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SIR STATE BOARD OF DIRECTORS MEETING

Conducted via Electronic Video Conference (Zoom)

Friday, April 26, 2024

The Meeting Was Recorded

Board Members Present:

X	President: Dale Decker	X	AR 10 & 18 Rep.: Rick Kindle
X	Act. Pres., VP: Lee Lamp	X	AR 15 Rep: Fred Serena*
X	2 nd VP & Secretary: Rich Carlston	X	Dir. Mktg & Comm.: Andy Danver
X	Treasurer: Carl Mason	X	Dir. Activities: Mark Stuart
X	Chief Info. Off.: Roy Hodgkinson	X	Dir Docs: Jeffery Chin
	AR 19 Rep: Bruce Corwin	X	Dir. Br. Sup.: Jim Gragg

* Note: Fred Serena was appointed and sworn in as a Board Member early in the meeting.

Others Present:

Dave Gonzales – Past President
Derek Southern – Board Advisor
Jerry Stabile – Area Rep. for Area 7
Phil Thomas - Area Rep. for Area 11
Bill Ackerknect – Area Rep. for Area 14

Our Focus: Members, Leaders, Volunteers, Fun and Friendship

Opening & Verification of Quorum: Rich confirmed the Quorum. Lee opened the meeting at 3:00.

Acting President's Announcements: None

Consent Calendar:

1. Approve March Board Minutes: A copy is attached to the Meeting Agenda as Exhibit A.
2. Approve Financial Statements for March 2024: A copy is attached to the Meeting Agenda as Exhibit B.

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3. Approve revision of the State Bowling Schedule moving the bowling activity scheduled for May 21 & 22 to Rocklin.

Carl made a presentation relative to the status of the budget as of 4/28/24. A copy of the slides used during his presentation is attached hereto as **Exhibit 1**. Carl advised that we are not spending funds allocated under the budget. With 1/3 of the year gone, we have a significant projected budget surplus, in the range of \$' 11,000 to \$15,000, part of which is the \$4,000 received from the SIR Foundation.

Roy: Roy commented that expenses tied to the annual budget can vary depending on the time of year. Likewise, not all expenses are predicable.

Carl: Stated that he has tried to incorporate annual expenses into his projections, and he believes that a projected surplus of \$11,000 is a pretty good figure.

Mark: Mark recalled that we used to pay for lunches at AR meetings. We currently don't. We can consider doing that going forward. Mark further commented that golf tournaments have just begun, along with other state activities. Those expenses won't accrue until the activities occur suggesting a reason that the budget will be drawn down as the year progresses.

Carl: Carl believes that he has included the full golf budget in his projections.

Andy: Andy recalled that Dale instituted a change requiring branches to cover mileage. He requested that the budget amount allocated to each of the ARs be distributed so they know what their budget is. Andy doesn't know what he has in his AR budget.

Dale: Dale will send out the worksheet which sets forth the budget for each of the ARs.

Andy: Andy noted that the expenses for ARs differ by area. For example, some ARs don't have to pay for a meeting space while others, such as his area, are required to pay for meeting space. Budget allocations should take that into account.

Mark: Mark suggested that each AR should have discretion to use his budget without being required to get expenses approved.

Discussion on the budget ended.

Note: Fred Serana was sworn in as a member of the Board of Directors at this time by Dale Decker to enable him to vote during the meeting.

Continuation of the Consent Calendar:

Motion: Rich moved, seconded by Carl, that the items on the Consent Calendar be approved. The motion passed unanimously.

New Business:

1. Report from the Nomination Committee – Dave

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Dave advised that he has confirmed the following persons will serve next year:

- President – Lee Lamp
- Vice President – Rich Carlston
- Treasurer – Carl Mason
- Director of State Documents – Jeff Chin
- Director of Marketing and Communications – Andy Danver but provisionally due to a need to have his workload lightened.

Dave requested that Roy Hodgkinson and Mark Stuart advise him by email whether they will continue as CIO and Director of Activities respectively.

Still to be filled are the position of Secretary and 2nd Vice President.

All those who will serve as officers need to email to Dave their Form 43 (Declaration of Candidacy for Elected State Office). These forms are due to Dave not later than May 15, 2024.

Lee: Lee noted that the ARs also need to fill out a Form 43.

Dave: Dave expressed a concern regarding filling the Secretary position. He discussed the training session that he and Rich are putting on May 4, 2024, for secretaries in Area 11 and Area 13. That session has been converted to a Zoom meeting for the convenience of the participants. One goal of the meeting was recruitment of a new State Secretary. Given the limited attendance, Dave stated that using training meetings of secretaries will not likely be successful in finding a person willing to serve as State Secretary. He suggested that he will talk with Derek and Rick Kindle on Monday about devising a new strategy.

Dave advised that we do have a prospect for Assistant Treasurer.

Dale: Dale noted that we removed the position of Assistant Treasurer relatively recently and asked if we are bringing it back. Dave advised that Carl needs an assistant due to his workload.

Dave: Dave will begin looking for a new 2nd Vice President.

2. Review of the State Order of Operations – Lee

Lee reported that he has reviewed the State Order of Operations. He noted that SIR State needs to make various State and Branch governmental filings by May 15. Carl advised that the filings have already been completed.

Lee also noted the need for the nomination of President is to be made by June 1st. The Form 43s need to be submitted.

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Finally, Lee reminded everyone that expense vouchers need to be submitted within three months of the expense for Lee's approval.

Andy: Andy reported on his efforts to encourage the secretaries within Area 13 to attend the secretary training.

Rick: Rick inquired about whether there was an AR for Area 8. He will be holding his leadership meeting for Area 18 and 10 in May and suggested that he could invite the leadership from Area 8 to the meeting.

Dave: Dave also offered to step in to assist Area 8. He advised that his first business will be to build relationships among the Area 8 branches. Rick will help with doing so. They suggested that they may be able to have the joint meeting sometime during the third week of May.

Rick: Rick asked if there is a State approved QR Code on the State Website. Roy stated that he believes there is. During the meeting it was confirmed that one has been posted. It is found in the marketing area. Rick stated that he is going to be pushing the branches in his Areas to use QR Codes.

Fred: Fred asked who the AR is for Area 16. Rich advised that it is Carl presently. Fred also noted that he is paying special attention to Branch 73, which appears to be struggling. Carl agreed that a merger of the branch might be a good idea.

Andy: Andy raised the question of whether there will be another AR meeting. He suggested the possibility of developing a series of questions which the ARs should ask each of their branches. The AR could write up the responses which could be compiled, with the results distributed.

Lee and Rich will work on putting together the next AR meeting.

Lee: Lee noted that with Fred joining the Board, we have all three of the AR Board positions filled. He will be taking the list of the ARs and dividing the responsibility among the three AR Board members to share what is going on at State with the ARs assigned to them. For the last two months, the ARs have all been invited to attend the Board Meeting but that will be changed as we shift back to a more normal approach. Lee stated that when State Officers acting as ARs meet with their branches, they should work hard to get a person to take that the AR responsibility to replace them.

Andy: Andy noted that he has been working Dave re the secretary training. The secretaries in his area were not particularly responsive to Dave. So, Andy

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personally contacted them and obtained a 100% response. He mentioned how this type of involvement builds rapport between the AR and their branch Big Sirs.

Jeff: Jeff advised that he has had personal contact with all six of his assigned branches.

Dale: Dale suggested that the QR Code should go to the We Are SIR website as well as the SIR Inc. website. The confusion concerning the We Are SIR website was resolved by Andy as the present website is the successor of the former We Are SIR website.

Carl: Carl raised the thought that we should consider asking ARs for one area to fill in for other ARs when the need arises.

3. Report on status of revisions of the State Order of Operations – Jeff

Deferred until later during Jeff's director report.

4. Report of Adjunct Committee investigating management of lunch costs – Rich/Mark/Jim

Rich reported that the committee has met and developed survey questions which have been reviewed by Andy and are being reviewed by Derek. Derek will be compiling the results of the survey. The committee is on track to report to the Board in June.

During the discussion, Derek displayed the current form of the survey and reviewed the questions.

Mark: Mark is concerned that inflation will be a serious problem soon, and he is concerned that the BECs are not discussing or addressing the problem. We need to find out what is happening in the branches. Do they like the way it is being handled and how will they address inflation?

Jim: Jim said that Branch 98 has done a survey. There is feedback on the quality and price of the food. They are paying in the mid-\$20s for sandwiches.

Mark: Mark thinks branches are shortsighted and aren't considering the issues surrounding the lunch.

Andy: Andy advised that his branch has also surveyed, and they have tried several different approaches. His members prefer a hot lunch. He also noted that pre-pandemic the lunch attendance was about 2/3s of the members but that post-pandemic it is now only about 40%. He raised the question about why it has

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dropped. He mentioned that this type of drop is universal except for the Latter-day Saint Church which has seen its members return post-pandemic. He raised the question of whether lunches are even important at this time.

Jim: Jim suggested that the post-pandemic 40% may be our new paradigm. It is okay if members decide not to attend lunch as long as they remain active.

Derek: Derek added that Branch 8's average monthly attendance is around 40%. He suggested that the ad hoc committee needs to try to understand through their survey why the attendance is now considerably lower as part of its investigation.

Fred: Every branch has a different configuration relative to their lunch. Some pay for the facility as well as the food, others only the food. For example, his branch pays \$600 for the facility and \$25 for the lunch. When he was in the former Oakland branch, they paid \$30 total costs.

Roy: Roy asked what we are trying to accomplish relative to branch lunches. We gave the branches the opportunity to have their own attendance policy. They can decide to subsidize lunches and take whatever steps they deem necessary to attract members to participate. We don't need to do their creative thinking for them.

Mark: The Board agreed that we should go forward with the issue. He doesn't care about anything but addressing costs. There is a real need for the various BECs to address costs.

Rich: Rich confirmed that the most important aspect to him for the program is to ensure that the Branches consider the issue and to ensure they know that they have flexibility in addressing the inflationary impacts and are not just limited to having the same lunch approach.

Jim: Jim noted that many branches are locked into annual or semi-annual contracts. His branch has a semi-annual contract. Those branches know what their costs will be. Their BECs would only address the question at the time the contract would need to be renewed. Others are not looking at options and ways to cut costs or increase attendance.

5. Director Reports:

- Director of Marketing and Communications – Andy

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Andy thinks of marketing as outbound communication and inbound communication. The outbound is to the community. The inbound relates to the Big Sir, Little Sir and the Bulletin to the members.

In Area 13, there are three branches competing for the time and attention of the public in recruiting members. Each of the branches have been advertising in the same local paper. As an aside, he mentioned the need for repetition in outbound communication. Andy has been working with the branches and the local paper. With respect to the paper, he is trying to have a single add for all branches encompassing a larger space at a lower cost. With respect to the branches, they have agreed that Andy will be identified as the contact person in the advertisements.

Andy suggested that it may be time for another letter from the President to be distributed to all branches. An inbound communication suggestion.

Andy is focused on target marketing – trying to reach younger members as we are getting a small percentage of recent retirees to look at SIR. He is working with the Stanford Business School to see what new retirees are doing upon their retirement.

Andy believes that we need to change SIR “big time” for SIR to continue and be successful.

- Director of Branch Support – Jim

Jim discussed his target focus branches. Presently, Stockton Branch 46 is meeting at the Elk Horn facility for lunch which is the same facility as the Lodi Branch 145. The Stockton branch is considerably smaller. He is encouraging the branch to undertake a three month incentive contest to raise their membership. If the results of this effort are not good, he will be encouraging them to merge with Branch 145. The Branch 46 Big Sir has been in that office for three years without a Little Sir. He has advised Jim that he will not serve as Big Sir next year. The merger of the two branches is logical. If there is to be a merger, there will be a joint ceremony and all members of 46 will be transferred to 145. It is hoped that the common lunch location will facilitate the merger.

Jim also reported that he has been in contact with Big Sir of Branch 92 and offered to provide any assistance or guidance she needs. To date Mary has advised him that she is doing fine and hasn't accepted his offer of assistance.

Rick: Rick commented that Branch 46 has been on its current course for a while. He is hoping to get to the next BEC meeting of Branch 92 in the next 3 or 4 weeks.

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Jim: Jim suggested that she may not have asked for help because she doesn't know what she doesn't know.

Jeff: With respect to Branch 145, Jeff has tried to encourage the merger before, but it was just dropped. It is helpful that they are now sharing activities.

- Director of State Activities – Mark

Mark advised that the first State Bowling tournament was held last week. The first State Golf tournament was held a couple of days ago. The Fresno tournament is coming up. To date, only about 10 members have signed up. The Reno tournament, on the other hand, has a reasonable sign up so far.

Roy: Roy attended the Napa golf tournament. Roy advised that it was well attended with full participation. The only downside was the weather.

With respect to travel, the first trip to Spain and Portugal sponsored by Branch 146 leaves April 27. On May 26, the Branch 143 trip to Alaska leaves. There are currently only about six of seven couples signed up for the Alaska trip.

Roy: Roy noted that Bill Smith is in Branch 146 and the trips tend more to be more of an area travel activity.

Mark: Mark concluded with an invitation to the Board to come and assist at one of the State activities.

- Director of State Documents – Jeff

Jeff is updating our policies with respect to Form 65.

Jeff has a Zoom meeting ready to train about the Schedule of Branch Operations. He is going to get with Andy about how to get the meeting out to the Big Sir and little Sir.

- Chief Information Officer – Roy

Roy noted that he has recently heard some concerns about the currency of the Constant Contact distribution lists. He stated that, per the discussion at last month's Board meeting where it was expressed that there is only a need for a monthly update, his group has been batching Form 20s to be updated into Membee once a month. Due to a vacation taken by Rick Sale, the update for March was done late in March. Normally, the update will be completed during the second week of the month. That is anticipated for May. They currently have ten Form 20s that will be batched and updated.

Roy stated that if Constant Contact needs to be updated more often, that can be done. He can discuss this at the next meeting of his team.

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Lee: Lee asked about the status of finding a replacement for Rick Sale. Roy advised that Rick will continue to assist until August. Roy is trying to get a replacement. Lee asked about Roy's efforts to target someone to replace Rick. Roy stated that he has not yet focused on finding a replacement. He stated that he may not be able to find someone with the expertise we need and may need to outsource the job.

Carl: Carl noted that he found discrepancies in the Constant Contact list when he sent out his latest assessment. He inquired whether, in the process of updating their information, branches are told to file a Form 20.

Roy: Roy understands that the assessment goes not only to the Treasurer but a second person at the branch when it is sent. So, if the Treasurer is in error on Constant Contact, it still gets to the branch. Roy noted that anyone at the branch can fill out the Form 20.

Lee: Lee pointed out that our system is still broken. For his branch, the treasurer has been the same person for the last 18 months. His information is updated and current. But, when Carl sent out the assessment, his treasurer didn't receive it. Lee also pointed out that Derek spent hours trying to get the information for the secretaries that were to be notified in the upcoming secretary training. Derek couldn't get accurate current information relative to the secretaries. He reminded that Andy and Rick Sale spent hours updating Constant Contact just a short time ago but still Derek can't get good contact information out of constant contact.

Lee asked: How are we going to fix it. Either the information is not being uploaded to Constant Contact or it is disappearing from Constant Contact for some unknown reason. Lee stated he doesn't think enough is being done to ensure it is up to date and accurate. Lee thanked Mark for calling him after Lee sent out his email yesterday expressing his concerns that our system is not working.

Andy: Andy noted the role Jeff also played in getting the mailing information updated recently. He noted that the updated Membee database listed the information as of 2024. But the information Derek retrieved for sending out the secretary training email stated it was 2024. The information that was updated was supposed to go to Constant Contact, but it hasn't worked.

Roy: This is the first time that Roy has heard about these problems. He would like details so he can fix the problem. If it is broken, it needs to be fixed.

Lee: Lee stressed that our assessments need to get to the right people. He asked: How do we get it to the right person.

Roy: Roy said we can make sure that the mail goes to the record targets.

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Carl: Carl said that it appears that Constant Contacts needs to be updated more frequently than once a month.

Derek: Derek stated that Constant Contacts lists 66 branches, but we have 84 branches. He confirmed that for his list of treasurers were identified on Constant Contact as being 2024 data.

Dave: Dave suggested that the users of Constant Contact set up a Zoom meeting to discuss the specifics of the problems being encountered.

Dave also said that he would like to be a user of Constant Contact so he can go to Constant Contacts and put together the email lists that he needs.

Mark: Mark noted that there is a 2024 indication in Constant Contacts relative to the secretaries and treasurers identified in the database. But the titles are 2022 and 2023. His understanding is that the last update of Constant Contacts was the end of February.

Executive Session: Dale led the discussion during the Executive Session suggesting a revision to SIR and the creation of a Presidential Award.

- The Need for Change:

Dale identified the challenge to the continued existence to SIR and his Vision for SIR Survival. The challenge is turning around the decline in SIR membership and finding new leaders.

Previously, he considered requiring each branch to increase their membership by 4% before the end of the year but decided that time frame was too short. He considered implementing a blanket mandate but also decided against doing so.

Accordingly, after much analysis and consultation, he has developed his 2024 Vision for SIR Survival. The vision contemplates a change from SIR being a social organization to a lifestyle organization. We will no longer refer to SIR as a “social organization” which is confusing and uncertain in today’s market. Instead, SIR will be referred to as a lifestyle. This better describes the active and beneficial lifestyle provided by SIR and will be more descriptive and inviting to potential new members.

Dale outlined his Vision with reference to his draft letter of April 26, 2024, a copy of which is attached as **Exhibit 2**. We need to embrace the lifestyle approach.

The website will be transformed so that it focuses on the video prepared by Andy and provides contact numbers to call. To ensure that those responding to inquiries have a consistent message, Andy will be asked to draft the script that should be used. The QR code will link to the video only. The rest of the current members only information is unnecessary and off-putting for potential members.

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A policy can be written (Policy 22) which incorporates this Vision with the goal of having it effective in August. Branches will be required to increase their membership by 1 member. If they don't, they will be subject to being reviewed.

There will be a meeting on May 6 in Sonora where the Board will consider this Vision and review other issues/changes needed relative to the SIR organization and its continued operations. It is hoped that this meeting will result in clear direction and that subsequent actions will be taken. One specific item to be discussed is how to reduce the workload of the State Board. The focus will be on membership, leaders, and our members. We need to get younger, get new energy. It is time to change, or we will eventually die.

Lee: Lee noted that there may be disagreements but when the decisions are made, then they should be supported by everyone. We need to be in sync.

Dale: Dale confirmed that we are pushing to do what is best for SIR.

Dave: Dave congratulated Dale on his program as being absolutely right and he confirmed he is 1000% behind it. He suggested that the organization needs to get to a place where new branches are being created. He stated that he has never seen a franchise operation where the mother ship puts up with so little performance from its franchisees. Branches need to be held accountable.

Dale: Dale complimented Lee for all the work he has done on behalf of Dale. He referenced Lee's Little League baseball managerial responsibilities. When a pitcher is having a bad day, a manager takes the pitcher out. We must take action.

Attached as **Exhibit 3** is a draft of Policy 22 which has been prepared by Dale and is being attached at Dale's request so it can be discussed at the Meeting on May 6th.

For privacy reasons, Dale's discussion of his health and his anticipated return is not being reported.

- New President's Award:

Dale is proposing a new Award – The Presidential Award. **See, Exhibit 4.** He seeks authorization for the President to present the award to people who have done something resulting in a major improvement for their branch or for SIR State. He asked Jeff to modify Policy 10 to provide for such award.

Attached hereto as **Exhibit 5** is a draft of Policy 10.1 which Dale prepared by Dale and is being attached at Dale's request so it can be discussed at the Meeting on May 7th.

Dale wants to present the award to Derek, Andy, and Lee for the work they did on the Leadership Summit and to Jim for his marking incentive program.

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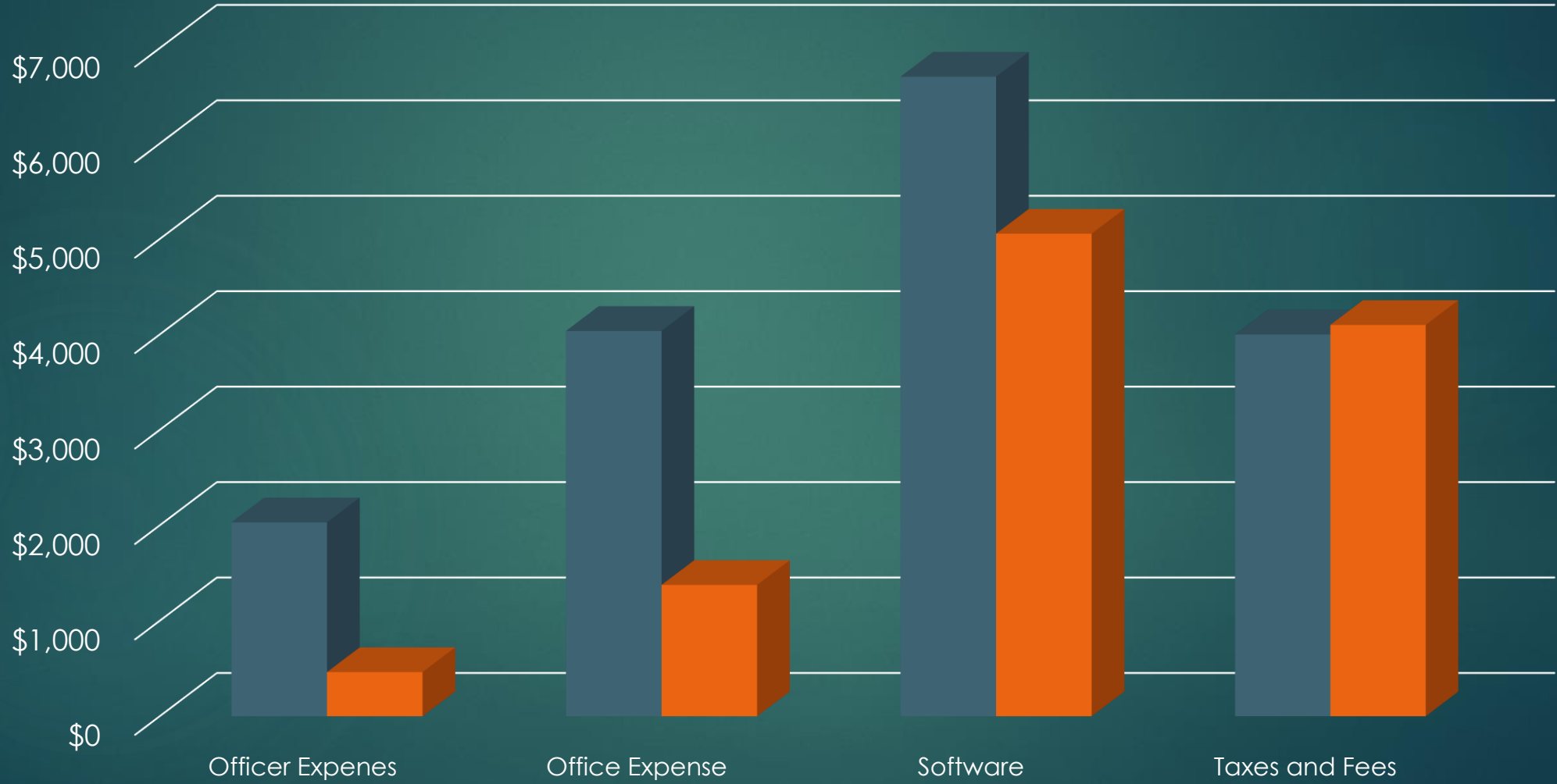
Rich: Rich suggested that the award should be solely in the discretion of the President, who would not need prior approval from the Board. Rich also suggested that consideration should be given to how the award will be presented.

Adjournment: The meeting was adjourned at 5:57.

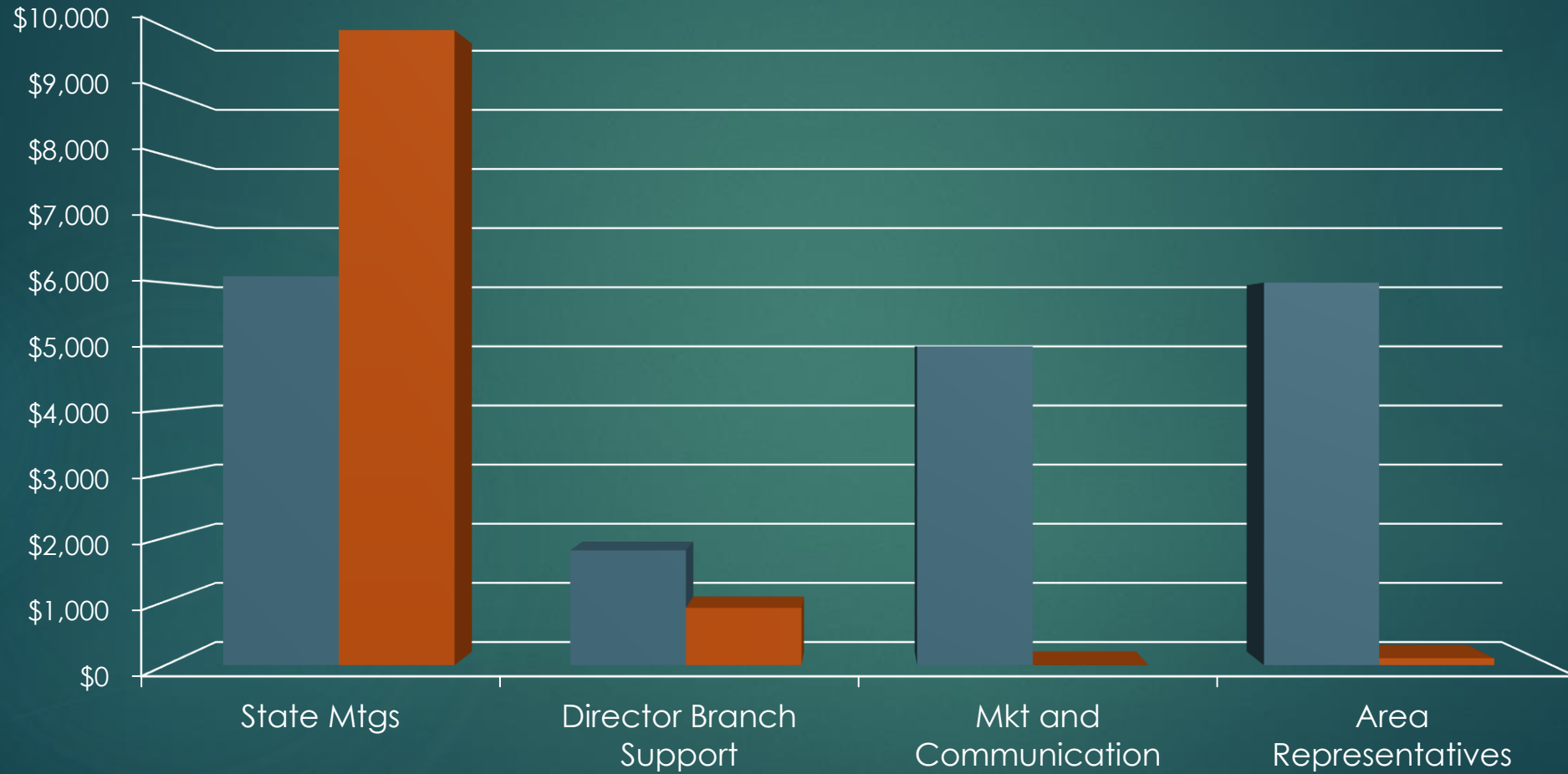
Next meeting: May 23, 2024, at 3:00 p.m.

Budget Status at April 28, 2024

Projected Actual End of Year at Present Spending Levels



Projected Actual End of Year at Present Spending Levels



Expense	2024 Budget	Projected Expenditures	Surplus At Current Spending Level	Probable Surplus
EXPENSE				
Officer's Expense	\$2,030	\$462	(\$1,568)	(\$1,568)
Office Expense	\$4,036	\$1,376	(\$2,660)	(\$2,660)
Software	\$6,700	\$5,056	(\$1,644)	(\$1,644)
Taxes and Fees	\$4,000	\$4,100	\$100	
Insurance	\$55,260	\$55,260	(\$0)	
Committees	\$1,220	\$0	(\$1,220)	(\$200)
State Meetings	\$6,100	\$9,960	\$3,860	\$3,860
Director Branch Support	\$1,800	\$900	(\$900)	(\$900)
Mkt and Communication	\$5,000	\$0	(\$5,000)	(\$2,500)
Area Representatives	\$6,000	\$109	(\$5,891)	(\$5,891)
Other	\$500	\$226	(\$274)	
Total Expense	\$92,646	\$77,449	(\$15,197)	(\$11,503)
Projected 2024 Surplus Year	\$0			(\$11,503)

End

REVENUE				
Assessments	\$85,300	\$86,300	\$1,000	
Donation	\$0	\$4,397	\$4,397	
Other	\$7,346	\$3,946	(\$3,400)	
Total Revenue	\$92,646	\$94,643	\$1,997	\$1,997
EXPENSE				
Officer Expense	\$2,030	\$462	(\$1,568)	(\$1,568)
Office Expense	\$4,036	\$1,376	(\$2,660)	(\$2,660)
Software	\$6,700	\$5,056	(\$1,644)	(\$1,644)
Taxes and Fees	\$4,000	\$4,100	\$100	
Insurance	\$55,260	\$55,260	(\$0)	
Committees	\$1,220	\$0	(\$1,220)	(\$200)
State Meetings	\$6,100	\$9,960	\$3,860	\$3,860
Director Branch Support	\$1,800	\$900	(\$900)	(\$900)
Mkt and Communication	\$5,000	\$0	(\$5,000)	(\$2,500)
Area Representatives	\$6,000	\$109	(\$5,891)	(\$5,891)
Other	\$500	\$226	(\$274)	
Total Expense	\$92,646	\$77,449	(\$15,197)	(\$11,503)
Projected 2022 Surplus YTD	\$0	\$17,194		\$11,503

Dale Decker
State President
 209-573-0833 / daledftg@gmail.com

April 26, 2024

Subject: President’s 2024 Vison for SIR survival

In my previous presentation to the members I pointed out that 1/3rd of our branches are very successful in bringing in new members, another 1/3rd were somewhat complacent and hold the status quo and the final 1/3rd were losing members and are the main cause of our overall SIR membership decline.

I also presented an analogy in a story of Winston Churchill wherein he, when confronted with the number ship England was losing to German U-boats, that he presented a solution – bring to ocean to a boil and the problem would resolve itself. Of course this was impractical but he did provide a solution and left it to his Admirals to implement.

We are in a similar position but I offer a solution that is easier to implement but that will cause some high level of pushback by what I call the ‘old guard’ – the members that are reluctant to change and like the old way of doing things.

This solution involves changing the face of SIR from a Social Organization to one with a Lifestyle and a masthead that says:

‘Embrace the Lifestyle – Rediscover Activities you once enjoyed by joining SIR]

My proposal to introduce this new marketing strategy is twofold:

I present two ‘billboards’ or posters for your consideration:



Billboard for Men only Branches



Billboard for Men and Women Branches

Note that a Branch using this bill board must have the advertised activities available and they should include their own branch #, contact name and phone number and use a scripted presentation developed by our Director of Communications Andy Danver to provide consistency. Additionally, the WeAreSir.Com website should be changed to just an info site, include Andy’s SIR video and eliminate the link to the Member’s Area and include the Branch #, name of a contact and his phone number.

So this all sounds like a reasonable solution that can be implemented with some ‘pain’ but one that must be done if SIR is to survive so I offer a path to this:

EXHIBIT 2

I am proposing a new Policy 22 – Attracting and Reporting New Members

Since each Branch is Chartered with the responsibility imposed for the obligations thereof, as set forth in the By-laws of the Corporation and Policies and Procedures adopted by the State Board the following is in effective August 1, 2024.

Each Branch shall be responsible for implementing the actions necessary to increase their net membership as of September 30th of each succeeding year by at least one member. This is to be accomplished by bringing guests and converting them to members in order to perpetuate and enhance the diversity of the Branch. Without these actions the Branch membership will decline thru normal attrition to the point where it will either have to merge with another Branch or surrender its Charter.

Branches that are not able to abide by this policy shall have their membership data reviewed by the State Board and subsequent actions enforced to mitigate the impact on the SIR organization

In a special State Board face to face meeting being scheduled for May 6th the proposal to change the face of SIR to one of a Lifestyle and to approve Policy 22 will be discussed along with the actions the State Board may take for non-compliant Branches.

The end result of this special meeting is to reach consensus and support my proposal for an upcoming vote at the next State Board meeting. The time to stop talking about this is now and taking action is paramount. Anything less is being irresponsible as the State Board is the governing body for SIR and we must set direction and ignore what was done done in the past Because it's not working.

Our main objective must be to bring in new members that will increase the pool of potential leaders and allow the remaining branches to grow.

Additionally, we must address and reduce the amount of workload being placed on our State Board! We are all getting older. We have health problems. We have families and other obligations to address.

We need to take a hard look at what we 'think' needs to be done now and table a lot of these and just work on those we need for survival.

April 27, 20240 Pass #1

D. Decker

Policy 22. ATTRACTING and REPORTING NEW MEMBERS

SIR, Inc., formerly Sons in Retirement, was founded in 1958 as a primary Corporation with one or more chartered and independent corporations called branches comprising the organization. Members of the Branch Executive Committee are bound by an incorporation charter with the responsibility to follow the rules set forth in the By-laws of the primary Corporation and the Policies and Procedures adopted by the State Board.

SIR, Inc.'s branches and membership grew tremendously for a number of years. However, for over the past 25 years, with the advent of social media and other cultural and technological influences, membership has declined from over 30,000 to under 9000.

For many branches, attracting guests to maintain their strength and add to their diversity has lost its importance and some branches have become complacent. Therefore, it is the decision of the State Board to implement a Policy to identify those branches where membership is declining, and attention is required to reverse the trend.

As of August 1, 2024, Policy 22 becomes effective which requires that each Branch Executive Committee shall develop a strategy and a list of actions to increase their net membership by at least one member as of September 30th of each calendar year. This is the same date wherein State currently establishes the branch assessment amount and the State budget for the ensuing calendar year. Under this strategy a branch shall develop and implement an action plan to attract guests to activities. events and luncheon meetings and convert them to members. This is necessary to perpetuate and enhance the diversity of the Branch membership and provide a pool of new leaders. State will supply each branch with a specific form to report their status relative to Policy 22 on a quarterly basis.

Without Branch Executive Committee action and an implementation plan to increase and address declining membership overall SIR membership will continue to decline through normal attrition. Some branches will then have to survey their members as to what is their best alternative: merge with another Branch or surrender their Charter and cease to exist.

While any overall continuing membership loss would result in a much smaller SIR organization the biggest loss is to the seniors in the communities where branches are located. We owe it to them and to ourselves to survive and prosper for the good of mankind.

Procedure for Policy 22:

A Branch shall use one or more of the following to attract guests and make every effort to convert them to members:

- Encourage members to use word of mouth is this is the most powerful tool for initiating contact and attracting guests.
- Utilize marketing brochures and flyers on the sirinc.org website as handouts.
- Place announcements in the community section of local newspapers
- Place sandwich boards outside SIR events and invite passersby to take a brochure.
- Place Branch brochures at senior centers and local gatherings
- Organize SIR information tables at home and garden and car shows and other events

EXHIBIT 3

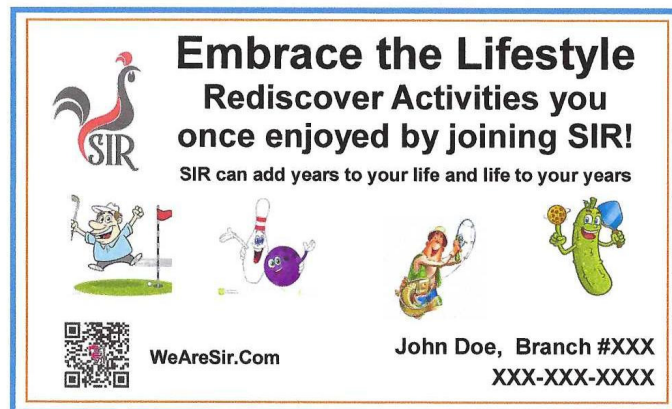
- Develop robust Branch websites with lists of activities, events and pictures
- Provide guests with a copy of the Branch bulletin/newsletter.
- Place SIR Flyers with a contact name and phone number in store front windows
- Offer a free lunch to guests if they attend a branch luncheon meeting.
- Consider allowing women as members as this allows a branch to place brochures in large corporation human resources departments for new retiree awareness

Note: an innovative marketing strategy to change the face of SIR is being piloted at several branches. This innovative approach will advertise SIR as a Lifestyle with a catch phrase 'Embrace the Lifestyle – Rediscover Activities & Events you once enjoyed by joining SIR!'

Two Different Billboard Posters are Available



Billboard for Men only Branches



Billboard for Men and Women Branches

Note that both of the above examples include the SIR QR code and the URL to allow those interested two ways to visit our website. Branch billboards should display the name, branch # and phone # of a contact person who will be provided with a script for providing consistent information and answer relevant questions.

Policy Conformance Procedure

All Branches shall have their membership data reviewed by the State Board via a state supplied quarterly report form and those that are not able to abide by this policy will be subject to actions

EXHIBIT 3

enforced by the State Board to mitigate the impact on the SIR organization. Possible actions that the State Board will consider are:

- Review the branch net membership quarterly losses versus the net quarterly number of guests invited and determine how many guests were converted to members. If it is determined that no appreciable effort was extended to attract guests or to convert any guests to members then the State Board shall put the Branch on probation for 3 months.

At the end of the probation period the next quarterly data will be reviewed by the State Board and if it is determined that no progress has been made in meeting the requirements of this policy then the State Board will survey all the members of the branch in the following manner:

- A state prepared survey form will be sent to each member of the branch.
- The masthead of the form will contain four (4) boxes; one of which the recipient will be asked to 'check' one box as to his position within the branch
 - BEC Officer
 - BEC Director
 - Activity Chairman
 - Only a member of the Branch

The rationale here is to allow the person analyzing the data to determine if the opinions expressed are those by members directly involved with the BEC in guiding the direction of the branch or of its members.

- The survey will be designed to ask specific questions as to the action or actions the respondent would like to be taken such as:
 - Merge with another Branch so I can continue enjoying lunch and activities with my friends
 - Replace the Big Sir as he has not been effective in helping us attract new members
 - Close the Branch because the cost is too high and I can no longer afford to be a member and attend on a regular basis
 - Other, describe here:

- If the Branch does not submit the required quarterly supplied membership report or refuses to do so then the state prepared survey form will be sent to each member following the procedure noted above.

Depending upon the results of the of the above conformance procedure the State Board will vote and take appropriate action to mitigate the impact on the SIR organization

JOB/QUOTE #: 300491769 **PIN SIZE:** 1.25"

NAME: Dale Decker



Pantone Solid Coated Colors

Black

200C



LAPELPINSUPERSTORE
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SALES@LAPELPINSUPERSTORE.COM

METAL PLATING STYLE:

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Please Note:
Polished Metals are very reflective, text and details will be hard to see if no color is added to the pin or if details are on a white background

PROOF # 1





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Dale Decker
State President
209-573-0833 / daledftg@gmail.com

April 27, 2024

Subject: **President's Award, Policy 10.1**

I am proposing a new SIR award named the President's Award with the objective to recognize exceptional contributions made by a SIR member who demonstrate personal commitment to and achievement in a challenging task. It is intended to recognize actions that embody the core values of SIR and result in substantial enhancements to the welfare of either a SIR Branch or SIR, Inc.

Criteria: The President's Award, a prestigious accolade akin to the Honorary Life Member and Distinguished Service awards, will be bestowed upon individuals who meet the following criteria:

- Exhibit actions that exemplify SIR values in achieving a challenging task or assignment and are recognized by his peers as deserving of this award.
- Attain specific goals leading to significant improvements within any part of the SIR community.
- Length of membership in Sir, Inc., is not a requirement for this award.

Nomination Process: Nominations for The President's Award shall be submitted via formal letter to the President, describing the nominee's contributions to a branch or SIR, Inc., and supported by data demonstrating merit.

Presidential Discretion: Additionally, the President reserves the prerogative to nominate individuals based on personal observation and the value of their contributions to a Branch or SIR, Inc. within the outlined criteria.

Review Process: The President shall review nominated and personally recommended candidates with the State Board for approval and as a courtesy to add additional significance to the award.

Examples of Qualifying Achievements:

1. Successfully orchestrating a substantial face-to-face member meeting, encompassing venue selection, contract negotiation, logistical arrangements, and issue resolution.
2. Developing a comprehensive agenda for a significant member gathering, incorporating attendee input, speaker coordination, and efficient meeting facilitation.
3. Effectively attracting a large number of new members to a Branch within a short timeframe.
4. Coordinating the procurement of audio/video equipment, such as LED screens, for enhanced guest speaker presentations, obtaining contributions from the facility host and users, i.e., other branches that use the same facility.

Award Quantity and Value Preservation: The quantity of The President's Award is not predetermined; however, prudence must be exercised to maintain its esteemed significance.

Presentation: The presentation of this award will be by the President if possible or by a State Board Officer if not.

An image of the proposed Presidents award (\$385/100 plus shipping) follows along with a proposed Certificate.



OFFICE OF THE PRESIDENT

By virtue of the authority vested in me as President of Sir, Inc. I am proud to award


Sir Willie Coyete

THE PRESIDENT'S AWARD

IN RECOGNITION of his outstanding contribution to SIR, Inc. that through his own volition achieved a goal thought by many to be unachievable epitomizes the true character of a member to be highly respected by his peers as he does what it takes to achieve success.

This President's award was approved by the State Board of Directors on the 31st day of August, 2023.

Signed: **Dale Decker**
President



Attest **Rich Carlston**
Secretary