



SONS IN RETIREMENT

STATE BOARD MEETING

KC Hall - 535 Florida St., Vallejo, California

TUESDAY ~ JUNE 9, 2009 ~ 10:00 a.m.



TO: State Board Members -

President David Reiser
 Vice President Floyd "Buck" Kendrick
 State Secretary Gary Gruber
 State Treasurer Robert Mannell
 Asst State Secretary Harold Stephens
 Asst State Treasurer Michael Berry

Regional Directors

1 Kenneth Edson	6 James Stedman
2 Ronald McCall	7 Gary Pelton
3 George Christman	8 David Reynolds
4 Larry Powers	9 Mike Nickey
5 John Mason	10 Eckart Sellinger

Invited participants

Past Presidents

Chaplain Bill Short

Invited Appointees and Representatives of State Committees

Information Systems - Dwight Sale
 Insurance - John Thomason
 Nominations - Art Pufford

Growth and Membership - Buck Kendrick
 Publicity - Walter Schick
 Rules - Tom "Smitty" Smith

~ AGENDA ~

- | | | |
|------------|---|----------------------------------|
| 10:00 a.m. | CALL TO ORDER | President Reiser |
| | Invocation and Pledge of Allegiance | Chaplain Bill Short |
| | Verification of Quorum (11 of 16) | Secretary Gruber |
| | Changes to the Agenda | President Reiser |
| 10:05 a.m. | MINUTES - Approval of Minutes from the 4/7/09 State Board meeting | President Reiser |
| 10:10 a.m. | PRESIDENT'S RECOGNITION OF ATTENDEES | President Reiser |
| 10:15 a.m. | INTRODUCTORY COMMENTS - | |
| | President's Comments | President Reiser |
| | Vice President's Comments | Vice President Kendrick |
| | Secretary's Report | Secretary Gruber |
| | Assistant Secretary's Report | Assistant Secretary Hal Stephens |
| | Treasurer's Report | Treasurer Mannell |
| | Assistant Treasurer's Report | Assistant Treasurer Berry |
| 11:00 a.m. | OLD BUSINESS - | |
| | LAP Revision (attachment) | President Reiser |
| 11:10 a.m. | COMMITTEE REPORTS - | |
| | Nominations | Art Pufford |
| | Insurance | John Thomason |
| | Rules (attachment) | Tom "Smitty" Smith |
| | Information Systems | Dwight Sale |
| | Growth and Membership | Buck Kendrick |
| | Publicity | Walt Schick |
| 12:15 p.m. | NEW BUSINESS - | |
| | Branch Assessments | Treasurers Mannell & Berry |
| 12:25 p.m. | CONCLUDING REMARKS | President Reiser |
| 12:30 p.m. | ADJOURNMENT | President Reiser |

2009 LEADERSHIP ACTION PLAN (REVISED 6/9/2009)

INTRODUCTION: Statement of the Problem

SIR, Inc has gotten itself into a membership emergency of crisis proportions. Leaders have watched with dismay as SIR, Inc. membership losses continue to accelerate since its peak membership in 1990. This continues now despite the strong attempts of SIR leadership to focus the branches on recruiting.

We know that SIR significantly enriches members' lives. Members typically remain in SIR as long as they can participate. What we haven't known until recently is "the reason behind the reasons" why total membership has decreased year after year for the past 18 years. For all of those years the perceived solution to the declining membership numbers has been to maintain membership levels by encouraging recruitment by the Branches, but these efforts have not been successful.

The primary "reason behind the reasons" is the failure of most branches to offset the natural ageing of its members through induction of sufficient numbers of recently retired members annually. As the mature branch memberships age, the branches begin losing their former energy, activities and vitality. If these attributes diminish over time, the change directly affects many other reasons why the branches become less attractive to both potential and existing members.

2009 LEADERSHIP ACTION PLAN (LAP)

The purpose of this ~~"top-down"~~ Leadership Action Plan is to ~~ensure~~ **promote** the long-term survival of ~~all currently successful branches and any other branches that are still capable of being salvaged.~~ The Leadership Action Plan (LAP) will incorporate responsibility and accountability for membership-related issues throughout all **participating** SIR leadership levels-**including** Branch Executive Committees, Big Sirs, Area Governors, Regional Directors, **the State** President, and **the SIR** Board of Directors. It also will offer management oversight, training and positive suggestions to the branch leaders on how to recruit and retain new, recently retired members.

a. In order to establish a starting baseline for focusing leadership attention, a standardized Branch Self-Assessment Report (BSAR) should be completed by each **participating** branch. This will allow leadership at all levels to assess the "state of **SIR, Inc.**" ~~the branch, the "state of the Area", the "state of the Region", and the "state of SIR, Inc."~~. (See 2009 Branch Self-Assessment Report attached.) This is a proven methodology developed and currently being used in Region 6 to collect the vital data and information for all branches. LAP Implementation will draw heavily upon this experience and expertise.

b. The Branch Self-Assessment Report will then be used for evaluation of each **participating** branch's capability to remain healthy or to become salvageable for long-term survival. ~~The A Leadership Action Committee~~ **Subcommittee (LAS) of the Growth and Membership Committee** will collect the Branch Self-Assessment Reports and provide a Branch Evaluation Summary to each Regional Director, with appropriate ~~recommended actions~~ **recommendations**. ~~through his participating Area Governors and Branch Big Sirs.~~ **It is anticipated that each Regional Director will then implement the recommended actions through his Area Governors and Branch Big Sirs.** This may entail regional or area meetings, training sessions, and/or leadership visits to the branches.

c. Each branch should establish a Branch Membership Action Plan to address membership-related issues unique to its branch.

Here is a sample plan:

We will induct (10%) of present active members next year, based on an average age difference between resignees and inductees of (10%). If the projected age difference is less than (10) years, we will increase the number accordingly.

We will establish a monthly guest target projected to allow us to meet our monthly induction target.

We will offer incentives for bringing in members, with appropriate publicity for award winners. (Examples - quarterly free lunch drawing for latest sponsors, branch payment for guest lunches, Area quarterly award presentation for greatest sponsor performance, annual Region award presentation etc.)

We will offer extra incentives if the new member is under 65 or 15 years younger than the sponsor.

We will give awards for most prolific sponsors in the branch.

We will have a contest with teams comprised of non-sponsors of current members.

We will offer a free lunch to sponsors of guests who become members.

We will create a Recruitment Committee to develop, promote and implement branch recruitment ideas, suggestions and methods.

We will develop recruiting aids and distribute them for use.

How to recruit a new member.

Calling cards, 3-fold flyers (pocket size), flyers for senior centers and other locations, **and distribute them for use.**

d. A standardized periodic membership reporting system, either monthly or quarterly, will be implemented, for reporting by all **participating** branches. Not only will branches be aware of their performance toward their own cortical reporting and other targets, but so will leadership above the branch level. Data currently available within branches is woefully inadequate for effective management of the overall membership issue.

e. An important initial requirement of **participating** branches should be to identify birth dates (day/month/year) of all members. This data is essential for other reporting requirements involving birth dates. Examples: membership average age; resignee average age and inductee average age (used to identify the percentage of inductees required annually, based a branch's membership size); percentage of members under age 70; percentage of members age 80 and over. Birth dates are located on all but the older applications, if the branch does not already maintain a birth date listing. Estimated ages of individual members will be acceptable if specific dates and ages are not initially available, but the data should be developed as soon as practicable.

f. In order to be fully effective, strong leadership involvement and support for the LAP should be instituted at all **participating** levels,- from the President and Board of Directors, through the Regional Directors and Area Governors, to the Big Sirs and branch BEC's. Continuing and effective communications involving all the various aspects of the LAP will be necessary for success. The Leadership Action ~~Committee~~ **Subcommittee** will be headed- **chaired** by the ~~Vice President~~ **Chairman of the Growth and Membership Committee** acting on behalf **under the direction** of the **State President and Executive- State Board. LAS** ~~Committee~~ members will be **participating** Regional Directors ~~who choose to participate~~, and other selected key individuals who have shown strong interest in the success of the Plan.

Attachment – LAP- 2009 Branch Self-Assessment Report

Revised and approved by the State Board - June 9, 2009

2009 BRANCH SELF-ASSESSMENT REPORT	
Branch # _____ Area # _____ Region # _____ Luncheon City _____	
Contact: _____ E-Mail: _____ Date: _____	
MEMBERSHIP STATISTICS	RESPONSE
Average age of active members, year-end 2008	
No. of resignees in 2008 (former active members who are now inactive or left)**	
No. of inductees in 2008 (new actives, inactives to actives, & transfers-in)**	
No. of active members 80 and over, year-end 2008	
No. of active members 69 and under, year-end 2008	
BRANCH ACTIVITIES- (List below or on next page-exclude Area or State-related):	
Do you have an Activities Coordinator to encourage new activity start-ups?	
LUNCHEON ATTENDANCE (Excluding Ladies Days)	
% Average Monthly Member Attendance in 2008 (from Form 28's)	
LUNCHEON FACILITY/SPEAKERS	
Is attendance limited now by occupancy capacity? (Yes/No)	
Please rate location of meeting facility. (good/fair/poor)	
Please rate meeting facility (good/fair/poor)	
BRANCH EXECUTIVE COMMITTEE	
Is there difficulty filling Big Sir position? (Yes/No/Sometimes)	
Is there difficulty filling Little Sir position? (Yes/No/Sometimes)	
Is there difficulty filling other BEC positions? (Yes/No/Sometimes)	
BRANCH WEBSITE	
Does your branch have a website? (Yes/No)	
If your branch has a website: a. Is the monthly newsletter on the website? (Yes/No)	
b. Is it linked to the State website? (Yes/No)	
c. Is it linked to the State "SIR Happenings" newsletter? (Yes/No)	
BRANCH GROWTH	
What limitations if any are there to your growth?***	
What factors/changes would improve your growth potential?***	
BRANCH RECRUITING	
Do you have a recruiting program?	
If so, please describe the recruiting program on the next page.	
COMMENTS	
Your completed Branch Self-Assessment Report will be used to evaluate your branch's long-term health. An evaluation summary then will be completed for each and all branches submitting data, based on SIR Inc. benchmarks and internal comparisons. Please send completed report by Mar. 31 to Dick DeVoe * by e-mail: sirlap@comcast.net , or by mail to 109 Terrace Rd, Walnut Creek, CA 94597.	
Questions? Send e-mail or call (925) 932-5546.	
* Coordinator, Branch Assessment Reports	
** Difference in number of inductees and resignees should equal difference in year-end 2007 active and 2008 active members reported on Form 28.	
***Note in Comments section, or on a separate page.	
Buck Kendrick 2/6/2009	

PROPOSED NEW RULE
RECORDS DISPOSITION - INACTIVE BRANCHES

Problem Statement

When a Branch surrenders its charter, most Branch records tend to be turned over to the Area Governor. Problem is, there is nothing in the rules or procedures indicating what the Area Governor should do with all those records, often several boxes of materials. This is an intolerable situation for an Area Governor, who assumes he has to go through all that material, and when he is finished what does he do with it. Nobody has a ready answer to that.

Proposed Solution

To relieve this recurring situation, we need to adopt a rule to reflect the final disposition of Branch secretarial records when a Branch goes to Interim Management. (The State Treasurer is retaining Branch Monthly Cash Reports - Form 28 - for seven years for all Branches.) Below is the proposed new Rule 190, in the position it would appear in the SIR Manual.

Secretary's Records

RULE 182. The Branch Secretary shall maintain the following active records for the duration shown.
(Revised 4/13/04)

- a. (Deleted 4/13/04)
- b. Minutes of Executive Committee meetings, for at least five years. (Revised 6/5/07)
- c. Bulletins, for at least five years. (Revised 4/13/04)
- d. (Deleted 11/16/04)
- e. A copy of each current regulation of the Branch and the date of its adoption together with a record of each regulation repealed and the date thereof, permanently. (New 4/13/04)
- f. Branch Rosters, for at least five years. (Revised 6/5/07)

RULE 183. The Branch Secretary shall maintain a separate permanent file containing the following less active records.

- a. (Deleted 4/13/04)
- b. The original or copy of the Branch Charter, and Branch Articles of Incorporation and each amendment thereof. (Revised 4/13/04)
- c. The written confirmation of tax exemption issued by (1) the United States Internal Revenue Service and (2) The State of California Franchise Tax Board.
- d. Written confirmation of the employer identification number issued by the United States Internal Revenue Service.
- e. Records of where and when the Branch was organized; the number of the Branch; the name of the Branch when organized together with any change in the name; the Charter date; the date on which the Charter was presented to the Branch; and the date of incorporation and the incorporation number. (Revised 4/13/04)

RULE 184. The Branch Secretary shall keep and maintain for two years such other records as may be prescribed in the Standing Rules. (Moved from Rule 200 - 11/17/00)

RULE 185. The Branch Secretary shall have such other powers and perform such other duties as may be prescribed by the Standing Rules, the Branch Regulations or the Big Sir or the Branch Executive Committee.

Inactive Branches - Disposition of Records

RULE 190. When a Branch Charter is surrendered or revoked, the Branch Secretary shall turn over to the Area Governor all of the Secretarial records. Other Branch records may be discarded.

- a. **The Area Governor shall forward to the State Secretary the following records and then discard whatever remains.**
 1. **Branch Charter.**
 2. **Branch Articles of Incorporation.**
 3. **Tax Exemptions from IRS and State of California.**
 4. **Employer Identification Number assignment from IRS.**
 5. **Branch Record of Organization.**
 6. **Minutes of Branch Executive Committee meetings (recent five years).**
 7. **Documents pertaining to closing down of the Branch including any information about merging with another Branch.**
 8. **Bank statement annotated to indicate disposition of final bank funds.**
 9. **Any other records that in the Area Governor's judgment are relevant enough to be retained in the State Secretary's Branch files.**

(New 6/9/09)