



SONS IN RETIREMENT

STATE BOARD MEETING

Elks Lodge - Vallejo, California

TUESDAY, JANUARY 19, 2010 ~ 9:30 a.m.

TO: State Board Members -

Elected Officers

President Floyd 'Buck' Kendrick
 Vice President Robert Mannell
 State Secretary Gary Gruber
 State Treasurer Michael Berry
 Asst State Secretary Harold Stephens
 Asst State Treasurer Karl Ryden

Regional Directors

1 Kenneth Edson	6 James Stedman
2 Ralph Lingis	7 Richard Kabanek
3 George Christman	8 John Levis
4 Larry Powers	9 Richard Detmer
5 John Mason	10 Donald Davis

Invited participants -

Past Presidents	Dwight Sale - State Advisor & Information Systems
Bill Short - Chaplain	Harry Hubinger - Growth and Membership
David Reiser - Nominating	Harry Slack - Audit
Carl Elvik - Bowling	Gene Drennan - Golf
Thomas A. 'Smitty' Smith - Rules	John Thomason - Insurance
Walt Schick - Publicity	Bob Perry - Travel
Neil Mayo - River Cats	Chuck Roberts - Giants
Mel Augustine - A ^s , Warriors, Raiders	Bill Lewis - Meeting Arrangements

~ AGENDA ~

- 9:30 a.m. CALL TO ORDER President Kendrick
 - Invocation and Pledge of Allegiance Chaplain Short
 - Verification of Quorum Secretary Gruber
 - Changes to the Agenda President Kendrick

- 9:40 a.m. MINUTES - Approval of Minutes from the 11/10/09 State Board meeting President Kendrick

- 9:45 a.m. RECOGNITION OF ATTENDEES
& INTRODUCTORY COMMENTS President Kendrick

- 9:55 a.m. INSTALLATION OF OFFICERSPresident Kendrick
 - Hal Stephens - Assistant State Secretary George Christman - Region 3 Director

- 10:00 a.m. OFFICERS' REPORTS -
 - Vice President's Comments Vice President Mannell
 - Secretary's Report Secretary Gruber
 - Assistant Secretary's Report Assistant Secretary Stephens
 - Treasurer's Report Treasurer Berry
 - Assistant Treasurer's Report Assistant Treasurer Ryden

- 10:30 a.m. COMMITTEE REPORTS -
 - Information Systems Chairman Sale
 - Nominating Chairman Reiser
 - Publicity (attached) Chairman Schick
 - Bowling Chairman Elvik
 - Golf Chairman Drennan
 - Sporting Events Chairmen Augustine / Roberts / Mayo
 - Insurance Chairman Thomason
 - Travel Chairman Perry

11:45 a.m.	SOCIAL BREAK	
12:15 p.m.	CATERED LUNCH	
1:00 p.m.	OLD BUSINESS	President Kendrick
	Tri-fold brochure reprinting	
	Annual Meeting mementos	
1:15 p.m.	NEW BUSINESS -	
	Mileage reimbursement rate	Treasurer Berry
1:30 p.m.	LEADERSHIP STRATEGY SESSION	President Kendrick
2:30 p.m..	CONCLUDING REMARKS AND ADJOURNMENT	President Kendrick

DIRECTIONS

TO THE VALLEJO ELKS LODGE

From the Sacramento direction on Highway 80, take the Redwood exit.

At the end of the exit turn left onto Redwood Parkway.

Proceed straight through the first light.

At the next light, turn left into the Elks parking lot.

You're there.

From the Bay Area direction on Highway 80, take the Redwood exit.

At the end of the exit, turn right onto Redwood Parkway.

At the next light, turn left into the Elks parking lot.

ou're there.

Elks Lodge
(707) 557-0559
2850 Redwood Parkway
Vallejo, CA 94591

Publicity and Membership Tools 2010 Projects

2009 Publicity Efforts Recap

Art Pufford appointed the Publicity Chair in late summer 2008, and Dwight Sale reappointed me for 2009. But I missed the 2008 Annual Meeting where Jim Stedman reported on SIR **Membership Decline**. We now number under 20,000.



Reading the November 2008 SIR Happenings article on losses led several of our Branch 8, Walnut Creek, Sirs to meet informally early in January 2009 as a **focus group**, repeating an effort of several years earlier where goals were set, but no action occurred. This meeting stressed **recruitment and member satisfaction** as major needs. Documenting past good practices from our own Area 2 and other branches was a priority for me as the Area 2 Publicity and Recruitment Chair. These practices include **Tools That Work** from other Areas and shared with all.

At the January 2009 State Board Meeting, the LAP program was introduced and Directors asked “Do we have any tools to help the LAP?” The Area 2 good practices effort resulted in the TriFunctions document, which are now renamed as **Recruitment and Retention Tools** given out at the 2009 Annual Meeting. In 2008, six branches of Area 2 had nine key functions; 2009 with seven branches had nineteen functions!

Area 2 has had a positive growth pattern and we look forward to increases now that these functions are being used in more of our branches.

Chairs of Four Key Functions

Area 2	2008	2009
Branches	6	7
Activities	5	7
Recruitment	0	3
New Member	1	5
Publicity	3	4
%	37	67

As part of Area 2 Publicity in 2008, Harry Hubinger then Governor, and I placed brochures in key locations to increase awareness of SIR. Publicity worked with the G&M Committee under Gary Pelton and Infosys under Dwight Sale to produce the trifold “**So Now You Are Retired brochure.**” Producing **SIR cards** for every member to use was one of the good practices we publicized to all branches. Doug Hinchey of Branch 98, Rocklin, reported cards as an Idea that Works in the same issue of Happenings as the LAP program, and the card information was expanded from samples from Gary Pelton, San Jose and Dean Steichen, Walnut Creek. In 2008, no branch in Area 2 provided cards. In 2009, all seven branches do.

32 branches participated in the LAP Branch Assessments. A BAR Analysis committee, made up of Dick Devoe, Branch 146; Ed Benson, Branch 8; and myself from Branch 8, evaluated the responses and reported on them at the June Meeting. From the responses, the committee produced a branch self assessment form which did not require reporting. This is included in the **Recruitment and Retention Tools**.

The G&M Committee decided to provide Directors and Governors the Branch LAP reports and a manual for Goals and Actions which they could use with each of the 32 participating branches. The **Annual Branch Self Assessment** document is now on the website for all branches and governors to use.

Publicity has helped in updating the State website, especially in the more visual Activities area. We have begun work on reorganizing the Membership and Publicity pages.

Publicity and Membership Tools 2010 Projects

Publicity & Membership Tools Projects for 2010

"New members are the life-blood of any organization. " "Vibrant, growing branches are exciting and fun... declining branches are not" Jim Stedman, Director, Region 2, SIR Happenings 11-08

For 2010 and beyond, we should eliminate the words "maintain membership" and replace them with "**grow membership**" in any SIR documents and meetings we have. The ten percent new members goal is too little—just replacement—and any hiccup in recruiting or resignations will generate a decline in membership. The result of growth will be the sponsorship of new branches, and we should be prepared to be like the parents of a vital family. If a family does not grow, your family name will eventually be lost.

Branch members are not replacing themselves. An analysis of Branch 8, Walnut Creek sponsors shows two patterns: 1) Only half of the 280 existing members have sponsored a new member; and 2) new members are not bringing in their share.

Branch 8 Members: 280

All Current Sponsors: 140 50%
One Member Sponsors: 74 26%
2-4 Member Sponsors: 58 21%
5+ Member Sponsors: 8 3%

Branch 8 New Members Sponsorship

2006 32 new, 27 have not sponsored 82%
2007 32 new, 27 have not sponsored 82%
2008 21 new, 17 have not sponsored 86%
2009 28 new, 28 have not sponsored 100%

How does your Branch compare?

Publicity & Membership Tools

Buck Kendrick has reappointed the Chair and agreed to add a new description for this committee: Membership Tools. We intend to continue to document tools for branch vitality and promote recruitment. We have added two members to our committee, Ed Benson, Branch 8, Walnut Creek and Joe Futch, Branch 103, Modesto. We are seeking a Director or Governor to join us.

Publicity & Membership Tools 2010 Walter Schick Page 2

Sponsor Recognition

To recognize Sponsors who are doing more than their share, we are supporting Branch recognition by suggesting a visible award such as a Sir Bolo Tie at a three-member sponsorship level. And the State should recognize exceptional Sponsors at six or seven members, or the top Sponsors based on a 2% of membership like HLM awards.

New Member Responsibilities

New Members should have a responsibility to invite guests, with the goal of introducing a new member within two years. They should also join one activity and participate in branch functions such as greeting.

Ideas That Work

Working with Don MacGregor, the SIR Happenings editor, we will offer Ideas that work in a collected document so that branch committees can work with good practices from the past.

How to Start A Branch

We have a How to Merge document; P&MT will work on a How to Start document.

Company Publicity

Working with G&M, we will test methods to reach retirement officers within large companies.

Area Key Functions Groups

Working with our Area Governor, we will try out methods for gathering groups of Chairs of Publicity, Recruitment etc. to exchange ideas.

Area Activities

Working with Activities Chairs, we will test ideas for starting new activities within branches and sharing smaller activities within an Area.

Website Organization

Working with G&M, we will suggest improvements and new versions of website documents.

1/7/2010