



## MINUTES OF THE 2023 ANNUAL MEETING

Thursday, August 31, 2023

Conducted via Electronic Video (Zoom) Conference

### Call to Order:

The meeting was called to order by **Dave Gonzales**, SIR State President, at 1:04, after a quorum was verified by Mark Stuart (Mark) and Andy Danver (Andy) who were managing the Zoom meeting.

- After brief introductory remarks, Dave led the participants in the Pledge of Allegiance.
- The invocation was given by Dave.
- Dave welcomed all participants.
- Mark went over basic ground rules for the meeting including, without limitation, that all microphones would be muted, people wishing to speak should electronically raise their hands and the procedure for voting.

### Vote on By-Law Changes:

The proposed By-Law changes were previously provided. (**See, Exhibit A**). **Dale Decker**, State SIR Vice President, and Chair of the Policy & Procedures Committee (Dale) handled this aspect of the meeting. Dale noted that 14 By-Laws were updated and 2 changed. Dale moved for the approval of all of the By-Law changes, seconded by Richard Provost. **Motioned passed.**

**Election of 2023 State Officers:**

**Rick Kindle**, 2022 SIR State President and Chair of the Nomination Committee presented the slate of nominees State Officers. He noted that he had received no other nominations and stated that the present nominees could be elected by proclamation.

Dale Decker noted that Jerry Morrow had resigned and a replacement for his position would need to be found.

Rick therefore moved that the slate of officers, except for Jerry Morrow, be approved by proclamation. His motion was seconded by Manny Cardoza from Branch 45. **Proclamation approved.**

The Officers elected for calendar year 2024 are:

|                           |                |
|---------------------------|----------------|
| President                 | Dale Decker    |
| Vice President            | Stu Williams   |
| Chief Information Officer | Roy Hodgkinson |
| State Secretary           | Rich Carlston  |
| State Treasurer           | Carl Mason     |

Directors:

|                            |             |
|----------------------------|-------------|
| Branch Support             | open        |
| State Activities           | Mark Stuart |
| Marketing & Communications | Andy Danver |
| State Documents            | Jeff Chin   |

Area State Representatives:

|                        |                 |
|------------------------|-----------------|
| Areas 1,3,4,5,6,9 & 11 | Lee Lamp        |
| Areas 7, 10, 13 & 18   | Richard Provost |
| Areas 14, 15, 16 & 19  | Bruce Corwin    |

**President’s Remarks**

**Dave Gonzales** showed a graphic summarizing three actions which SIR State pledged to do this year. He then briefly mentioned each:

1. Listen more to Branches;
2. Serve Branch needs; and
3. Be good Branch friends.

He explained this is being done by acting as a resource for the branches. State seeks to provide service in addition to handling compliance. State is seeking from the branches their needs and endeavoring to offer sensible solution for those needs.

## **Major 2023 Accomplishments:**

### **Marketing and Website Changes**

Dave asked **Andy Danver** to discuss marketing efforts and recent website updates at State SIR.

Andy discussed his wish list and discussed marketing needs and website updates.

From a marketing perspective he focused on the need for SIR to become visible. He noted the need to attract active seniors and not focus on retired men.

Major changes at the SIR State website include efforts to modify our website so that search engines such as Google will list SIR higher in their display. This should increase the visibility of SIR.

A major change of the website is to focus the home page for marketing, reserving a tab for Member Section. People clicking on the website find information about SIR, its activities, branch location and so forth which should encourage them to become members. Members can click on the Member Section where they have access to the content of interest to them. The Member Section includes a single location containing all of the marketing material and information.

This effort has been done to improve access of the public to general information about SIR and access, through the Member Section, to the managers of the branches for information they need to operate their branch successfully.

After Andy's presentation, Dave emphasized the importance on marketing. He stressed that the #1 challenge for SIR is growth. How can we gain

growth? He noted that he considers growth to mean more than just the growth of our membership but equally important is growth in the number of our leaders, volunteers, fun activities, and friendships.

### **Reporting Improvements**

Dave asked **Alan Baker** to discuss improvements on reporting designed to assist the branches.

Alan began his remarks by explaining the importance of taking care of our volunteers – leaders. He noted his years of service at Sacred Heart and how they deeply understood the value of their volunteers and their efforts to make their volunteer jobs as easy as possible.

We want volunteers to step up into leadership roles, so we need to provide them the support they need to accomplish their responsibilities.

Alan confirmed that SIR State has been moving to help make the tasks of branch leaders easier and less time consuming. One of the ways is through the new Forms Page on the State website. Roy Hodgkinson suggested that the various State forms be shown by groups based on purpose rather than in a numerical format. That change has been made. The forms have been grouped into seven separate categories based on function. In addition, each group has a flag at the top of the page for quick and easy display of the forms in that group.

Alan also discussed the replacement of Form 27 (a form used for data entry as well as reports) with the Branch Membership Status (data only). Form 27 is complicated, with a four-page manual along with two video explanations. The Branch Membership Status, on the other hand, is a simplified on-line report seeking limited data which was developed by Andy and Derek Southern. The new form has been discussed with the Area Representatives, who gave it two thumbs up.

In response to a question, Alan confirmed that branches can now use the Branch Membership Status report.

There is also a simplified on-line membership application. When it is completed by a prospective member, it is automatically sent to the appropriate Branch Membership Secretary.

Each branch can also put an on-line membership application on their branch website which can be customized for their specific branch. Alan confirmed that any branch wishing to do this can touch base with him.

Alan reiterated that State SIR is trying to make things easier for branch leaders.

Dale asked the status of the contemplated changes to Form 20. Alan advised that they are almost done. They need to review the types of reports that will be needed to be generated to ensure that the appropriate data is uploaded by the branches.

### **SIR Award Program:**

Dave asked **Andy Danver** to discuss the member recognition. Andy noted that there are three SIR awards:

Honorary Life Membership (HLM)

Distinguished Service Award (DSA)

Doing My Part Award

The requirements for these awards, as well as the procedure involved, are discussed in Policy 10. (**See, Exhibit A**). The Doing My Part Award is an award given by the branch for members who have contributed to the branch in a manner meriting recognition.

Andy stressed the importance of recognizing service through these awards. Those providing exceptional service should be recognized. By recognizing service, you express appreciation to and recognition for those that have served.

Currently, there are 45 HLM award opening within the branches.

Branches are limited, dependent upon the number of members, on the number of HLMs that can be awarded. Rick Kindle noted that if a member has been a HLM for ten years, that member can become a Senior HLM, which will free up one HLM slot available to the branch. Likewise, one can move to an Emeritus HLM, which will also free up a slot. Finally, an award of a State HLM is not counted against the branch total.

In response to an inquiry resulting from a merger of two branches into a third branch, it was confirmed that there is no limit to the number of Senior HLMs that a branch can have.

With respect to the DSA, an application for the award at the branch level is made to the AR. If there is no AR assigned to the branch, then the application should be forwarded to the State Vice President.

Dale noted that for new Big Sirs this year, they should be awarded a DSA at the end of the year at the January luncheon. If the Big Sir was serving last year and is still serving this year, they should be awarded a DSA immediately.

Dave concluded this discussion by noting that the award program is part of the overall growth strategy. We need more leaders and volunteers, and the award program is designed to make it easier to find them.

### **Financial Report:**

Dave asked **Carl Mason**, State Treasurer, to discuss the State Financial Status. (**See, Exhibit B**).

Carl presented graphic information relative to the revenue and expenses of State SIR. He confirmed the following sources of revenue:

94% is derived from assessments.

4% is derived from branch closings.

2% is derived from interest.

He confirmed that at year end, it appears that expenses will be slightly under our budgeted expenses. He estimates that there may be a \$525 surplus over budget at the end of the year.

As to expenses, Carl confirmed that 80% are fixed costs and 20% are variable costs. Fixed costs include:

|                          |              |
|--------------------------|--------------|
| Insurance                | \$51,259     |
| SI-100 Filings           | 1,927        |
| Attorney General Filings | 2,550        |
| Software obligations     | <u>4,972</u> |

Total

\$60,729

Of importance was a chart that Carl showed which compared the fixed expenses to the revenue received. The chart showed a general downward trend in the amount of revenue (membership drops resulting in assessment drops) and a general upward movement in fixed costs (contributed to by inflation). The chart demonstrates how assessments will likely need to be increased to cover expenses soon absent a significant increase in membership.

Carl also showed a chart of variable costs and confirmed that the SIR leaders are a group of dedicated people who are good steward of the monies.

### **2024 Vision for SIR – Dale Decker – President-Elect:**

Dave turned the time over to **Dale Decker** to present his vision for SIR in 2024.

Dale began his remarks by stating that it is time for a reality check. He stated:

- 1/3 of the branches are successfully adding members;
- 1/3 of the branches are holding at the status quo; and
- 1/3 of the branches are losing membership.

He stated that the top 1/3 of the branches can't carry the others without an increase in assessment amounts.

The solution is to reverse the membership decline. That solution rests squarely with the branches. Each branch is a separate and independent corporation. Each branch is responsible for its own success.

Some have suggested that State advertising may be the solution. But it is not. Television advertising makes no sense. What channel would you advertise on and what time of day. What program do most senior men watch? There is too much variability as to make it generally useless given the high cost of advertising. Instead, advertising can successfully be done by the branch in its local community.

Dale mentioned that it was five years after he moved to the area before he knew about SIR. There is a critical urgency to educate the public about the presence of SIR and its purpose.

At the beginning of the year, the combined savings of the branches was \$500,000. 35 branches had accounts between \$5,000 and \$20,000+. These funds should be used to pay for local advertising. To illustrate a potential use, Dale stated that he called his local newspaper and found that for only \$910 per year, he can get an ad that is 3¼” by 1½” which will appear every other week and in the on-line paper. He encouraged all Big and Little Sirs to call their newspaper and determine the cost of advertising.

The success of a branch rests squarely with the BEC.

Dale also addressed the ARs. Most branches benefit from the assistance of an assigned AR. For those branches currently without an assigned AR (17), they should work with the State SIR Vice President.

Dale also referenced the development of a State Help Desk which will provide information and references.

Dale then suggested that a branch could consider a co-leader approach where one leader handles administrative tasks as the Big Sir and a second leader handles the activity and entertainment aspects.

Dale talked about the minimum legal requirements for corporate officers. These are found in Policy 31. There must be a Big Sir, a Secretary, a Treasurer and two Directors. One person can hold more than one office.

The branches are required to have BEC minutes and approve applications and activities in order to comply with our insurance requirements.

After Dale presented his vision, Dave emphasized how fortunate we are to have Dale and his willingness to serve.

Dave also directed that Dale’s vision should be communicated to the BEC.

Dale’s remarks are attached hereto as **Exhibit C**.

### **Special Announcements:**

On behalf of **Derek Southern**, Chairman of the State Honorees Committee, who was unable to attend, Dave announced the following:



1. A State HLM Award has been awarded to **Alan Baker** for his long-term outstanding service. In his quiet and unnoticed work, he has greatly improved the State website and created websites for various branches. He holds a monthly zoom meeting for all webmasters to address their issues and provide training. He has been instrumental in making the improvements for our reporting forms. And, he has done much more.

Alan provided brief comments of appreciation and affirmed that he is looking forward to continuing to work with everyone.

2. A State HLM Award has been awarded to **Andy Danver** for all the work that he has done for the State organization. As Director of Marketing and Communication, he has developed a strategy to market and communicate with the public and within SIR. He has worked to help complete vital projects. His tireless efforts are much appreciated.

Andy provided brief comments of appreciation. He mentioned the people with whom he has been able to work and the many talents that they have.

### **Feed Back From The Floor**

- Joe Alameida, Br. 98, inquired about a transcript of notes from this meeting being emailed. Andy Danver stated that he would be editing the video of the meeting which will then be posted for people to review.
- Alan Weinel, Br. 69, requested contact information from Dale, which was given. The contact information for the State Officers is available on the State website.
- Jay Gordon, Br. 19, AR 16, suggested that we recognize the service provided by Foster McKinney who has recently passed. Andy Danver, who was close to Foster, provided background on Foster and his love for people and SIR.

- Gary Hornberger, Br. 5, affirmed that Foster will be missed by Branch 5. He also asked how much the membership has dropped this year. Mark Stuart advised that at the first of the year, the membership was 9,271 but had dropped in May to 8,830. SIR lost 441 members in the first five months of 2023.
- Ken O'Connell, Br. 99, discussed the option which his branch uses of awarding lapel pins and rooster pins. He also noted that it seemed difficult to get hats and shirts which identify the Branch number. Ken inquired about ordering HLM and DSA pins. Dale advised that the State Honoree Committee provides the HLM pin and that the AR through Form 45B provides the DSA pin. Dale mentioned that Tony de Losada is working to enable have HLM and DSA Award notation also put on shirts and hats.
- Bill Ackernecht expressed his appreciation for Foster Kinney and noted that he never hesitated to tell you what he thought. Bill also stated that in addition to recruitment, we need to work on retention. We need to keep in touch with members we have missed a few meetings.
- Jerry Halligan, Br. 59, suggested that we make SIR hats with a wider brim available to purchase to provide greater sun protection.

## **Adjournment**

**Dave Gonzales** closed the meeting expressing that it has been an honor to serve as the President of SIR and to be in leadership roles. He again stressed the need to grow the branches. Finally, he expressed thanks to all who had assisted in the meeting.

“Goodnight and Goodluck”



**EXHIBIT A**  
**Addendum A.**  
**Proposed Policy & Procedure**  
**Changes**  
*Comments in Italics*  
*New Wording in Red*

**August 24, 2023**

**Proposal 1:**            *Revise Policy 10 - SIR Awards/Certificates*

**Reference:**            *Derek Southern proposal to increase number of HLM and DSA awards that are more reflective of current Branch sizes.*

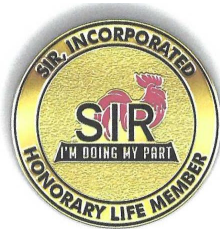
**Background:**        *With the significant reduction in Branch membership over the last several years 85% of the Branches have less than 150 members. This has resulted in penalizing the smaller Branches in recognizing and rewarding their most deserving volunteers.*

**Revised Policy 10:**

1. POLICIES GENERAL-Continued  
Policy 10. SIR AWARDS/CERTIFICATES

SIR, Incorporated provides three levels of meaningful, tangible and visible awards to recognize the many contributions of its members. They are the Honorary Life Member (HLM), the Distinguished Service Award (DSA) and the I'm Doing My Part awards.

In addition, there are two types of award certificates available. They are the Presidential Award Certificate for members that reach the age of 90, 95 and 100, and a Certificate of Appreciation for recognizing guest speakers, State and Branch members.



**The Honorary Life Member Gold Lapel Pin**

**1. Honorary Life Member (HLM)** - This award is the highest and most prestigious award available within SIR. It is bestowed only to those who, upon careful review and scrutiny by the State Honorees Committee, are found to have:

- been a member for a period of 5 years or more.
- clearly earned it through exceptional and extraordinary service.
- steps forward whenever the need arises
- would be recognized by his peers to have earned it

The HLM is not to be treated lightly or awarded merely on the basis of good fellowship.

An HLM shall remain a member of his Branch until death, transfer, resignation or permanent relocation, but shall not be subject to attendance requirements.

## EXHIBIT A

An HLM shall be permitted to transfer from one Branch to another. The transferring HLM shall no longer be counted by either Branch in determining the number of HLMs authorized.

All past active HLM recipients shall be identified and scheduled to receive the "HLM Gold Lapel Pin" to fully recognize their achievement.

In the case of an HLM recipient that is no longer a member of SIR he will not be eligible for the HLM Gold Lapel Pin. However, the Big Sir may request one from the **Vice President** for a deceased member so it may be presented to his widow/partner or family member if appropriate.

There is a State HLM and a Branch HLM. Each is entitled to a framed certificate, an "HLM Gold Lapel Pin", and HLM badge: The State Certificates Chairman will prepare the HLM certificate and mail it to the person designated to receive it along with the HLM Gold Lapel Pin and an order form for the HLM badge.

**a. State HLM-** the State Honorees Committee shall review **nomination letters** and recommend candidates to the State Board. A State Board member also may recommend a candidate to the Committee using a formal letter of nomination. See Policy 10 **HLM** Procedures for details.

A State HLM shall be awarded to each State President at the completion of his term.

**b. Branch HLM-** This HLM award is initiated by a member of the Branch's BEC, a Branch Honorees Committee or a current HLM member as appropriate using Form 45 accompanied with a formal letter of nomination. See Policy 10 **HLM** Procedures for specific details.

There are two subcategories of members currently holding a Branch HLM:

**c. HLM Emeritus-** In situations where the BEC has determined that the HLM can no longer attend or participate in branch functions, the BEC may approve by two-thirds affirmative vote assigning that member HLM Emeritus status.

The Branch shall notify the State Certificates Chairman and the State Database Chairman to update the State records for that Branch.

An HLM Emeritus shall no longer count toward the **number of Branch HLMs allowed**. However, his status shall be part of that Branch's and the Corporate HLM membership records.

**(2) Senior HLM-** When a Branch HLM has been an HLM for 10 years he shall automatically be elevated to Senior HLM in the Corporate HLM records and the State Roster, and he will no longer count toward the **number of Branch HLMs allowed** Also, an HLM Emeritus who has been an HLM for 10 years automatically becomes a Senior HLM.

# EXHIBIT A

## Procedure for HLM Awards

### State HLM Procedure

**Approval Process-** A State HLM shall be awarded to each State President at the completion of his term.

For other State HLM awards, the State Honorees Committee shall review formal letters of nomination submitted by State Board members or others at the State level. These letters of nomination shall note the specific contributions relative to the requirements stated in Policy 10 and why this award is merited.

The facts related in the **nomination** letter describing the member's contribution should only concern SIR State achievements.

Non-SIR activities and achievements are immaterial and will not be considered in determining the worthiness of an application.

Note: The formal letter of nomination is very important as it provides the presenting officer a clear summary of the nominee's contributions that will be used in the presentation of the award.

The State Board shall **approve the awarding** of a State HLM with a two-thirds affirmative vote.

Upon **approval** by the SIR State **President the State HLM** Certificates Chairman shall prepare the appropriate HLM certificate and formal letter of announcement.

When completed these will be mailed along with an HLM Gold Lapel Pin **and Form 23A, HLM Badge Order Form**, to the person designated to present the award. After the date of the presentation the **HLM** Certificates Chairman will notify the State Database Chairman to update the Branch and State HLM records.

**Award Presentation-** The conferring of all State HLMs is reserved to the State Board.

### Branch HLM Procedure

Before proceeding to initiate an application for a Branch HLM Go to Sirinc.Org, click on Roster 'under' Key Documents, click on Honorary Life Members (HLM), enter sirinc as the user name. if you don't know the password it may be obtained from your Big Sir or Area Representative.

When the HLM listings page opens press and hold the Control Key and the 'F' key to bring up a search box. Type in Branch No. xx where xx is your Branch number in the search box and press the enter key. Be sure to put in the 'period' after 'No'.


All the HLMs in your Branch will be listed.

Use the HLM Award availability by Branch Size table and the HLM Authority Coding below to determine how many HLMs in your Branch are coded with 'BR preceding your Branch Number.

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These are the only HLMs that count toward the number of HLMs you are allowed for your Branch Size.

HLM Award Availability by Branch Size Table

| Branch Membership | # of HLMs Allowed |   |
|-------------------|-------------------|---|
| 0-49              | 1                 |   |
| 50-99             | 2                 |   |
| 100-149           | 3                 |   |
| 150-199           | 4                 | 15% of All  |
| 200-249           | 5                 | Branches  |
| 250-299           | 6                 |  |
| 300-349           | 7                 |   |
| 350+              | 8                 |   |

### **HLM Authority Coding-**

The Authority codes noted below will appear in the SIR State HLM Roster preceding the name of each HLM recipient. Following is the definition of those codes.

1. Branch 0 (zero) indicates that the HLM's present affiliation is not known, and the HLM does not count toward any branch's limit.

2. **"Authority" code "BR" preceding a branch number indicates a Branch award and is the only HLM that counts toward that branch's limit.**

3. The following "Authority" codes that precede a Branch number indicates that the HLM does not count against the number of Branch HLMs allowed.

"SB" indicates a SIR State Board of Directors HLM award.

"PP" indicates a Past President HLM award.

"EM" indicates an Branch HLM Emeritus.

"SR" indicates a Branch Senior HLM. 10 years or more since Approved Date.

"UN" indicates that the awarding branch has since surrendered its charter.

"TR" indicates the HLM transferred to the listed branch. The Branch number is the branch from which he transferred.

4. Should the recipient of a State awarded HLM have been awarded a Branch HLM previously, the Authority code shall be changed from "BR" to "PP" (Past President) or "SB" (State Board). The previously awarded Branch HLM shall no longer count against the number of Branch HLMs allowed.

5. Should the recipient of a Branch awarded HLM be awarded a State awarded HLM the Authority code shall be changed from 'BR' to 'SB' and the Branch HLM shall no longer count against the number of Branch HLMs allowed.

**1. Approval Process-** An application is initiated by a member of the Branch's BEC, a Branch Honorees Committee or a current HLM member as appropriate using Form 45 (Application for Honorary Life Membership) accompanied with a formal letter of nomination noting the specific requirements stated in Policy 10. It requires approval by a 2/3rds vote of his Branch BEC.

The facts related in the formal letter describing the member's contribution should only concern SIR Branch achievements. Non-SIR activities and achievements are immaterial and will not be considered in determining the worthiness of an application.

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Note: The formal letter of nomination is very important as it provides the presenting officer a clear summary of the nominee's contributions that will be used in the presentation of the award.

The application, along with the formal letter describing the member's contributions and why this award is merited is sent to the State Honorees Committee for their approval and then forwarded to the President for approval. Upon approval, the President forwards the approved application to the **State HLM** Certificates Chairman for processing

**2. Certificate Preparation** - The **State HLM** Certificates Chairman shall prepare the appropriate HLM certificate and mail this to the Branch Big Sir along with and HLM Gold Lapel Pin and a copy of Form 23A so the Branch may order a badge. Included is a letter with instructions to contact the SIR State President to discuss the presentation **and** notify the Area **Representative if the Branch has one assigned so he** can attend if available. After being notified by the Big Sir as to the date of the presentation the Certificates Chairman will notify the State Database Chairman to update the Branch HLM record.

**3. Certificate Framing/Badge Ordering-** The Branch shall receive the Certificate provided by the State **HLM** Certificates Chairman, which sets forth the facts on which the honor has been bestowed. The Branch then shall frame the certificate appropriately and order an official badge using Form 23A.

**4. Award Presentation-** When an HLM is conferred upon a Branch member, he shall be presented with the Honorary Life Member certificate described above, an HLM Gold Lapel Pin and an HLM Badge.

The award ceremony may be at a Branch Luncheon, a Ladies Day event or another special Branch occasion. The Branch is strongly encouraged to keep the award secret from the recipient beforehand, to confidentially invite the recipient's wife or partner as a further presentation surprise, and to take a photo(s) of the event for inclusion in the Branch's monthly newsletter and SIR Happenings.

The President or a present/past State Officer designated by the President should present the HLM unless another arrangement is made with the Big Sir. In some cases it might be appropriate to have the closest friend of the recipient or even his wife or partner present the award.



# EXHIBIT A



## The Distinguished Service Award Silver Lapel Pin

**2. Distinguished Service Award (DSA)** This “Silver Lapel Pin” award is the 2nd highest award in SIR, to recognize exceptional/extraordinary service at the Branch and/or State levels. This award is to provide a level of recognition for their members that have not earned that which an HLM award requires but have been highly contributing to the success of the Branch and have:

- been a member for a period of 3 years or more.
- clearly earned it through exceptional and extraordinary service.
- steps forward whenever the need arises
- would be recognized by his peers to have earned it

The DSA is not to be treated lightly or awarded merely on the basis of good fellowship.

A DSA shall remain a member of his Branch until death, transfer, resignation or permanent relocation, but shall not be subject to attendance requirements.

A DSA shall be permitted to transfer from one Branch to another. The transferring DSA shall no longer be counted by either Branch in determining the number of DSAs authorized.

A DSA award is authorized for a past HLM recipient when justified by exceptional contributions made subsequent to the HLM award. Additionally, the recipient of a DSA award does not preclude the member from earning an HLM.

A DSA award may be recommended for Branch-related or separately for State-related contributions / service and once earned is carried forward as a one- award into new SIR positions.

Branch Allowed Exception: A new Big Sir shall be awarded the Branch DSA lapel pin at the completion of his term or 12 months, whichever comes first. In the case of a previous Big Sir in a second or greater term, regardless of the previous time period he served in, shall receive the DSA award immediately.

**Note:** All 2021 and 2022 Big Sirs should be presented with a DSA Lapel Pin for their Service in those years since the State Mounted Certificates of Appreciation were discontinued.

**Note:** All DSAs awarded to Big Sirs shall not count against the number of Branch HLMs allowed.

**a. State DSA Award-** This “DSA Silver Lapel Pin” award is initiated with a State DSA Application Form 45A by a member of the State Board, an Area Representative, or a

## EXHIBIT A

State Committee Chairman; reviewed by the State Honorees Committee, and recommended to the State Board. Approval by the State Board requires a 2/3rds vote of the State Board members. **See Policy 10's Procedure for details.**

**b. Branch DSA Award-** This "DSA Silver Lapel Pin" award is initiated with a Branch DSA Application Form 45B by a BEC member **or the Branch Awards committee**, approved by the Branch BEC, and forwarded to the Area Representative\* for approval and presentation under the authority granted to him by the SIR President.

\*Note: If the Branch **does not have** an Area Representative the Form 45B shall be forwarded to the State Vice President for approval. Upon approval a DSA lapel pin will be sent to the Branch Big Sir for presentation.

**c. DSA Emeritus-** In situations where the BEC has determined that the DSA **recipient** can no longer attend or participate in branch functions, the BEC Shall, by two-thirds affirmative vote, that the DSA be assigned Emeritus status in the Branch's DSA membership records.

A DSA Emeritus shall **not count against the number of Branch DSAs allowed.** however, his status shall be part of that Branch's DSA membership records. (Rev 04/20/2023)

**d. Senior DSA Award** - When a Branch DSA has been a DSA for 5 years he shall automatically be elevated to Senior DSA in the Branch records and **his DSA shall not count against the number of Branch DSAs allowed.**

### **Procedure for State DSA Awards**

#### **State DSA Procedure**

**Approval Process** - A DSA shall be awarded to each Area **Representative**, State Secretary, State Treasurer, Chief Information Officer and Committee Chairman by the SIR President or his designated representative for their **continuing** leadership and contributions to SIR at the State level.

The DSAs awarded are to recognize the significant and continuing leadership contributions the members in these positions carry forward each day. Annual Certificates of Appreciation for these and other related positions have been discontinued. (Rev 04/20/2023)

There is no limit to the number of DSAs that can be awarded at the State Level

The DSA award for all others at the State level may be initiated, with a State DSA Application Form 45A noting the specific contributions relative to the requirements stated in Policy 10, by a member of the State Board, an Area Representative or a committee Chairman, reviewed by the State Honorees Committee and recommended to the State Board. Approval requires a 2/3rds vote of the State Board members.

Note: The specific contributions relative to the requirements is very important as it provides the presenting officer a clear summary of the nominee's contributions that will be used in the presentation of the award.

The facts related in the application should only concern SIR State achievements. Non-SIR activities and achievements are immaterial and will not be considered in determining the worthiness of an application.

# EXHIBIT A

## Procedure for Branch DSA Awards

### Branch DSA Procedure

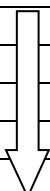
Approval Process - A Branch DSA award is initiated by a member of the Branch's BEC, Branch Honorees Committee or a current HLM member as appropriate using Form 45B and presented to the Branch BEC for review noting the specific requirements stated in Policy 10. If approved by the BEC with a 2/3rds vote the nomination is sent to the Area Representative for review and approval. If the Branch does not have an Area Representative then the nomination is sent to the State Vice President for review and approval. Upon approval a DSA lapel pin will be sent to the Branch Big Sir for presentation.

Upon approval the Branch Big Sir will be notified and the presentation of the DSA will be scheduled for presentation by the Area Representative, if available, or the Big SIR for Branches that do not have an Area Representative.

Note that approval shall not result in the number of Branch DSA's awarded in a Branch greater than that shown in the DSA Award Availability by Branch Size table.

This is exclusive of the DSA awarded to the Branch Big Sirs as noted below:

### DSA Award Availability by Branch Size Table

| Branch Membership | # of DSAs Allowed |   |
|-------------------|-------------------|---|
| 0-49              | 2                 |   |
| 50-74             | 4                 |   |
| 75-99             |                   |   |
| 100-124           |                   |   |
| 125-149           |                   |   |
| 150-174           |                   | 15% of  |
| 175-199           |                   | All   |
| 200-224           |                   | Branches  |
| 225-249           |                   |  |
| 250-274           |                   |   |
| 275-299           |                   |   |
| 300-324           |                   |   |
| 325+              |                   |   |

Branch Allowed Exception: A new Big Sir shall be awarded the Branch DSA lapel pin at the completion of his term or 12 months, whichever comes first. In the case of a previous Big Sir in a second or greater term, regardless of the previous time period he served in, shall receive the DSA award immediately.

The visible recognition of a lapel pin is so much more important than framed certificates at home on a member's wall which is totally invisible to other members.

The Branch shall maintain sufficient records of all DSA awards and their recipients to ensure they are within the number allowed. Upon the five year anniversary of the date of a member's DSA award the letter 'S' shall be added in the Branch records to indicate the member is a Senior DSA recipient. This action results in the DSA being excluded from the Branch number allowed and allows other deserving members to become eligible for the award.

## EXHIBIT A



### The I'm Doing My Part Lapel Pin

**3. "I'm Doing My Part" Award-** This lapel pin award is for Branches to provide special recognition for their members that have not earned the level that a DSA or HLM award requires but have been contributing to the success of the Branch. Branches shall establish their own individual criteria for candidate selection and approval but keeping in mind the need to recognize all members that volunteer as it's these members that a Branch cannot survive without.

There is no limit to the number of these awards presented within a Branch. State initially supplied 1,000 of these award pins across all the Branches and with the announcement of this new award program will supply another 500. Additional award pins may be ordered by Branches using Form 21.

**4. Presidential Awards** - Senior Sir, Super Senior Sir, and Century Sir Certificates are milestone-related awards for members who have reached the ages of 90, 95, and 100 respectively. A Branch may offer these awards, using instructions found under Forms (Forms 6A, 6B and 6C) to print their own certificates without having to involve State as previously required.

**5. President's Appreciation Certificate** - The President's Appreciation certificate has been discontinued and replaced with the Distinguished Service Award.

**6. Certificate of Appreciation**— A Branch Executive Committee or a State Officer may obtain a Certificate of Appreciation (Form 7) and issue it to guest speakers and other members under the signature of the Big Sir.

### Procedure for I'm Doing My Part Awards

#### Branch I'm Doing My Part Procedures

Approval Process - A 'I'm Doing My Part' lapel pin award only requires the submittal of a simple letter to the BEC **by any member of the Branch** for consideration and a 2/3rds vote. Upon approval by the BEC the presentation of the I'm Doing My Part lapel pin will be scheduled by the Big Sir.

There is no limit to the number of these awards and additional lapel pins may be ordered by Branches using Form 21.

It is believed that the more members that receive this award will inspire others to earn one which is very easy. Just become a contributing volunteer and encourage others to do the same. It could be a big or small task but any one that helps promote the success of the Branch earns this award.

Since this award is a lapel pin, wearing it is visible to others and promotes recognition of the person wearing it. Hopefully, others that do not volunteer will understand the recognition these members are receiving through their contributions and consider joining the 'club'.

*P&P Recommendation: The Policy and Procedures Chairman recommends that the revision to Policy 10 be approved.*

## EXHIBIT A

**Proposal 2:** *Revised Policy 31- Branch Executive Committee*

**Reference:** *Clarify that the Branch Schedule of Operations is the governing body for Branches to remain in compliance with the State of California Non Profit Corporation law and the Sons in Retirement, Inc obligations as defined in their Charters.*

**Background:** *Some Branches do not submit the required documents and there has not been a policy to address this non compliance.*

**Revised Policy 31 in part:**

### Policy 31. BRANCH EXECUTIVE COMMITTEE

- b. The BEC shall follow the Schedule of Branch Operations regardless of its size.

Each Branch, being an independent non-profit corporation licensed by the State of California and Chartered by Sons in Retirement, Inc., has the responsibility imposed for the obligations therefore as set forth in the Policies & Procedures and By-Laws as adopted by the State Board.

The Branch Schedule of Operations is specific in identifying obligations in the form of documents that the Branch is required to adhere to in order to keep the Branch in compliance with the State of California and with Sir State.

If these documents are not received by SIR State when required by the Branch Schedule of Operations then their Branch Charter is potentially in a state of non-compliance.

The Director of State Documents (DSD) is responsible for compliance to ensure that the Branch remains in friendly co-operation with SIR, Inc. (State) and will implement the following process to address the specific non-compliance issue(s).

- A. He will contact the Branch Big Sir by phone and discuss the non-compliance issue and the reason why it happened and request a reasonable date for resolution.

If the reason for the non-compliance was an oversight it will be addressed immediately by a specific date and the DSD will suspense the matter for follow-up on that date.

If the reason for the non-compliance was due to a lack of understanding in the importance of the requirement the DSD will address this personally or have an appropriate person at the State level address it.

If the reason for the non-compliance was due to a lack of training the DSD will work with State to establish the necessary training to resolve the issue(s).

If the reason for the non-compliance was defiance the DSD will document this by eMail to the State Board and schedule a non threatening visit with the Branch BEC in order for them to understand the severity of the situation.

The meeting with the BEC should be as friendly as possible but they need to understand that non-compliance is not acceptable and severe consequences may be imposed upon the Branch which may be:

## EXHIBIT A

Removal of the dissenting members of the BEC and replacing them on an interim basis with officers from a neighboring Branch.

Polling the Branch membership after apprising them of the situation and asking them what they would like to do via a majority vote.

Revoking the Branch Charter and closing the Branch if an acceptable resolution cannot be obtained upon approval of the State Board

- B. If the decision is made for the Branch to surrender its Charter then the DSD will work with the Branch membership to transfer those wishing to remain as members of SIR to another Branch and proceed with the closing.
- C. Whatever final action is taken by the Branch or the State Board takes it shall be published to the other branches as a courtesy in order to be transparent and so they understand there are consequences for non-compliance.
- D. In any of the above scenarios the DSD will, by eMail, keep the State Board, the Branch BEC and the Area Representative up to date as to the status of the situation and the next step(s) to be taken.

*P&P Recommendation: The Policy and Procedures Chairman recommends that the revision to Policy 31 be approved.*



Financial Report  
August 2023  
SIR Annual Conference

Carl Mason  
State Treasurer

- August 30, 2023
- [SIRinc.org](http://SIRinc.org) for member info
- [WeAreSir.com](http://WeAreSir.com) for the public



EXHIBIT B

# 2023 Income Through July 2023

## Sources of Revenue

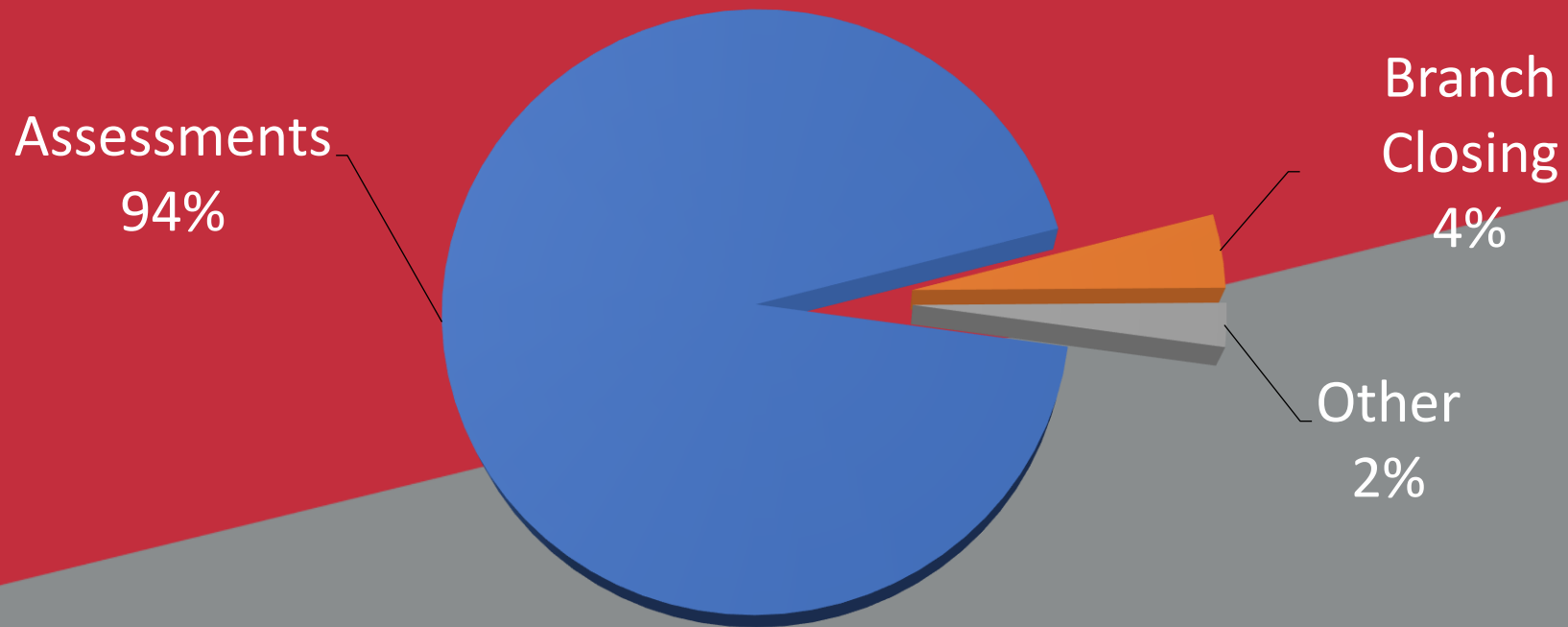
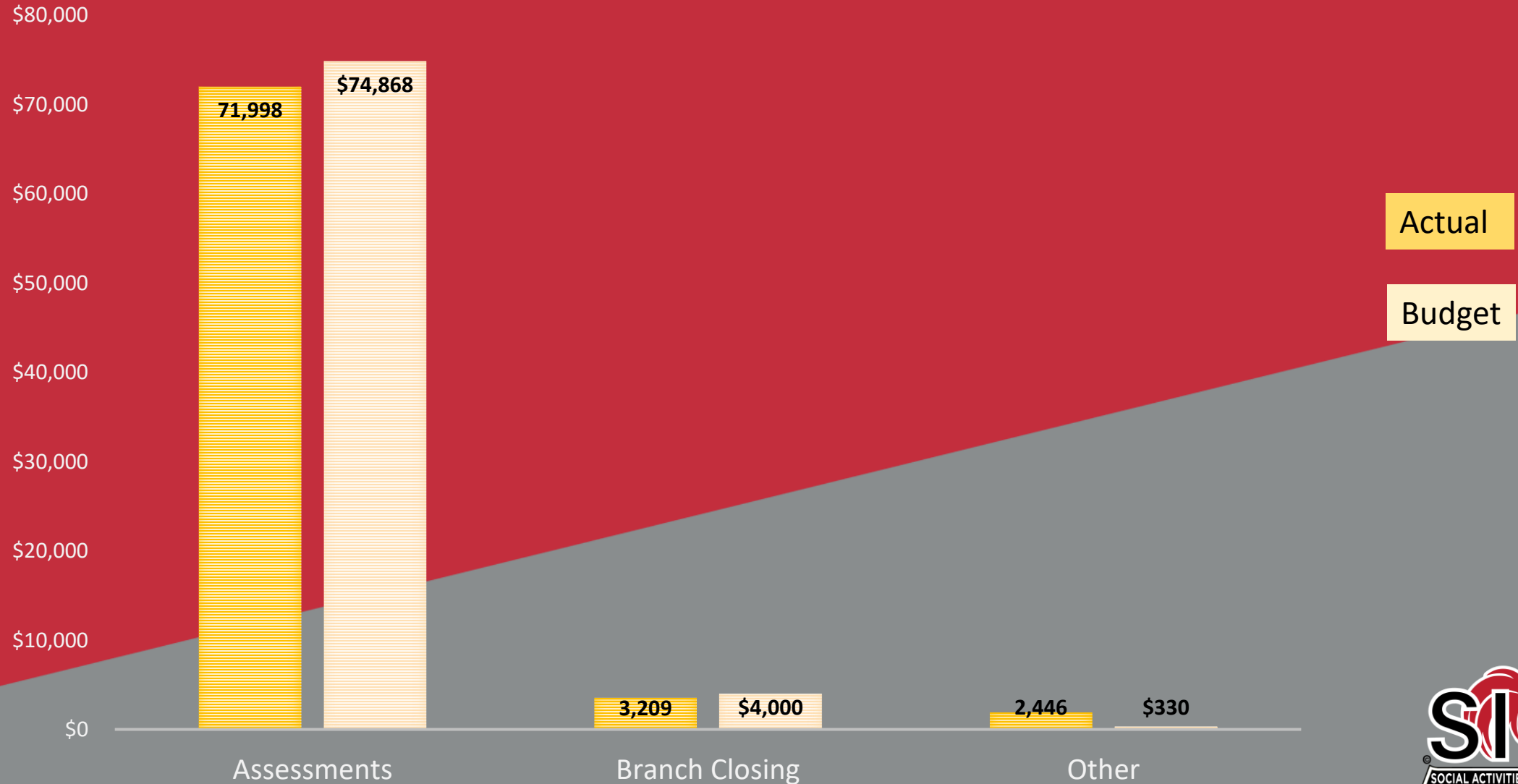




EXHIBIT B

# 2023 Revenue Actual vs. Budget As of July 2023



# The Nature of Costs

- Fixed Costs
  - Costs that will not change during the year
- Variable Costs
  - Costs that can be controlled during the year

# Our Fixed and Variable Costs Projected at December 2023

Fixed Costs %

80%

Fixed Costs

\$60,729

Variable Costs

16,399

Total Costs

\$77,127



# SIR State Fixed Expenses 2023

Fixed costs account for 80% of expenses:

|                                |                         |
|--------------------------------|-------------------------|
| • Insurance                    | \$ 51,259               |
| • Sec of State CA S-100 Tax    | 1,927                   |
| • Attorney General Filing Fees | 2,550                   |
| • Software Costs               | <u>4,972</u>            |
| Total Fixed Costs              | <u><u>\$ 60,729</u></u> |



# Fixed Costs to Revenue

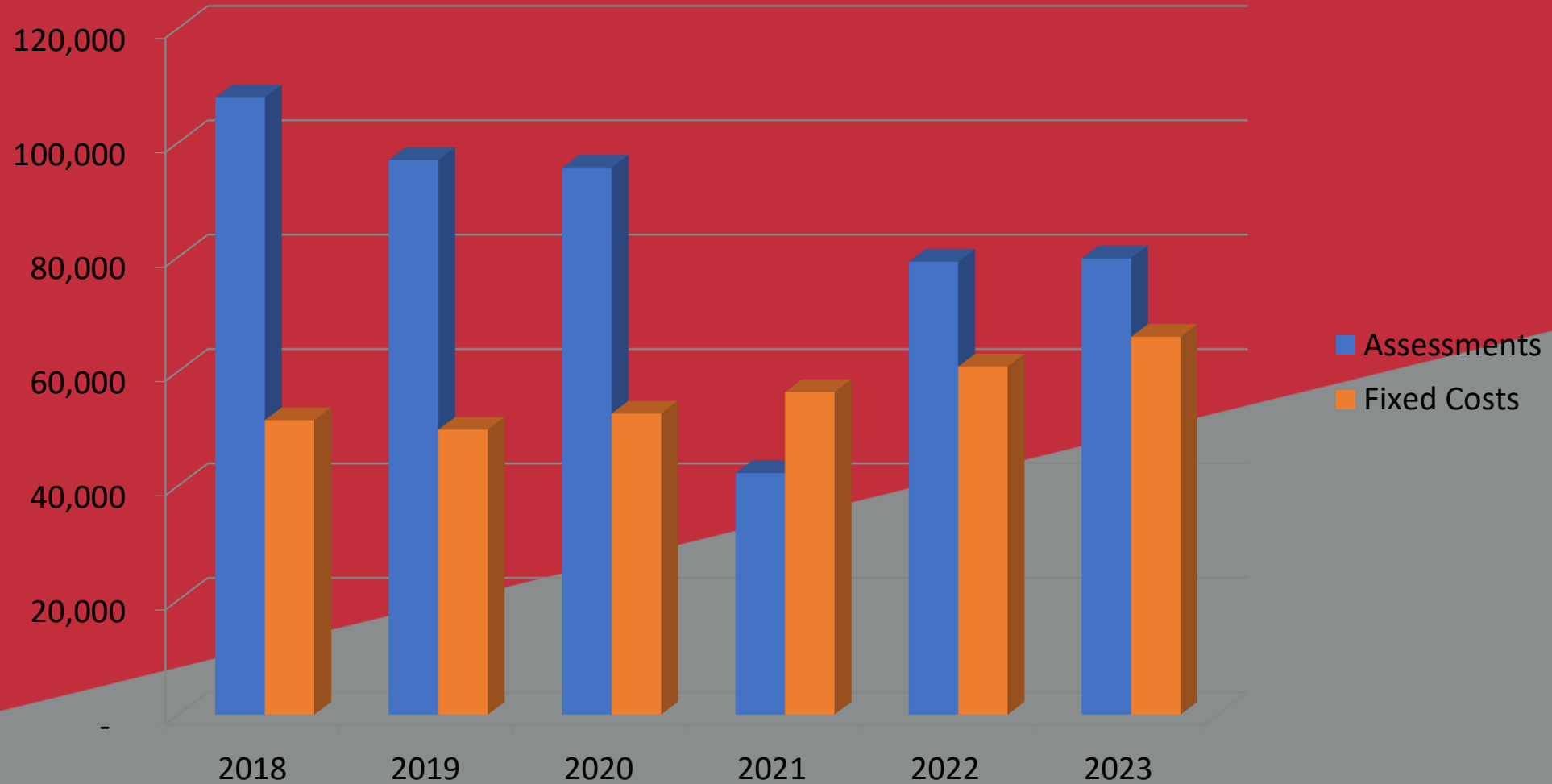


EXHIBIT B

# 2023 Variable Expenses

|                               | Projected<br>End of Year |
|-------------------------------|--------------------------|
| SIR Officers Expenses         | \$1,423                  |
| Office Expenses               | 1,855                    |
| Committees                    | 2,918                    |
| State In-Person Meetings      | 6,175                    |
| Area Representatives Expenses | 3,087                    |
| Other                         | 941                      |
| <b>Total Expenses</b>         | <b>\$16,399</b>          |



# SIR Financial: Projected End of Year Balances

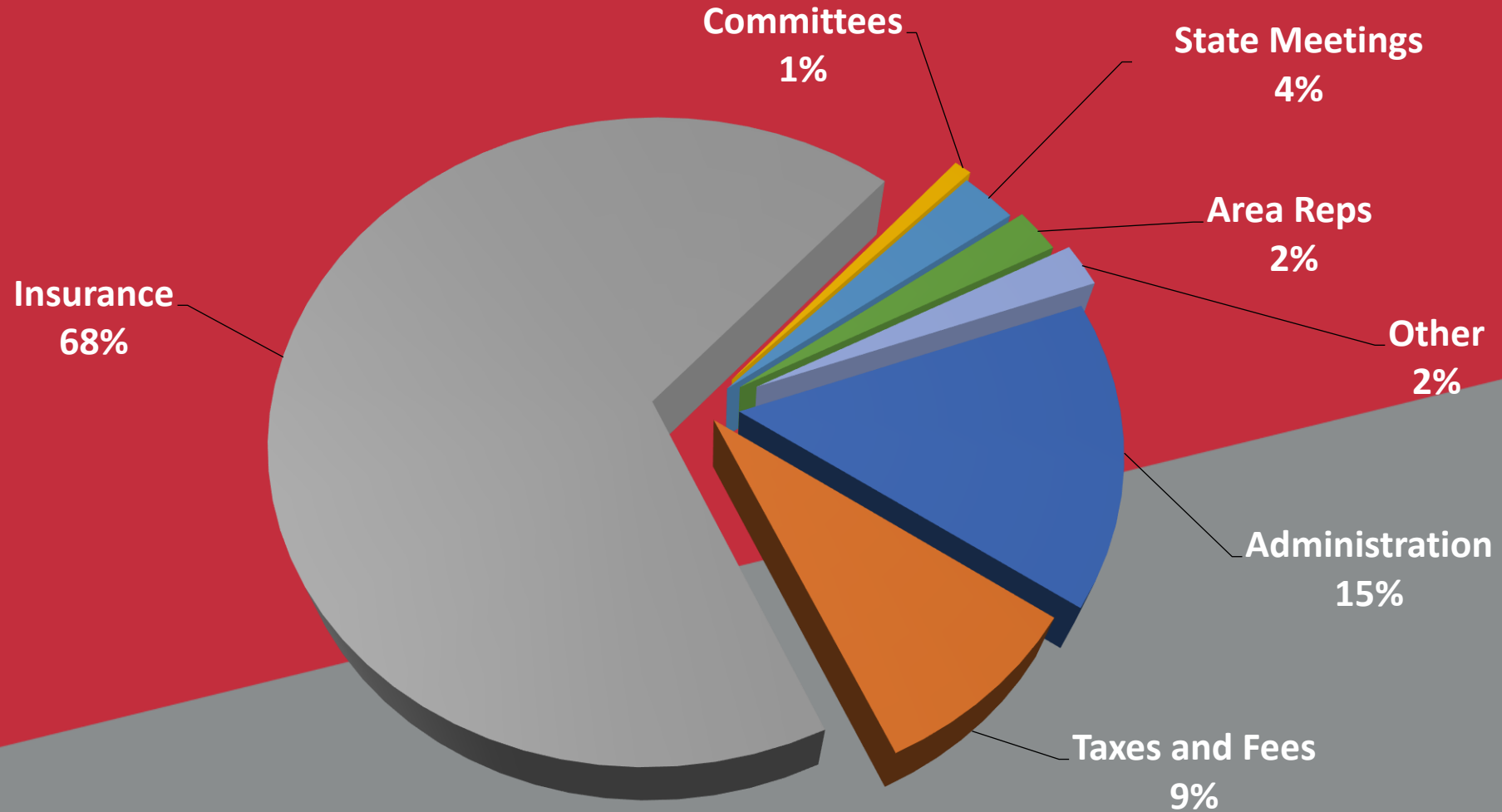
EXHIBIT B

| Account              | Actual<br>Jan to July | Projected<br>Aug to Dec | Projected<br>End of Year |
|----------------------|-----------------------|-------------------------|--------------------------|
| <b>REVENUE</b>       |                       |                         |                          |
| Assessments          | \$51,498              | \$20,500                | \$71,998                 |
| Branch Closing       | \$1,540               | \$1,669                 | \$3,209                  |
| Other                | \$1,261               | \$1,185                 | \$2,446                  |
| <b>Total Revenue</b> | <b>\$54,299</b>       | <b>\$23,354</b>         | <b>\$77,653</b>          |
| <b>EXPENSE</b>       |                       |                         |                          |
| Administration       | \$2,816               | \$5,435                 | \$8,251                  |
| Taxes and Fees       | \$3,677               | \$800                   | \$4,477                  |
| Insurance            | \$29,270              | \$22,010                | \$51,279                 |
| Committees**         | \$368                 | \$2,550                 | \$2,918                  |
| State Mtgs           | \$1,175               | \$5,000                 | \$6,175                  |
| Area Representatives | \$967                 | \$2,120                 | \$3,087                  |
| Other                | \$941                 | \$0                     | \$941                    |
| <b>Total Expense</b> | <b>\$39,212</b>       | <b>\$37,915</b>         | <b>\$77,127</b>          |
| <b>2023 Surplus</b>  | <b>\$15,086</b>       | <b>(\$14,561)</b>       | <b>\$525</b>             |



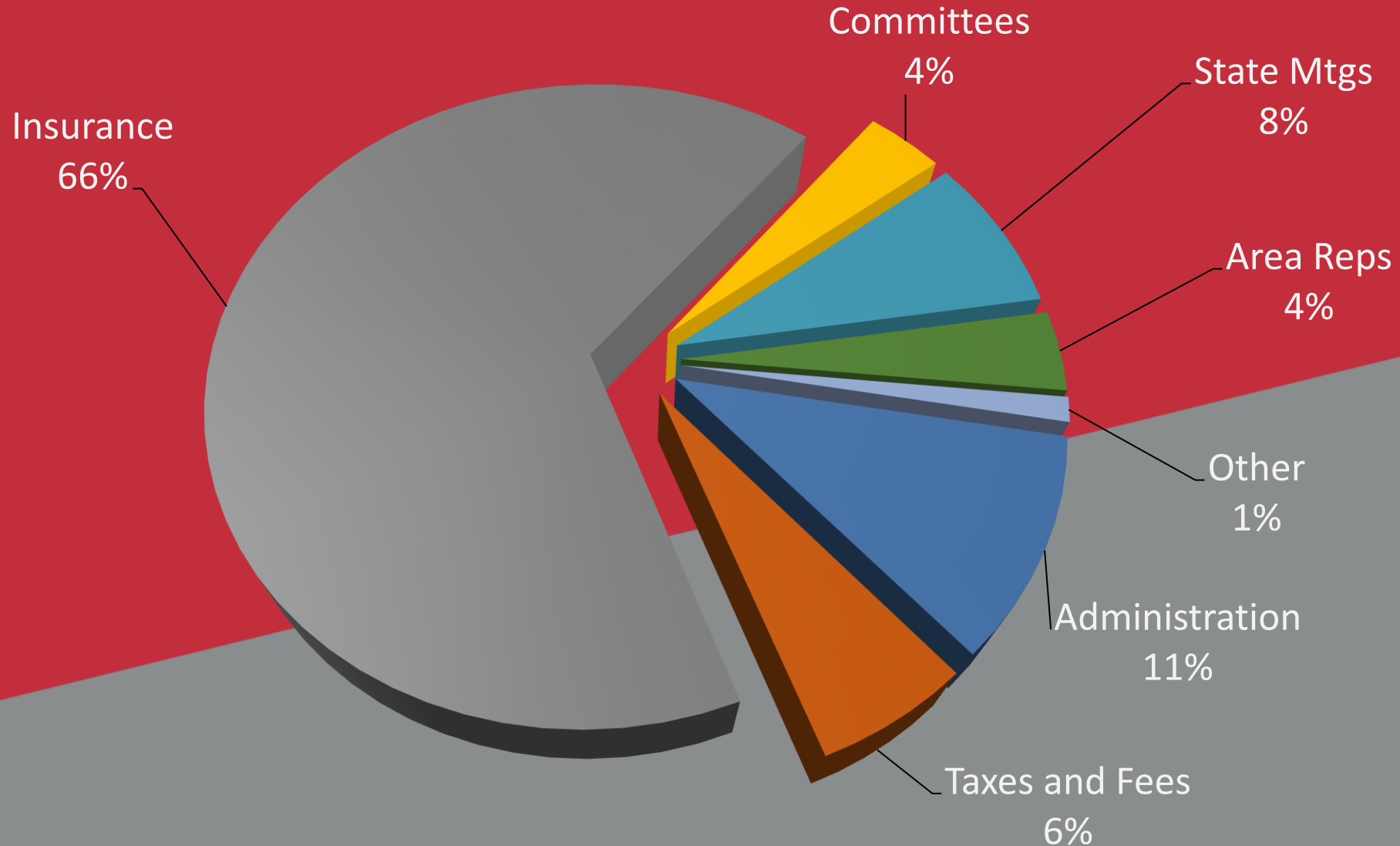
EXHIBIT B

# 2023 Expenses Through July 2023





# 2023 Projected End of Year Results



# Fixed Costs to Revenue

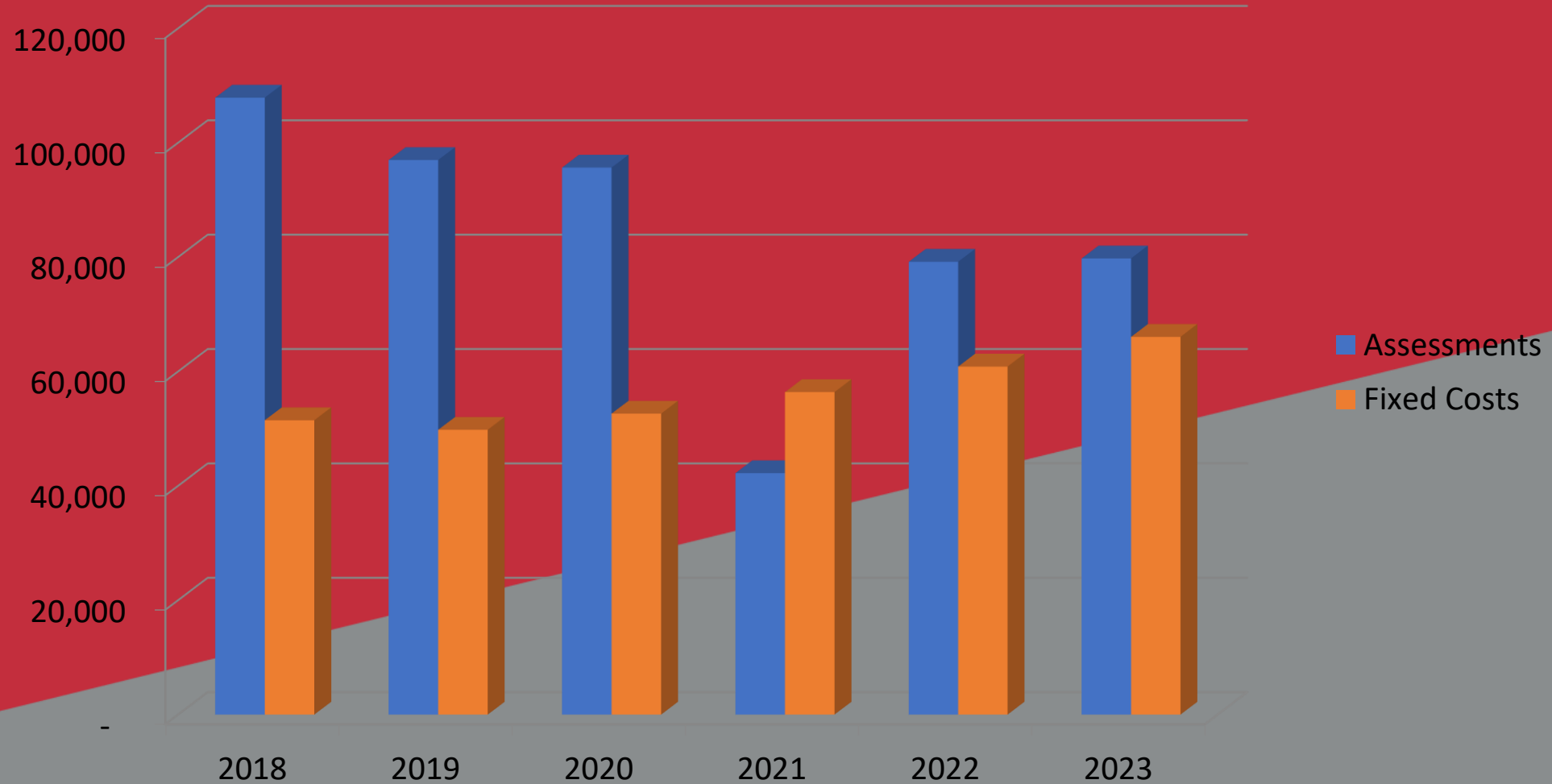


EXHIBIT B



# EXHIBIT C

## 2024 Vison for SIR – President Elect

Fifteen years ago, when I joined SIR, I never imagined that I would be here today as the President-Elect for 2024 but I am immensely proud to have been elected to this position. But the excitement I feel in what's in store for me requires me to tell you it's time for a reality check. I want to be fully transparent with you so we're all on the same page.

- One third of our Branches are very successful and continue to bring in new members, replacing those they lose, and showing some overall membership gains.
- A second one third of our Branches are holding the status quo – essentially maintaining their level of membership but not showing any overall gains.
- The final one third of our Branches are losing more members than they are bringing in and this is contributing to our overall membership decline.

This brings us to the current situation that the top one third of the Branches with their membership increases cannot carry the other two thirds if we are to survive as an organization - without a significant increase in Branch assessments. Only an overall increase in SIR membership can prevent this increase from being implemented -and we only have four months remaining this year to stop the overall decline.

However, I am reminded of a story from history, one that resonates with our current situation within SIR, and mirrors the challenge Branches face.

During World War II, Winston Churchill was confronted with a challenge from his Admirals – the devastating losses caused by German U-boats. His response was both ingenious and resolute: "Bring the ocean to a boil, and the U-boats won't bother you." Churchill made it clear that while he had offered the solution the implementation was the responsibility of his Admirals.

In a similar vein, the solution to reverse the membership decline lies right before us – with the Branches. State has equipped Branches with an arsenal of tools, prominently located on the [sirinc.org](http://sirinc.org) website, to attract guests and convert them into members. Marketing materials, recruiting tools and ideas, invitation and recipe cards and many more items and videos to help Branches reverse the trend of declining membership.

Furthermore, State has provided a collection of Best Practices culled from successful Branches, as well as a comprehensive SIR Luncheon Guide, designed to foster a welcoming and enjoyable atmosphere, thereby facilitating the conversion of guests into members and retaining current ones.

Let's not forget that each Branch is an **independent Corporation**, empowered by a license granted by the State of California and the charter bestowed upon them by SIR, Inc. This autonomous status brings with it the responsibility for the Branches to be responsible for their own success.

And yet I've heard time and time again that Branches need State-wide advertising to attract new members. That Branches cannot bring in new members without this.

# EXHIBIT C

Lets' be realistic:

The modern media landscape is as diverse as it is vast, with countless channels competing for attention. My own Dish Network has over 200 channels!

- Ask yourself - what channel would best convey State's message to check out SIR?
- And when should it be broadcast?
- And what channel do seniors watch the most? –
- Discovery, History, the Golf Channel, Judge Judy?

In my last year in the military I worked at the Northwest Relay Station in Everett, Washington the site was run by civilians and every lunch they watched Divorce Court!

Think about it. What channels do you watch the most and at what time of day?

The economics of such an endeavor also warrants consideration, as State funds are already allocated to essentials like insurance, software subscriptions and Branch licensing fees among other items. And advertising on TV can cost \$1,000 per minute! The solution is not advertising by State, but by the Branches in their own communities.

Let me tell you of a personal experience:

Eighteen years ago when I moved to Sonora it was by pure luck that I was introduced to a Sons in Retirement luncheon - after living here for five years. I had noticed an occasional mention of Branch 152 in Arnold, 35 miles away, published in the local Union Democrat newspaper advertising a Sons in Retirement Luncheon with a guest speaker.

This did not mean anything to me since I had my own part-time business and was not 'retired'. Only later did I discover the presence of two Sir Branches just 4 miles from my home, their existence not known to me due to a lack of local advertising and certainly no mention that being semi-retired I could join.

At the time of my joining in 2008, SIR boasted 20,636 members spanning over 100 Branches. Today, our ranks have dwindled to fewer than 8,800 members and 84 Branches.

The urgency of this matter cannot be overstated – it is imperative that each Branch take active measures to advertise locally in newspapers and free shopping circulars, setting up information tables at Home and Garden Shows, Farmer's Markets, car shows, and other community gatherings.

We must channel our efforts effectively to heighten awareness about our presence and purpose. This is how Branches can and should attract new members.

Consider this: at the close of the past year, the combined funds in all Branches' accounts amounted to an impressive \$500,581....Over a half a million dollars,

## EXHIBIT C

All while State is trying to continue supporting the Branches with only \$16,339 in discretionary funds. A few thousand dollars of this received from Branch closings. But State doesn't want to get money from Branch closings – We need the Branches to stay open and grow. For it is through increased overall membership that State can keep assessments reasonable.

And speaking about how much money Branches have in their accounts -35 Branches held funds ranging from \$5,000 to more than \$20,000. And 73 held funds exceeding \$2,500. Branches should use some of these funds to advertise locally.

You'd be surprised at what's available if you just look into it.

I recently uncovered an opportunity to place a 3 ¼" x 1 ½" Sir advertisement in my local newspaper. A very cost-effective investment, costing \$910, secures the publication of an ad every other week for an entire year in a local newspaper. The ad itself would be in a bi-weekly supplement on page 2 directly under the cover story article. And in the main newspaper with an exposure reaching 12,500 readers. It would also appear in their online newspaper with a readership of 500,000 monthly page views. This approach, both accessible and impactful, can serve as a blueprint for Branches seeking to broaden their reach. Remember, it just takes a phone call to your local newspaper to ask what's available.

But remember - advertising locally must emphasize a critical message: SIR welcomes all men, and retirement is by no means a prerequisite for membership. Clarity on this matter is paramount, ensuring that potential members are not deterred from exploring our organization due to any misconceptions. And that SIR is a social organization with many activities for both men and women in addition to monthly luncheons and special events.

While the State extends support, the role in a Branches' success rests with its Branch Executive Committee (BEC). The BEC is the governing body and it's their action or inaction that sets the tone of the Branch. And it is their action or inaction that predicts the future of the Branch.

Now, on a lighter note -

The overwhelming majority of Branches benefit from the guidance and support of Area Representatives, each assigned to work with them to resolve problems and enhance their presence in the community. And, all but 17 Branches have three Area Representatives on the State Board with voting rights, serving to convey Branches' wants, needs, and concerns. To those Branches without an Area Representative, the State Vice President stands ready to provide assistance and support.

And for all Branches State is working on implementing a Help Desk naming members that are subject matter experts that can be contacted. Additionally, our public-facing website, [sirinc.org](http://sirinc.org), stands as a testament to our values, mission, and activities. This website should be advertised locally along with Branch specific information as it offers so much more than a small ad can provide.

Now, let's shift our focus to the very heartbeat of SIR – the Volunteers and Leaders.

# EXHIBIT C

Volunteering is a dynamic force that offers a multitude of benefits, ranging from stress reduction to fostering social connections that combats isolation. As a social organization, SIR thrives on the dedication of volunteers.

Let's think of a model where a capable, business-oriented individual fulfills the role of Big Sir while a second individual excels and enjoys the entertainment factor of running the Branch luncheon and special events. As an independent corporation two individuals can run the Branch – one, the Big Sir is the legal face of the Branch and the other is The Entertainer. This approach reduces undue burdens placed on one person and injects a spirit of camaraderie into the role of Big Sir and splits the workload across two individuals that could each enjoy their positions more.

But be aware of the following:

It is crucial to uphold the minimum number of officers required by California State non-profit corporation law to safeguard Branch Charters. A Branch must have at least five officers – a Big Sir, Secretary, Treasurer, and two directors – any Branch, regardless of size, only requires this minimum. And the directors can be activity chairman that we name as directors. Also, the law says that the Secretary and Treasurer positions can be held by the same person. Thus the true minimum can be as low as four officers

A resounding message and warning underscores this directive: a Branch lacking the required minimum number of officers under State Law risks their Corporation license that is spelled out in in Policy 31.

And let's remember Insurance as it supports our Branches in defending them from any claims provided that they comply and document BEC minutes and approve all activities. Additionally, in having Insurance Agreements with caterers and food service certification in place at all times protects our members.

Let's also acknowledge that, while governmental and corporate bureaucracies possess inherent complexities, State is working to streamline processes. In this vein, State currently put a replacement of Form 27 on-line called 'Branch Membership Status' thus easing the burden on Branches and enhancing efficiency. Note however, that the Form 27 can remain in use for the Branch BEC to better understand in detail the health of their Branch but distribution to others outside the Branch is not required.

In conclusion, our united efforts can pave the way for an enriched SIR experience, resonating not only with our current members but also with their sons. As a parting thought, let's remember that SIR membership adds not just years to your life - but life to your days.

And on a lighter note, they say a dog adds 10 years to your life, and I am privileged to have two.

Thank you, and let's work together for the benefit of all and elevate SIR to its rightful place as the premier organization for senior men we know it can be.

Dale Decker