is clear we need to recruit younger members as our older members are becoming less active. New members will play a pivotal role in leading us into an exciting new time. They bring fresh ideas and perspectives, ensuring a dynamic blend of the past with the future. In 2024, our primary goal is to reach out to our local communities and add new members and new life to every one of our branches.

I see the role of State SIR as a **Service Organization to the branches**. We offer you support for functions that 1) are needed by all branches (incorporation documents, management training), 2) offer cost savings based on volume (liability insurance), 3) are one-time efforts unaffordable by a branch (Golden Gate Field party, travel programs), and 4) are Statewide athletic competitions as a challenge to all members (Golf, Bowling). We promote these services through eMail and our members' website.

**We need to improve the bi-directional flow of useful information** between State SIR and all branches. Soon State SIR will introduce a new regular communication effort to provide informative, impactful organizational updates to Branch officers and a second effort to provide meaningful content such as innovative ideas and articles of interest to all our members. In return we ask you to work with your Area Representatives to keep us informed of what is working and what is not in your branches.

**I'm excited to announce** that the fillable online management forms announced at the annual meeting to minimize your workload and reduce transcription errors are now being pilot tested. State SIR will begin promoting their availability this month to the appropriate BEC members with instructions and helpful hints.

In closing, I want you to remember SIR's sole goal is to **Have FUN with FRIENDS**. I want you to honestly evaluate how you can contribute to this legacy of SIR. As you do, remember SIR has simple expectations of its members: 1) be friendly to all, 2) actively participate in mental and/or physical activities, 3) eagerly volunteer and lead when asked, and 4) keep us vital by introducing SIR to your community and invite guests to our activities. Let's set a goal that we each bring one younger member into our branch to **Have Fun with Friends**.

Here's to a promising New Year filled with growth, camaraderie, and memorable experiences within SIR!

Warm regards,

Dale Decker

President, Sons in Retirement Inc. (SIR)