



**Sons In Retirement Inc.
Special State Board Meeting**

Veterans Memorial Building
420 Admiral Callaghan Lane
Vallejo, California 94591

Friday, March 7, 2014 at 9:30am

State Board Members

President-Maynard Rodland	Director, Region 3-Jimmie Johnson
Vice President-Bobbie Hairston	Director, Region 4-Bob Staib
Secretary-Richard DeVoe	Director, Region 5-Robert Fox
Assistant Secretary-Ron Flagel	Director, Region 6-Dean Steichen
Treasurer-Mike Berry	Director, Region 7-Roland Rempel
Assistant Treasurer-Karl Ryden	Director, Region 8-Jerry Strain
Director, Region 1-Bob Roberts	Director, Region 9-Don Dill
Director, Region 2-Russ Salazar	Director, Region 10-James Filippo

Invited Participants

Past Presidents	Facilitator- Ed Benson
G&M Chairman- Jerry Milano	Facilitator- Roger Pelz
Training Chairman- Derek Southern	Facilitator- Walter Schick

Agenda

9:30	Call to Order	Maynard Rodland
	Verification of Quorum (9 of 16)	Richard DeVoe
	Invocation & Pledge of Allegiance to Flag	
9:35	President's remarks.....	Maynard Rodland
9:50	Background.....	Jerry Milano & Derek Southern
10:05	Breakout Groups- Topic One	Jerry Milano & Derek Southern
	Identify why branches continue to lose membership.	
10:35	Break	
10:50	Breakout Groups- Topic Two.....	Jerry Milano & Derek Southern
	Develop a range of practical solutions to increase membership.	
12:00	Lunch	
12:45	Breakout Groups- Topic Three.....	Jerry Milano & Derek Southern
	Prepare and adopt an action plan from the solutions in Topic Two.	
2:15	Summary.....	Maynard Rodland
2:30	Adjourn	

Meeting purpose per Special Meeting Notice dated Jan. 22, 2014

- to identify the problems affecting Branch health and survival- specifically involving membership loss (attrition) and recruiting.
- to develop solutions and an action plan designed to significantly counter these problems.

FACTORS GIVEN FOR BRANCH RECRUITMENT PROBLEMS AND MEMBERSHIP LOSSES THAT INCREASE BRANCH SURVIVAL RISK

Throughout 2013 SAT members collected the following factors expressed during meeting discussions with branch and other leaders regarding branch recruitment problems and membership losses. Each factor is assumed to be true from each leaders' perspective who expressed it.

The long list indicates that there are not just a couple of principal root problems, but rather a compendium of reasons- many that are within a branch's control and some that are not. It is incumbent upon each branch to identify those factors having the greatest impact on its own recruitment/attrition, decide which are within and which are outside the branch's control; and take action to eliminate or significantly reduce those within the branch's control.

A. BRANCH HAS FULL CONTROL OF FACTORS

1. We can't fill important leadership positions.
2. Our leadership is lacking in direction/enthusiasm/purpose.
3. Most guests we have don't find us attractive to join.
4. New members aren't embraced, so get bored and leave.
5. Members don't want to be leaders.
6. No one knows about SIR outside of SIR.
7. Speakers aren't very good.
8. Sir/Rotary/Elks/Lions/SIR- they're all losing membership.
9. Golf is our only activity, and members who no longer play lose interest.
10. We can't start up new activities.
11. Members aren't interested in coed activities.
12. We like the branch the way it is. Leave it that way.
13. Action plan? I retired to get away from those things.
14. We'll be long gone before this branch closes.
15. We used to know everybody. Why recruit strangers?

B. BRANCH HAS SOME CONTROL OF FACTORS

1. Attrition is killing us.
2. The food is poor and the facility isn't attractive.
3. The caterer keeps raising the price.
4. A branch close by is taking our members.
5. A branch close by is taking most of our potential members.

C. BRANCH HAS CONTROL OR HAD PAST CONTROL OF FACTORS

1. Our members have gotten too old.
2. We've already asked all our friends and neighbors.
3. Our luncheon facility was maxed out, and after limiting growth we got too old to attract younger members.

D. BRANCH HAS NO CONTROL OF FACTORS

1. There are too many branches for the locale.
2. New retirees don't want to join groups like before.
3. The economy is killing us.
4. People are working longer, which hurts recruiting.
5. Our locale has fewer retirees than in the past.