



SIR STATE BOARD OF DIRECTORS MEETING

Conducted via Electronic Video Conference (Zoom)
 The Meeting Was Recorded
 3:00 p.m. Thursday, September 28, 2023

Board Members Present:

X	President: Dave Gonzales	X	Area 1 Rep.: Lee Lamp*
X	Vice President: Dale Decker	X	Area 18 Rep.: Richard Provost
X	Secretary: Rich Carlston	X	Area 19 Rep.: Bruce J. Corwin
X	Treasurer: Carl Mason	X	Dir. Of Activities: Mark Stuart
X	Chief Admin. Off.: Roy Hodgkinson	X	Dir. Of Docs.: Jeffery Chin
	Dir. Of Mktg & Com.: Andy Danver		Dir. Of Br. Sup.:

- Arrived late.

Others Present:

Derek Southern – Advisor

Rick Kindle – Past President - 2012

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

Opening & Verification of Quorum:

Quorum confirmed, and Dave Gonzales called the meeting to order.

President’s Remarks: Dave welcomed everyone.

Consent Calendar:

Rich Carlston moved, seconded by Dale, that the following motions be approved:

Motion: “It is moved that the Minutes of the August 24, 2023, Board of Directors Meeting are approved.” See, Exhibit A.

Motion: “It is moved that the Minutes of the August 31, 2023, Annual Meeting are approved.” See, Exhibit B.

Motions passed.

New Business:

1. August Financial Report: See, Exhibit C.

Carl presented the August Financial Report. There is a projected budget surplus of about \$1,451, which may increase to around \$6,000 given the postponement of the training sessions until early next year.

Expenses are normal and overall, SIR is doing well.

Derek asked about the membership decline projections Carl used relative to the potential increase in branch assessments which is discussed below.

2. 2024 Assessment Increase. See, Charts attached as Exhibit D.

a. Amount of increase:

Carl discussed the analysis relative to the need for an assessment increase.

Carl presented the Draft Budget of 2024 Expenses. It shows a total projected expense of \$90,705. He presented an analysis showing the projected results at different assessments. The analysis showed that there would be a net loss of \$14,637 if there is no assessment increase. An assessment increase of \$1 would result in a projected loss of \$6,229. An assessment increase of \$2 per member would result in a net gain of \$2,180. He also presented an analysis based on the current expense level which is included within Exhibit D.

Carl stated that State SIR has absorbed all of the decrease in revenue resulting from membership loss. Similarly, State SIR has absorbed all of the inflationary increases in expenses (primarily insurance costs). This has resulted in a significant loss of revenue to State SIR, which future loss should appropriately be shared with the branches. An assessment increase would do so.

Derek commented on the membership losses, particularly resulting from the Covid pandemic. Carl presented an analysis of the membership loss from 2020 to 2023, which analysis is included within Exhibit D. The percentage of annual membership loss estimated by Derek and Carl is 7% or 6%.

Derek pointed out that we are financially harmed because branches aren't sharing the financial loss resulting from their loss of membership. We need a workout plan to increase membership.

Dale mentioned that branches should pay a fixed assessment for the entire year without adjustment quarterly. This may incentivize branches to increase their membership.

Carl made the following motion, seconded by Dale:

Motion: “It is moved that the branch assessment be increased by \$2 resulting in a \$10 per year assessment.

Discussion followed:

Derek stated that he had heard many times that we do not have sufficient financial resources. An increase would be an ideal answer for this year. But, unless the branches increase membership, it is likely that there will be further assessment increases.

Derek noted that \$5 or \$6 of any assessment is used to pay the insurance premium, which continues to increase.

Dave stated that most every branch has more discretionary income than State SIR.

Jeff inquired about the historical context of the proposed increase. In response, Carl confirmed that our assessment has remained stable since 2015, resulting in our financial difficulties due to absorption of all loss in membership and all inflation from expenses.

Roy mentioned that historically when the amount of assessment was increased, the approach was to change the amount less often and to keep leave it stable longer. This results in complaints at the time of the change but avoids complaints when the assessment is not changed. He concluded by stating that it is time to increase the assessment amount.

Mark noted that the branches will always push back about an assessment increase. He suggested we look inward and focus on the return on investment to be achieved from the increased assessment amount. His advice: Step back and ask how the money will be used and how it will help. He then stated that there is a potential scaling issue. A \$2 increase in assessment for a small branch has a disproportionately negative impact on the finances of a small branch relative to a large branch. He raised the possibility that the result of this impact might be to cause small branches to close. He suggests greater input from smaller branches. He suggested that our current financial position has arisen, in part, from the relief we gave the branches during Covid. Likewise, he questioned the benefit from a marketing consultant who was used. In sum, he suggests greater consideration about why we are considering an increase and what we expect to get out of it. He doesn't want an assessment increase to drive members away.

Derek underscored the need to educate the branches of our situation. If the branches want us to assist their efforts to increase membership, that costs money. If they want the Area Representatives properly to perform their intended functions, that costs money. In the future if their

membership doesn't increase, the assessment cost per member will need to increase further. Amounts spent to increase membership should be measured and evaluated.

Carl stated that we have considered the impact of the \$2 assessment on a small branch. He believes that most small branches won't think twice about the increase. There are sound financial reasons for an increase and he submitted that we are good stewards of the funds we receive.

Dave pointed out that we are in this financial position because of the lack of action by the branches in finding new members. We can't control cost inflation in our insurance. We can't control the action or inaction of the branches in attracting new members. We need to build back our financial capability in order to provide the services to the branches that we have historically provided. Dave noted that any increase should not be paid from the branch's reserves but should come from an increase in their dues. Branches need to run like a business.

Dale mentioned the experience that Andy learned about a branch that substantially increased its dues to \$60. Not a single person quit the branch because of the increase.

Mark stated that he was not really in favor of an increase in assessment. He expressed his experience when he attempted to encourage two different Big Sirs to print business cards for their members, offering to assist them. Both acknowledged his suggestion but neither took any action. Mark emphasized that this attitude not to take steps to increase membership is the real problem which has resulted in the loss of members.

After discussion, the question was called: **Motion passed.**

b. Manner of Assessment.

Dale presented his proposal that the amount of the quarterly assessment for a branch be determined on October 15, and that the amount remain in effect for the entire year regardless of any change in their membership. This means that if a Branch lost or gained members, they would continue to pay the assessment that was levied on them on October 15th. Thus, State Funds would not be effected by branch membership gains or losses and have their allocated funds diluted.

Dale stressed the need that we treat the branches with more of a business approach like how franchises operate. Franchises pay a set franchise fee per year which does not vary dependent on the number of customers they have. Similarly, the assessment should be set based on the number of members in October and should not change during the year. If a branch

loses members and is concerned about the assessment, they can increase their members to resolve those concerns. He suggested this may become act to encourage their finding new members.

Dale moved, seconded by Rich, as follows:

Motion: That the amount of the quarterly assessment for a branch be set on October 15th and will remain in effect and unchanged throughout the following year.

Discussion followed:

Dale pointed out that it makes a lot of business sense. There are some branches that don't do budgeting and don't collect dues – instead, just “pass the hat.” These branches need to begin conducting their branch like a business.

Dave noted that while each branch is a separate corporation, State SIR has the ability and authority to terminate their franchise. Historically, when a branch didn't conform, State SIR didn't enforce its requirements. That has changed. State SIR has adopted a specific protocol for dealing with a branch that does not conform to proper practice.

Carl stated that most branches respond, when corrected, and you seldom run into a defiant branch. **Motion passed.**

3. Dissolve Selected Dormant Branches:

Rich discussed a proposal that he, Carl, and Roy have been working on. Rich noted that we have 22 inactive branches. Inactive branches require time and expense even though they are inactive. SI – 100 reports are filed, and tax filings are made. Each has a filing fee and takes substantial time. Consequently, a large number should be dissolved. If a group seeks to organize a new branch, we should keep some inactive branches available. They could reactivate a branch and file a name change to reflect their geographic location. In response to the question of how many inactive corporations should be retained, Carl noted that the Executive Committee believes 6 should remain inactive and available.

Rich moved, seconded by Dale, as follows:

Motion: That 16 of the currently inactive branches be dissolved.

Discussion followed:

Roy stated that when he was Treasurer, he filed 131 branch reports. It was decided at that time that they would get rid of 24 inactive branches. A concern was expressed that some should be retained in the event that there arose a need by a forming group. That never happened.

Because of late governmental notifications, Roy suggests that the 16 branches to be dissolved be determined by the date they first became inactive, starting at the earliest and coming forward. This seemed appropriated.

Carl supported the motion.

After discussion, the question was called. **Motion passed.**

4. Revise Policy and Procedures 12 and 41.

Dale reported on the status of the effort to revise both policies. Both policies are still being finalized. Proposed Policy 12 would permit a branch to offer the Big Sir and other officers a free membership and a free monthly lunch. It is hoped that this approach will incentivize others to agree to be officers of the branch. Proposed Policy 41 would allow members to pay a fee to advertise the sale of their personal property in the branch newsletter or bulletin. The fee would be 10% of the asking price for the item with a maximum of \$100. Advertisements for services are not permitted.

The proposals are still waiting final approval from legal.

Carl suggested that we should also obtain a decision from the IRS before instituting the policies since he understands that there can be no compensation to the officers to retain our tax status.

Mark suggests that the persons eligible under proposed Policy 12 be expanded to include key activity chairmen since they play an important role in attracting and retaining members. Dale agreed with Mark's suggestion with no further comment.

5. Branch Leader's Retreat.

The branch leadership training has had to be postponed until next January or February due to the inability to find a training location in the Walnut Creek Area for one of the training sessions. Efforts to secure a location in the Walnut Creek Area are continuing.

Old Business:

Derek asked Roy if he could update the Board on the Memby conversion. Roy stated that we are quite advanced in the process. His team has worked out some earlier terminology difficulties and has made significant progress in the last few months and is achieving our goals.

At Dale's request, Roy will send the necessary computer links to Dale so Dale can review information that he desires.

Derek asked about updates from Memby relative to the Constant Contacts interface. Roy mentioned there is an interface in process with the alternative available of simply submitting an excel spreadsheet with the necessary information.

Mark mentioned that he and Dan Weller use Constant Contacts constantly and have found and corrected errors in member data and email addresses. Facilitating how discovered errors will be corrected will be discussed by the Constant Contacts team.

Lee Lamp inquired whether the Membership Status Report is available for use and was told it is.

Executive Session:

The Board Meeting was suspended for an executive session. There are no reportable items from that session.

Remarks From the Floor:

At the conclusion of the executive session, the Board reconvened. There were no further comments.

October Meetings:

Executive Committee – 3 p.m. Thursday, October 12, 2023.

Board of Directors – 3 p.m. Thursday, October 26, 2023.

Close in Peace and Harmony.



SIR STATE BOARD OF DIRECTORS MEETING

Conducted via Electronic Video Conference (Zoom)
 The Meeting Was Recorded
 3:00 p.m. Thursday, August 24, 2023

Board Members Present:

X	President: Dave Gonzales	X	Area 1 Rep.: Lee Lamp
X	Vice President: Dale Decker	X	Area 18 Rep.: Richard Provost
X	Secretary: Rich Carlston	X	Area 19 Rep.: Bruce J. Corwin
X	Treasurer: Carl Mason	X	Dir. Of Activities: Mark Stuart
X	Chief Admin. Off.: Roy Hodgkinson	X	Dir. Of Docs.: Jeffery Chin
X	Dir. Of Mktg & Com.: Andy Danver	X	Dir. Of Br. Sup.: Jerry Morrow

Others Present:

Derek Southern – Advisor
 Stu Williams – Parliamentarian
 Jack Reefer – Area 4 Rep.
 Alan Baker - Webmaster

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

Opening & Verification of Quorum: Quorum confirmed, and Dave Gonzales called the meeting to order.

Consent Calendar:

Motion by Dale Decker, second by Bruce Corwin, to approve the Minutes of the July 27, 2023, Board of Directors Meeting. See, Exhibit A. Motion passed unanimously.

Motion by Rich Carlston, seconded by Bruce Corwin, to approve the remaining items on the Consent Calendar and the motions contained therein. Motion passed unanimously. The motions included were:

Motion: “It is moved that the Revisions to Policies 10 and 31b are approved.” See, Exhibit B.

EXHIBIT A 9.28.23

Motion: "It is moved that Dale be authorized to purchase 1000 copies of the Leaders Guide.

Announcements:

1. Dave discussed the upcoming Annual Meeting on August 31, 2023, commencing at 1 p.m. A copy of the Agenda for the Annual Meeting is attached as Exhibit C.
2. Dave discussed the 2023 Major Projects and Initiatives. Roy advised that there are three errors on the Exhibit E attached to the meeting agenda which need correcting. These have been made. See Exhibit D attached hereto.
3. Dave noted that the next step relative to the new State Organization Chart will be to set up a Zoom meeting for the officers and a Zoom meeting for the directors to review and finalize the chart relative to their positions. The officer meeting will be held on September 5, 2023, at 3 pm. The director meeting will be held on September 13, 2023, at 3:00 pm.
4. Dave requested that reports on the following State Activities be presented to the Board of Directors at its December meeting on September 28:

State Bowling

State Golf

State Recreational Vehicles

State Travel

New Business:

Dale discussed the in-person meetings which he will be presenting to the Branch Big Sirs and Little Sirs. He will hold two meetings. The first is scheduled for the Elks Lodge in Sonora on October 14, 2023, from 10 am to 1 pm. The second one is yet to be booked but he is looking for a location at an Elks Lodge in either Tracy or Livermore. Jerry suggested that the Hilton in Pleasanton might have a large room available at a cost of less than \$200.

The locations were selected to limit the drive time of the various Big Sirs and Little Sirs to two hours. A few participants will have a longer drive, and Dale will be working to individual arrangements for them.

The meetings will generally include an initial 20-minute social period, followed by leadership training. Dale will use general sessions and breakout sessions.

State Board members are welcome to attend either or both sessions.

Carl advised that it is expected that the cost of the training will stay within the allotted budget.

The training will not be available on Zoom.

Old Business:

1. Update on forms:

There was further discussion about the status of the new Monthly Membership Status Report and its use. The new report is available now but is expected to be used starting in September by the Branches.

The general approach is to decouple the data collection from the forms. On-line data collection capabilities will be used to obtain data which will then be stored on the cloud. Reports can then be drawn from the data to respond to the needs of specific leaders.

The new website organization for SIR forms was discussed and displayed by Derek. Rather than being listed in number order, the forms are now identified and grouped by topic. The categories include Branch Reports to State SIR, Branch Recognition, Branch Membership, Branch Insurance, Branch Travel, Branch Miscellaneous and State SIR. Derek noted modifications can be easily made to the format.

These changes have been made with the goal of reducing the amount of work Branch leaders are required to do. Through this new vision of operating more efficiently and making the tasks easier, it is hoped that it will assist the Branches in encouraging more members to undertake leadership roles.

Special recognition and appreciation were given to the outstanding service provided by Alan Baker, Roy, Andy, and Derek for their tireless efforts which have dramatically improved, and are continuing to improve, the State SIR website.

2. Membership Recruitment:

Dave announced that training will commence in October on membership recruitment. The Recipe Cards have been organized by category and will be provided in conjunction with this training. Dave suggested that the possibility of placing them on a flash drive to facilitate their use in training. Various PPT versions by topic could be included.

3. Andy described a three-part system for accomplishing our vision.

Develop content.

Distribute content.

Promote the use of the content.

Content has been, and is continuing to be, developed and distributed. We now need to promote the tools that have become available to assist the Branches.

EXHIBIT A 9.28.23

One method of promotion will be through use of the State Newsletter that is being developed. (Andy is still accepting suggestions re the name of the newsletter – although he has already received several.)

Another approach may be through encouraging the Branches to have a person provide a regular report at the Branch luncheon meetings focused on the content of the State newsletter or any State announcements.

Meeting Adjourned

On the conclusion of the foregoing, the meeting was adjourned.

EXHIBIT A

**SIR STATE BOARD OF DIRECTORS MEETING**

Conducted via Electronic Video Conference (Zoom)
 The Meeting Was Recorded
 3:00 p.m. Thursday, July 27, 2023

Board Members Present:

X	President: Dave Gonzales	X	Area 1 Rep.: Lee Lamp
X	Vice President: Dale Decker	X	Area 18 Rep.: Richard Provost
X	Secretary: Rich Carlston	X	Area 19 Rep.: Bruce J. Corwin
X	Treasurer: Carl Mason	X	Dir. Of Activities: Mark Stuart
X	Chief Admin. Off.: Roy Hodgkinson	X	Dir. Of Docs.: Jeffery Chin
X	Dir. Of Mktg & Com.: Andy Danver		Dir. Of Br. Sup.: Jerry Morrow

Others Present:

Derek Southern – Advisor
 Stu Williams – Parliamentarian
 Jack Reefer – Area 4 Rep.
 Dick Watson – Area 5 Rep.
 Bob Nadell – Area 10 Rep.
 Phil Thomas – Area 11 Rep.
 Foster Kinney – Area 13 Rep.
 Fred Serena - Area 15 Rep.
 Ed Toews – Big Sir, Sonora Branch 136

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

Opening & Verification of Quorum: Quorum confirmed, and Dave Gonzales called the meeting to order.

Installation of Richard Provost:

Dale Decker installed Richard Provost as Area Representative 18, becoming a member of the Board of Directors.

EXHIBIT A

Consent Calendar:

Motion by Rich Carlston, seconded by Dale Decker, to approve the Consent Calendar and the motions contained therein. Motion passed unanimously. The motions included were:

1. "It is moved that the Minutes of the June 22, 2023, Board of Directors Meeting are approved." See, Exhibit A.
2. "It is moved that the June Financial Reports are approved." See, Exhibit B.

Announcements:

1. Dave announced that the Annual Meeting will be held on August 31, 2023, at 1 pm via Zoom. He noted that the Area Representatives will be asked to follow up with each of the Big Sirs and Little Sirs in their area to ensure attendance.
2. Dave reminded everyone of the importance of Founders Day, July 23, 2023. It was the 65th Anniversary of the creation of SIR.

New Business:

1. New Report Program for Form 27 Data. Dale, Derek and Andy presented the Proposed Report that is intended to replace current Form 27. The new report is yet to be named but it was suggested that it may be called the "Membership Status Report."

Derek presented a current draft of the report which will include (i) Branch number, (ii) area number, (iii) membership at the start of the quarter, (iv) the number of new members, (v) the number of members that left, and (vi) how many new potential new members attended an event. This is the information required by State SIR.

Derek demonstrated how the data, once input, will be uploaded into a searchable Google Sheet, which could be accessed by Area Representatives and other leaders.

There followed a substantial discussion about (i) the proposed draft, (ii) what additional, if any, should be included and (iii) how the system will work.

Derek explained that Form 27 will not be eliminated because Branches may wish to continue to use the form for their own management purposes.

Andy led a discussion on the objectives of the new report to minimize the workload for branches. He further suggested consideration of graphing the data over an extended period to better identify trends.

EXHIBIT A

Dale will be setting up a meeting with the Area Representatives and other relevant people, to discuss the proposed report and what, if any, additional information should be included to assist the ARs.

While no vote was taken relative to the new report, those present supported its finalization. Derek suggested an announcement be made at the Annual Meeting.

2. New Report Program for Form 28.

During the discussion on the replacement of replace Form 27, Roy suggested the possibility of replacing Form 28 through a similar approach. Significant discussion followed about the benefit to the branches as well as the feasibility of such a new report.

Dave will appoint members to a select committee to consider the feasibility of a new such report. Roy will be appointed to lead that committee, which will prepare a report for a future meeting of the Board of Directors.

3. Revision and Updating of the State SIR Website.

Andy discussed the new revisions that have been made to the State SIR Website. He explained that one of the reasons for the changes was to create a Public Website that would be more inviting and provide more information about SIR to members of the public who may reach the website. For the information pertinent to members, they can find it by clicking on a member's page tab on the new home page.

Andy also discussed a location intended to include all of the marketing materials for SIR.

A copy of the PowerPoint used by Andy during his discussion is attached as Exhibit C.

4. Golden Gate Fields Activity.

Stu announced that Lee Moy is putting together a day at Golden Gate Fields. To secure the program, a \$1,000 deposit is required by Golden Gate Fields, which corresponds to 50 attendees. Included within the program will be parking, a special seating section, and a buffet. It was discussed that members and their spouses should attend.

Stu requested the Board to authorize a payment of the \$1,000 deposit from SIR funds with the understanding that it would be repaid from the ticket sales to the event.

Dale moved, seconded by Andy, as follows:

EXHIBIT A

Motion: “It is moved that \$1,000 be advanced by State SIR to pay the deposit for the Golden Gate Fields activity.” Motion passed.

5. Dave continued the following to the next Board Meeting, requesting that reports be prepared and distributed before then:

From New Business: The State HLM Award Process – Derek and Stu

From New Business: The Recipe Card Status Report

From Old Business: The Organizational Chart Update – Andy

Old Business:

1. Annual Meeting Agenda and Needed Support.

Dave and Dale will meet next week to finalize the agenda for the Annual Meeting. Next year’s officers and directors will be elected. The slate of proposed changes to the By-Laws and Policies and Procedures will be voted on. Dale has a tentative list of speakers and presentations.

The Agenda will need to be distributed by August 1, 2023, 30 days before the Annual Meeting.

Dave summarized several milestones which have been reached this year:

- The development of the Member Status Report
- The update of the State SIR website
- The conclusion of the question of whether SIR will allow women to become members.

A brief review of the goals from the beginning of the year was discussed with the belief that they have been accomplished. Roy expressed it as follows: We have tried to accomplish the goals and it is up to the Branches to determine if we have succeeded.

Roy inquired whether Dale needs some assistance with the zoom presentation or any other aspect. After discussion, Dale asked Andy, who has previous experience, to manage the presentation.

Derek raised the desire to have certain changes made to the number of HLM awards and DSA awards that can be issued. It was suggested that the increase in the number of HLM and DSA awards that was approved in this meeting be mentioned at the Annual Meeting. He presented a chart designed to provide clarity on the number of HLM awards available to a branch based on the number of branch members, which increases the number of awards. His second chart related to DSAs. It also provides clarity as to the number of awards that a branch can award based on membership size. It also increases the number of awards that will be available.

EXHIBIT A 9.28.23

EXHIBIT A

After significant discussion of the need to increase the awards and how it could be done, Lee Lamp made the following motion, which was seconded by Dale:

Motion: “It is hereby moved that the two new tables regarding the award of the State HLM Award (Exhibit D) and the DSA award (Exhibit E) are approved and adopted, and that the language of Policy 10 be updated and revised by the charts as well as any other necessary language in the SIR Policy and Procedures required to implement the same.”

The motion passed.

It was suggested that the Agenda for the Annual Report be discussed with the Ars at their August meeting. The ARs want to have a in-person meeting in Manteca. It may need to be hybrid for ARs who don't want to travel that distance.

Meeting Adjourned

**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.*

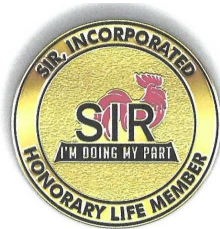
Background: *With the significant reduction in Branch membership over the last several years 85% of the Branches have less than 150 members. This has resulted in penalizing the smaller Branches in recognizing and rewarding their most deserving volunteers.*

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 9.28.23

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.

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.

EXHIBIT A 9.28.23

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.

EXHIBIT A 9.28.23

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.



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 9.28.23

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.

Procedure for Branch DSA Awards

Branch DSA Procedure

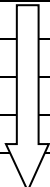
Approval Process - A Branch DSA award is initiated by a member of the Branch's BEC, Branch Honorees Committee or a current HLM member as appropriate using Form 45B and presented to the Branch BEC for review noting the specific requirements stated in Policy 10. If approved by the BEC with a 2/3rds vote 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.



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.

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 9.28.23

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.



2023 ANNUAL MEETING AGENDA

Conducted via Electronic Video (Zoom) Conference
Thursday, August 31, 2023 at 1:00pm
Login opens @ Noon

Attendees

Members of the Corporation

President: Dave Gonzales	Director - Branch Support: Jerry Morrow
Vice President: Dale Decker	Director - State Activities: Mark Stuart
Secretary: Rich Carlston	Director - Marketing & Communications: Andy Danver
Treasurer: Roy Hodgkinson	Director - State Documents: Jeff Chin
Past SIR Presidents: All	Chief Information Officer: Roy Hodgkinson
Area Representatives: All	
Big Sirs or Appointed Designees: All	

Plus State Committee Chairmen and Invited Guests

Nominating Chairman: Rick Kindle	Travel: Milt Smith
Parliamentarian: Stu Williams	Training & Development: John Kent
Policy & Procedures: Dale Decker	Golf: Mark Stuart
Bowling: Dan Weller	Insurance: Craig Hoffhines
Legal Advisor: Alan Melnicoe	RV: Bobbie Hairston
Database Chairman: Rick Sale	Website: Alan Baker
Newsletter: Jerry Sabo	Branch Activities: Bob Lucido
G&M Chairman: Lee Moy	State Advisor: Derek Southern

EXHIBIT A 9.28.23

Agenda and Addenda for SIR Inc Annual Meeting 31 August 2023

Time	Item	Presenter
1:00	Call to Order (10 Min) <ul style="list-style-type: none"> • Verification of Quorum • Pledge of Allegiance • Invocation • Welcome Officers and Guests • Agenda Revisions • Review Voting Process 	Dave Gonzales
1:10	President's Remarks (5 Min)	Dave Gonzales
1:15	Vote on Bylaw Changes (Addendum A) (5 Min) <ul style="list-style-type: none"> • To support State Board Position Title Changes 	Dale Decker
1:20	Election of 2023 State Officers (5 Min) <ul style="list-style-type: none"> • Presentation of Nominees (Addendum B) • Call For Nominations From The Floor • Election of Officers 	Rick Kindle (Eligible Voters)
1:25	Major 2023 Accomplishments (35 Min) <ul style="list-style-type: none"> • Branch Quarterly Membership Reports – Andy Danver • SIR Award Program – Andy Danver • SIR Website Updates – Dave Gonzales • Financial Report – Carl Mason 	Dave Gonzales
2:00	2024 Vison for SIR - President-Elect (20 Min)	Dale Decker
2:20	Special Announcements (10 Min)	Dave Gonzales
2:30	Feed Back from the Floor	Dave Gonzales
	Adjournment	Dave Gonzales

Addendum A

Proposed Bylaw Revisions for 8/31/23 Annual Meeting

The following Bylaws changes were approved by the State Board for approval at the Annual Meeting to become effective

Background: The entire SIR Manual was updated 4/20/23 to reflect the new title of the Area Representative (formally Area Governor), the addition of four new State Director positions & three new Area State Representatives and the deletion of the Regional Director position

BYLAW CHANGES ASSOCIATED WITH SIR MANUAL

CHANGES:

Revised Bylaws: 30, 142, 143,144, 145, 146, 147,150, 151, 152, 153, 154, 155 and 156 - Updated titles of State Officers to agree with the new State Organization.

Deleted Bylaws: 161 and 166 - Regional Director and Area Governor positions were eliminated and these two Bylaws are no longer applicable.

Revised Bylaws: 167 and 184 - Updated titles of State Officers to agree with the new State Organization.

Vote to approve En Masse = 5 minutes or individually = 36 minutes

Specific additions/revisions to Bylaws in red and deletions with strikethroughs

Bylaw 30. In accepting an **Officer, Director or Area State Representative Position**, a member assumes responsibility to be bound by the Corporate Bylaws, Policies and Procedures and the **State and Branch Bylaws and Regulations**. In addition, **Officers, Directors or Area State Representatives and Branch Directors** have a fiduciary duty to the organization and shall not delegate the requirement to exercise fiduciary discretion to others. This is codified in California Assembly Bill 1233 which expressly forbids Directors from voting by proxy on matters presented for action at a Board or Board Committee meeting. (Revised 8/20/19)(Revised 8/19/20) *(Rev 04/20/23)*.

Bylaw 142. Only members of the State Board shall be entitled to vote on matters to be determined by the State Board. In the case of **any State Board member, including Officers, Directors or Area State Representatives who cannot attend a scheduled Regular or Special Board Meeting, a proxy cannot be provided to represent him**. This is not permissible under California Non-Profit provisions. (Revised 8/7/2018) (Revised 8/20/19)(Revised 8/19/20). *(Rev 04/20/23)*.

Bylaw 143. All State officers, **State Directors and Area State Representatives (except Area Representatives)** shall be elected at the Annual Meeting of the Corporation. (Revised 8/7/95) *(Rev 04/20/23)*.

Bylaw 144. A **State Officer or Director** shall not serve concurrently as a **Branch Officer** or any other

EXHIBIT A 9.28.23

elected State office. Upon application, the President may make an exception to this policy. (Revised 8/20/19) *(Rev 04/20/23)*.

Bylaw 145. An Area Representative shall not serve concurrently in any other elected State office. Upon application, the Vice President may make an exception to this Policy. (Revised 8/20/19)(New Format 4/7/20). *(Rev 04/20/23)*.

Bylaw 146. Each Area Representative shall be elected for the ensuing calendar year by the Big Sirs and Little Sirs of the Branches within the Area as provided in the Policies and Procedures. (Revised 8/20/19) (New Format 4/7/20) *(Rev 04/20/23)*.

Bylaw 147. An Area State Representative shall not serve concurrently in any other elected State office. Upon application, the Vice President may make an exception to this Policy. (Revised 8/20/19) *(Rev 04/20/23)*.

Vacancies in Office

Bylaw 150. A vacancy in the office of the President shall be filled by the Vice President. A vacancy in the office of any other State Officer, *except Area Representative if there is no successor identified*, shall be filled by the State Board by a qualified candidate to serve the unexpired term of the position until a successor is elected at the next Annual Meeting . (Revised 8/7/95) *(Rev 04/20/23)*.

Bylaw 151. In the temporary absence of a State Director, the current State Director may appoint a present or past Area State Director with the approval of the State Board to serve during his absence. New 2/4/19 (Revised 8/20/19) *(Rev 04/20/23)*.

Bylaw 152. In the event the State Director is unable to make this appointment the State Board shall appoint a qualified past or present State Director or other qualified candidate to serve the unexpired term of the position until a successor is elected at the next Annual Meeting.. *(Rev 04/20/23)*.

Bylaw 153. In the temporary absence of an Area State Representative, the current Area State Representative may appoint a present or past Area State Representative with the approval of the State Board to serve during his absence. New 2/4/19 (Revised 8/20/19) *(Rev 04/20/23)*.

Bylaw 154. A vacancy in the office of Area State Representative shall be filled by the State Vice President with the approval of the State Board to serve the unexpired term of the position until a successor is elected at the next Annual Meeting. A vacancy in the office of Area State Representative shall be filled as soon as possible. (Rev 8/20/19) (Rev 4/14/22)(Rev 8/25/22) *(Rev 04/20/23)*.

Bylaw 155. In the temporary absence of an Area Representative, the current Area Representative may appoint a past or present Big Sir of his Area to serve during his absence. The appointee shall have all the powers of the Area Representative. *(Rev 04/20/23)*.

Bylaw 156. In the event the current Area Representative is unable to make this appointment, the Vice President shall make the appointment after consultation with the Big Sirs in the Area. (New Format 4/7/20) *(Rev 04/20/23)*.

Bylaw 161. ~~A Regional Director, after notice and hearing as provided herein, may be removed from office by a two-thirds affirmative vote of the Area Governors in the territory that comprises the Region that the Regional Director represents. In the event that there are less than three Areas in the Region, removal shall require the affirmative vote of all Area Governors in the Region. (Revised 8/2/04)~~

Bylaw 166. ~~If an Area Governor (AG) finds that his Regional Director (RD):~~

EXHIBIT A 9.28.23

~~has seriously breached or refused to conform to, any Policy, Procedure, Bylaw or Presidential directive,
OR
is, or has been, engaging in a course of action determined to obstruct or harm the
best interests of SIR, Inc., its members and or its Branches.~~

~~the AG shall call a meeting of the AG's of that Region. The meeting shall be to determine by a two-thirds affirmative vote of those in attendance whether the RD should be terminated or removed from office. In the event that there are less than three Areas in the Region, either action shall require the affirmative vote of all Area Governors in the Region. (Revised 8/2/04) (Revised 8/20/19)~~

Bylaw 167. If the Executive Committee of a Branch finds that it's Area **Representative (AR)**:

has seriously breached or refused to conform to any Policy, Procedure, Bylaw or Presidential directive,
OR
is, or has been, engaging in a course of action determined to obstruct or harm the best interests of SIR, Inc., its members and or its Branches

a special meeting of the Big Sirs and Little Sirs of the Branches in the Area shall be called and conducted by the **Area State Representative (ASR)** in which the Area is located. The meeting shall be to determine by a two-thirds affirmative vote of those in attendance whether the **AR** should be terminated or removed from office. The **ASR** also shall call a meeting if the State Board through the President advised him that such a transgression has occurred. (Revised 8/2/04) (Revised 8/20/19) **(Rev 04/20/2023)**.

Bylaw 184. There shall be an Annual Meeting, at a specified date, time and place. The meeting shall be held or participated in by either physical presence or by electronic means. The purpose of which is set by the State Board for the purpose of electing corporate officers, acting upon proposed changes in the Branch and Corporate Bylaws which have been circulated to all Branches not less than 30 days prior to the meeting and such other business as is specified in the agenda for the meeting. The Annual Meeting date, time, and place, **if not being held by electronic means**, for the following year shall be finalized not later than the November meeting of the State Board. (Revised 8/7/00, 8/4/14) (Revised 8/19/20) **(Rev 04/20/23)**.

2023 ADDENDUM B

SIR STATE COMMITTEE NOMINEES FOR 2024 STATE OFFICERS ARE AS FOLLOWS.

PRESIDENT: DALE DECKER
VICE PRESIDENT: STU WILLIAMS
CHIEF INFORMATION OFFICER: ROY HODGKINSON
STATE SECRETARY: RICH CARLSTON
STATE TREASURER: CARL MASON

DIRECTOR - BRANCH SUPPORT: JERRY MORROW
DIRECTOR - STATE ACTIVITIES: MARK STUART
DIRECTOR - MARKETING & COMMUNICATIONS: ANDY DANVER
DIRECTOR - STATE DOCUMENTS: JEFF CHIN

AREA STATE REPRESENTATIVE: LEE LAMP (Areas 1, 3, 4, 5, 6, 9 & 11)
AREA STATE REPRESENTATIVE: RICHARD PROVOST (Areas 7, 10, 13, 18)
AREA STATE REPRESENTATIVE: BRUCE CORWIN (Areas 14, 15, 16 & 19)

Brief Biographies:

President Candidate: (Uncontested)

Dale Decker, a member of Sonora Branch 136 Sonora, having joined in 2008, and serving as a Director and Membership Chairman (2013), Branch Secretary and Bulletin Editor (2014), Little Sir (2015), Big Sir (2016), Nominating Committee Chairman Branch 136 (2017), Area Governor Area 5 (2018-20), Honorary Life Member (2021), Regional Director Region 2 (2021-22), elected State Vice President (August 2022-23)

Vice President Candidate (Uncontested)

Stu Williams, A member of Wine Valley Branch 149 having joined in 2015, and serving as a Little Sir (2016), Big Sir (2017), Chairman Growth & Membership (2018-2019), Assistant State Secretary (2019), Secretary (2019), Vice President (2021), President (2021 - assumed presidency upon the passing of Jim Johnson), Honorary Life Member (2022), and State Parliamentarian (2022-2023).

Chief Information Officer: (Uncontested)

Roy Hodgkinson, a member of Contra Costa Branch 146, serving as Branch Assistant Treasurer (2016), Treasurer and Budget Oversight Committee (2017), State Treasurer (2018-22), elected as Chief Information Officer (2023).

State Secretary: (Uncontested)

Rich Carlston, a member of Branch 8, having joined in 2020, and serving as Little Sir, elected

EXHIBIT A 9.28.23

State Secretary (2023). Previously a trial and regulatory attorney with a national practice and a member of the California State Bar Association. Past experience as the Board Chairman of the Walnut Creek Chamber of Commerce and Mayor of Walnut Creek.

State Treasurer: (Uncontested)

Carl Mason, a member of Solano Branch 88 having joined in 2012, and serving as Branch Treasurer (2016), Little Sir (2017), Big Sir (2018), Area Governor for Area 7 (2018-2020), and holds a master's degree in accounting, and a Certified Government Financial Manager, elected as State Treasurer (2023).

Director - Branch Support: (Uncontested)

Jerry Morrow, a member of Twain Harte Branch 172 joined in 2004, and serving as Little Sir (2011), Big Sir (2012), Area Governor 2013-2014), Regional Director (2015), Honorary Life Member (2019) Little Sir (2021), Big Sir (2022) and elected by the State Board as Director - Branch Support (2023).

Director - State Activities: (Uncontested)

Mark Stuart, a member of Roseville/Rocklin Branch 98 having joined in 2011 and serving as Little Sir (2012), Big Sir (2013). Region 9 Director (2014-2018), State Training Chairman (2015-2016), State Golf Chairman (2019-2023), Constant Contact eMail & Zoom Committee member (2020-2023), Honorary Life Member (2020), original member of the SIR Foundation Board (2018-2019) and elected by the State Board as Director - State Activities (2023).

Director - Marketing & Communications: (Uncontested)

Andy Danver, a member of Mission Trail Branch 35 having joined in 2010 and serving as special events Chairman (2010-2016), Little Sir (2018-2019), Big Sir (2020-2022), guest speaker identification (2018-2019), Parliamentarian and Historian (2021, 2023), Chairman of State Marketing & Communications Committee (first half 2023) until elected by the State Board as Director - Marketing & Communications (2023).

Director - State Documents: (Uncontested)

Jeff Chin, a member of Stanislaus Branch 103 Modesto-Stanislaus having joined in 2018 and serving as Little Sir (2020-2021) Big Sir (2022), on-going Newsletter Editor and Computer Chair, Area 18 Governor until being elected as Area State Representative(2023) for 4 Areas - 24 Branches and recently elected by the State Board as Director - State Documents (2023).

Area State Representative: (Uncontested)

Lee Lamp (Areas 1, 3, 4, 5, 6, 9 & 11), a member of The Three Shastas Branch 129 having joined in 2017, on-going Branch Golf Chairman, served as Little Sir for a short period of time and as Big Sir (2018-2023), accepted a role as mentor branch contact for 5 branches in Area 1 until being elected as Area Representative mid 2023 and elected by the State Board as the Area State Representative for 7 areas, 31 Branches.

Area State Representative: (Uncontested)

Richard Provost (Areas 7, 10, 13, 18), (Uncontested), a member of Stanislaus Branch 103 having joined in 2009, Branch computer instructor (2013 -). Webmaster (2014 -), Little Sir (2016 - 2017), Big Sir (2018). membership Chairman (2019), Area 18 Governor (2020 - 2022), elected as Area Representative mid 2023

EXHIBIT A 9.28.23

and elected by the State Board as the Area State Representative (2023) for 4 Areas - 24 Branches.

Area State Representative: (Uncontested)

Bruce Corwin (Areas 14, 15, 16 & 19), a member of Fresno Branch 159 having joined in 2016 and serving as assistant Treasurer (2017-2018) and as Treasurer (2018-2019) -[incumbent resigned in 2018]. With a strong background in engineering and IT he held the position of Web Master, Little SIR (2020), Big SIR (mid 2020 - 2021), Area 19 Governor (2021-2022), Honorary Life Member (2021), elected as Area Representative mid 2023 and elected by the State Board as the Area State Representative (2023) for 4 Areas - 21 Branches.

Exhibit D

2023 Projects in Progress:

Under Way Now, Completion Soon:

Membee Implementation

New State Organization Chart

New Branch Monthly Membership Status Report - Replace Form 27

Oakmont Agreement

Website Update

Need More Time and Effort:

State Marketing Organization

Growth: How to Stimulate Branches into Action

Minimum Branch Requirements

Replace Form 20 with Online Form

Replace Form 27 with Online Report

Will Bleed into 2024:

Branch Officer Training

State Volunteer Recruitment and Placement



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”

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.*

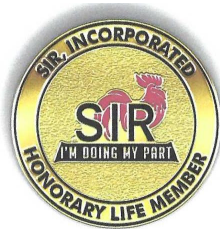
Background: *With the significant reduction in Branch membership over the last several years 85% of the Branches have less than 150 members. This has resulted in penalizing the smaller Branches in recognizing and rewarding their most deserving volunteers.*

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 B - 9/28/23

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.

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.

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.

EXHIBIT B - 9/28/23

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.



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 B - 9/28/23

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.

Procedure for Branch DSA Awards

Branch DSA Procedure

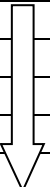
Approval Process - A Branch DSA award is initiated by a member of the Branch's BEC, Branch Honorees Committee or a current HLM member as appropriate using Form 45B and presented to the Branch BEC for review noting the specific requirements stated in Policy 10. If approved by the BEC with a 2/3rds vote 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.



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.

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 B - 9/28/23

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

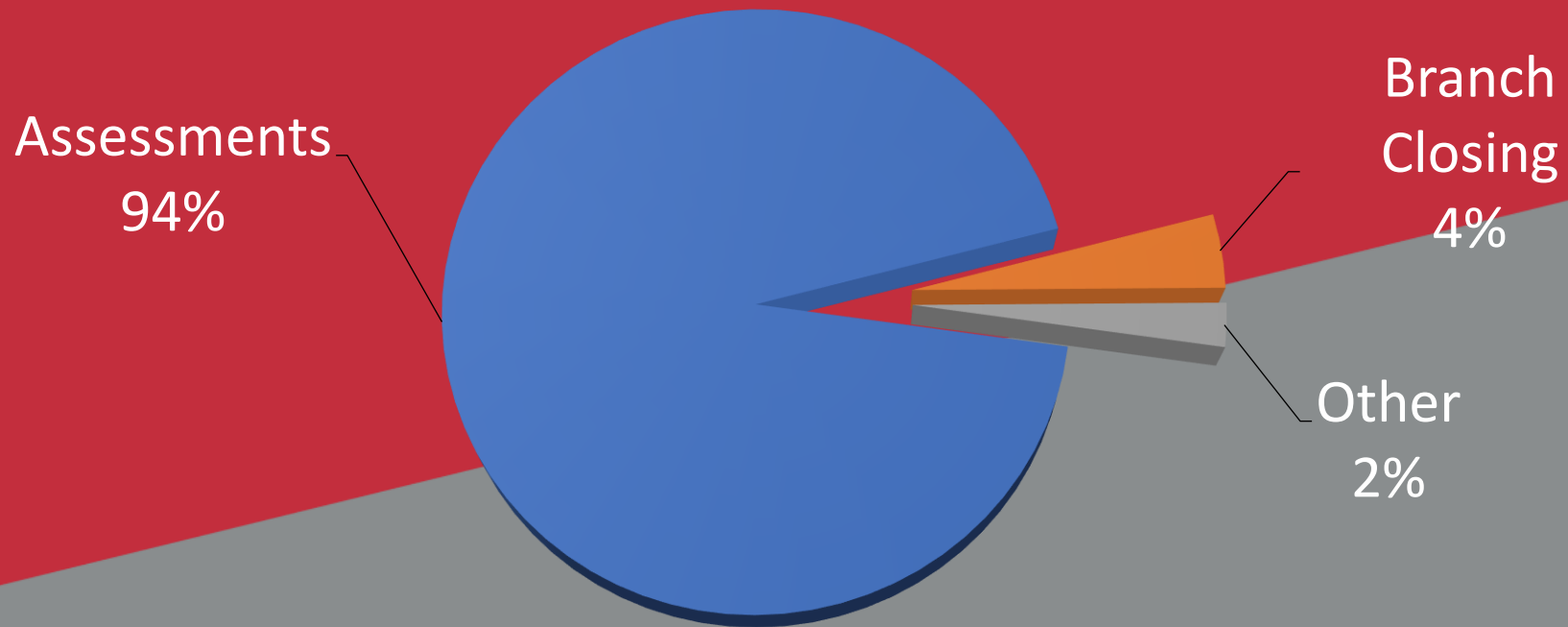
Carl Mason
State Treasurer

- August 30, 2023
- SIRinc.org for member info
- WeAreSir.com for the public

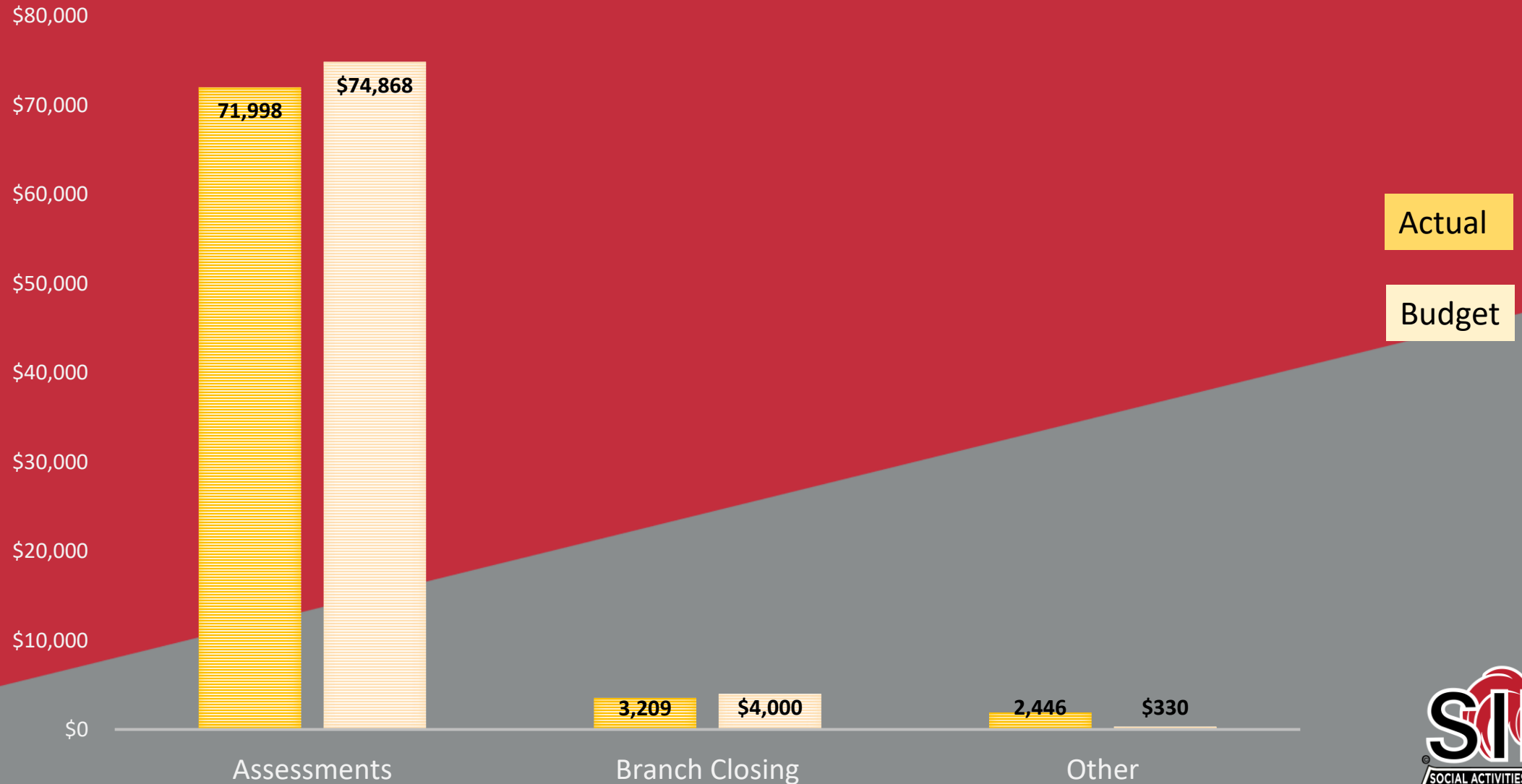


2023 Income Through July 2023

Sources of Revenue



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



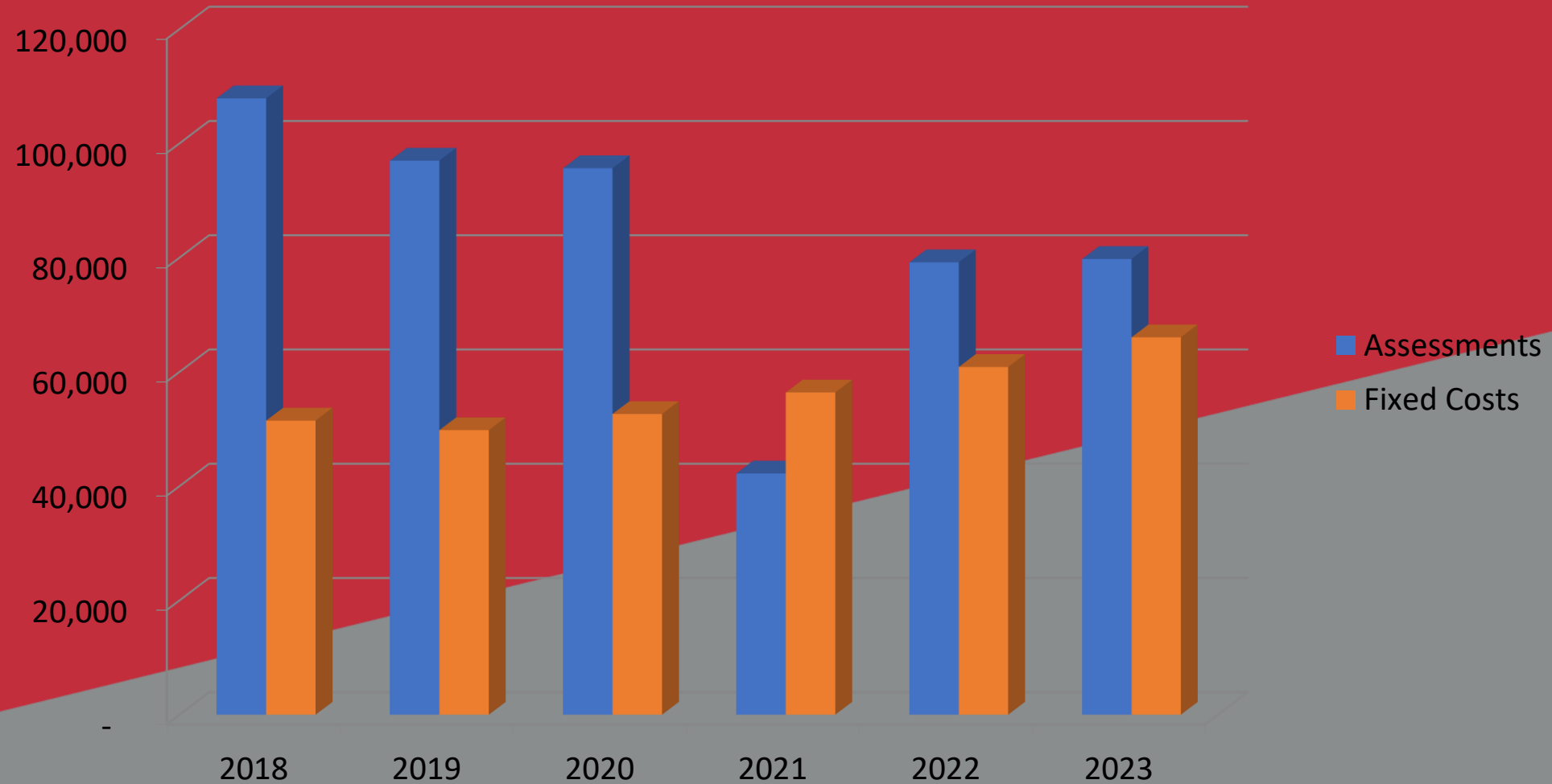
SIR State Fixed Expenses 2023

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



2023 Variable Expenses

	Projected 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
Total Expenses	\$16,399



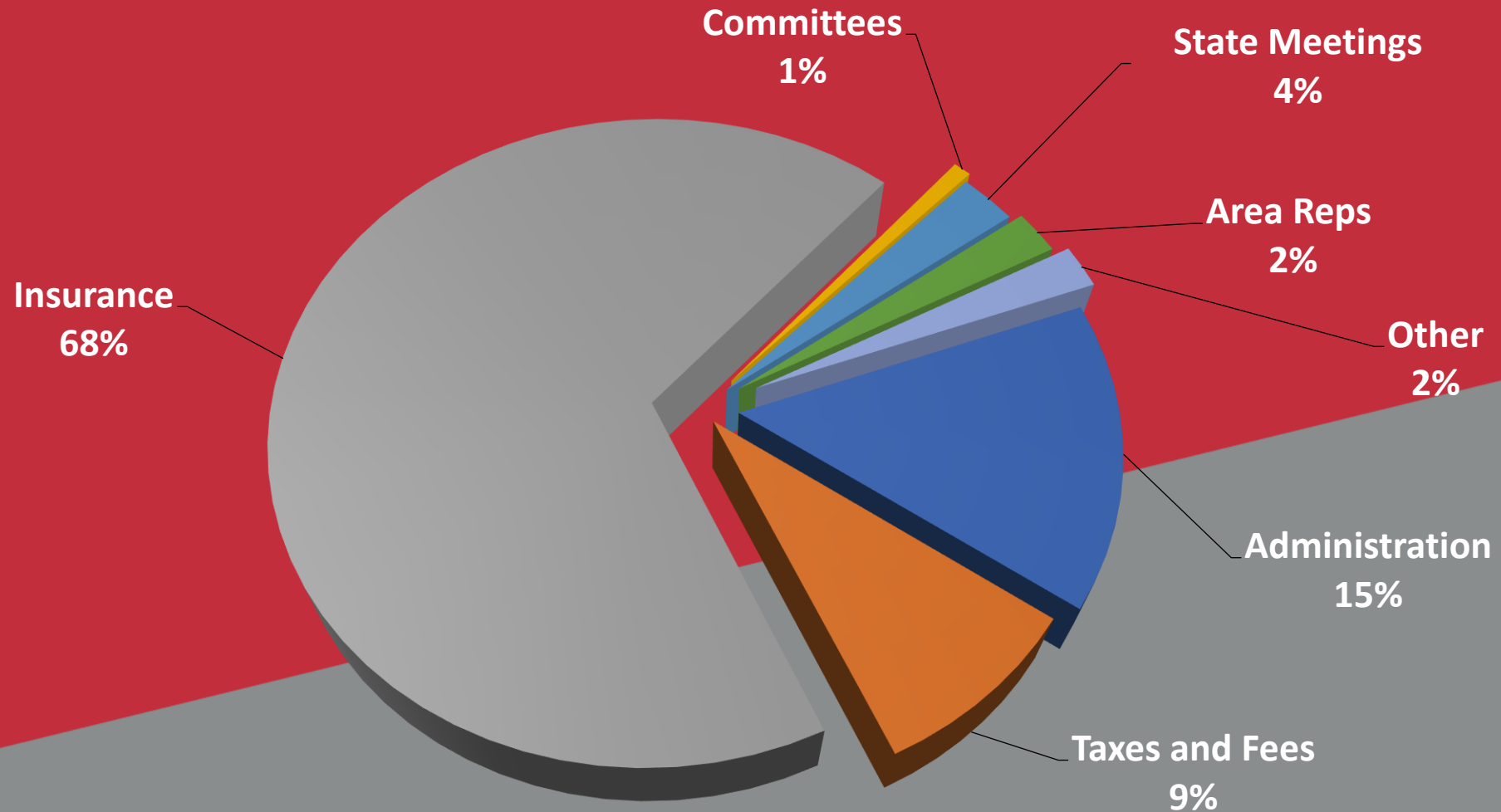
SIR Financial: Projected End of Year Balances

EXHIBIT B - 9/28/23

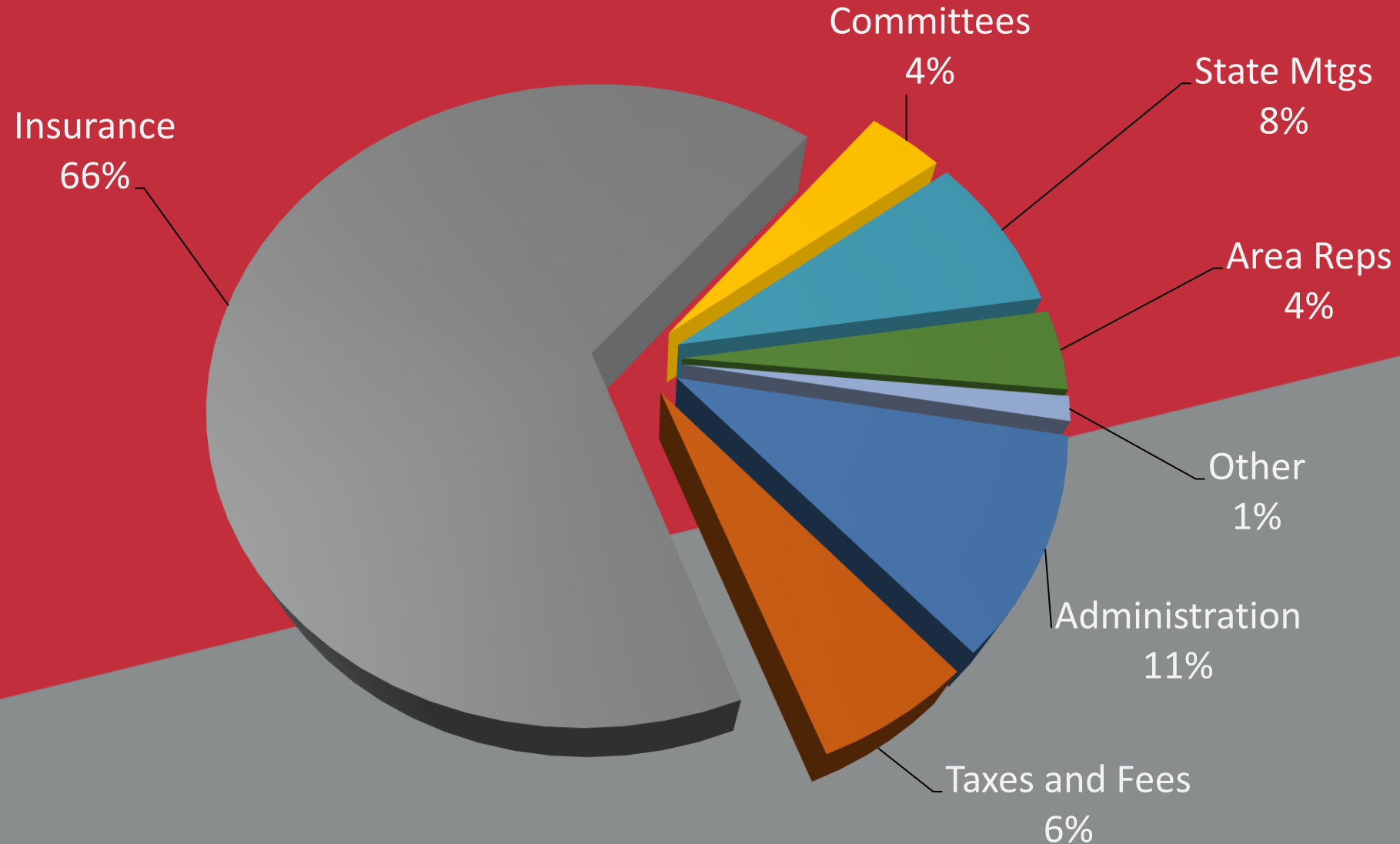
Account	Actual Jan to July	Projected Aug to Dec	Projected End of Year
REVENUE			
Assessments	\$51,498	\$20,500	\$71,998
Branch Closing	\$1,540	\$1,669	\$3,209
Other	\$1,261	\$1,185	\$2,446
Total Revenue	\$54,299	\$23,354	\$77,653
EXPENSE			
Administration	\$2,816	\$5,435	\$8,251
Taxes and Fees	\$3,677	\$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
Total Expense	\$39,212	\$37,915	\$77,127
2023 Surplus	\$15,086	(\$14,561)	\$525



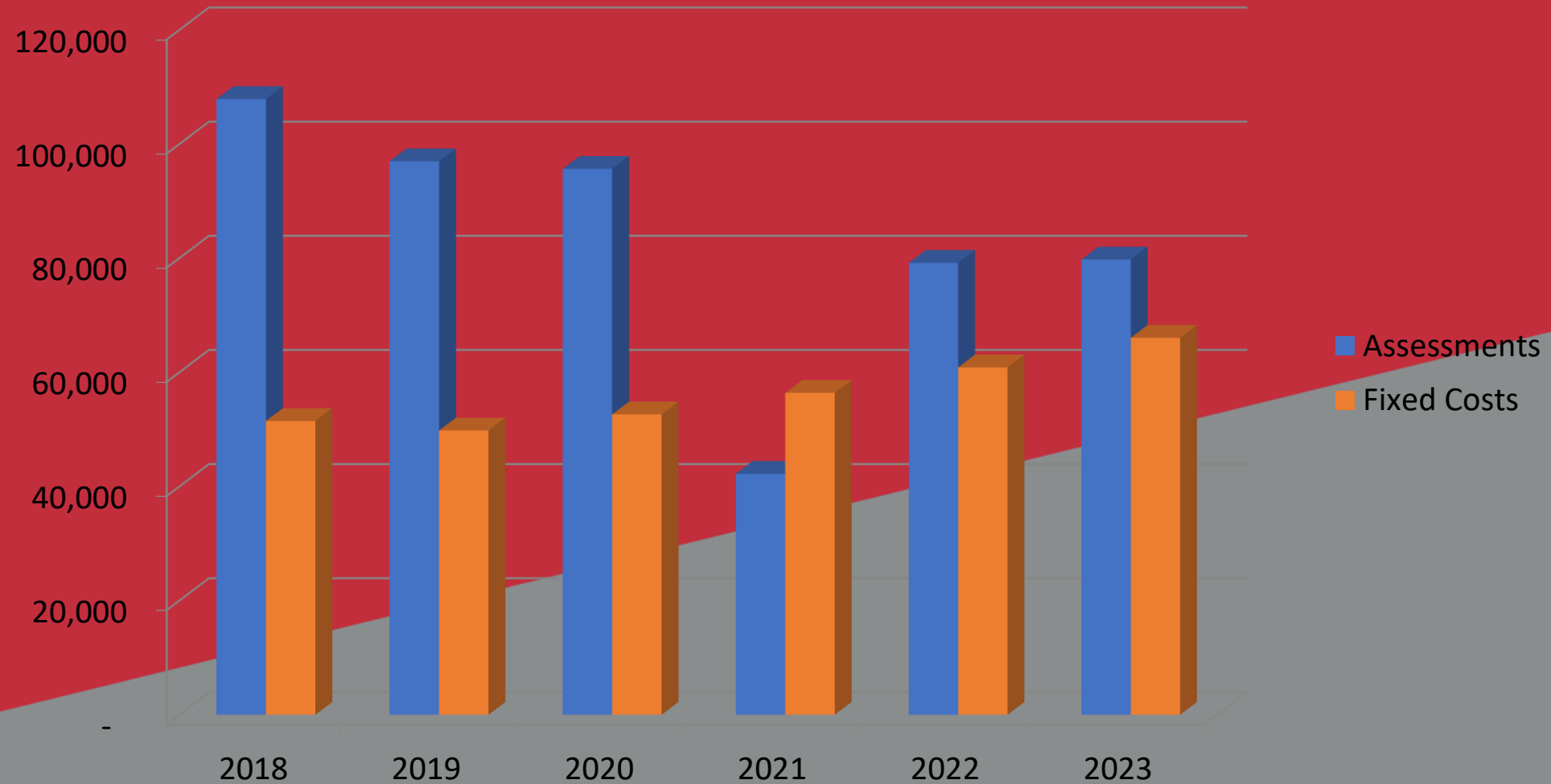
2023 Expenses Through July 2023



2023 Projected End of Year Results



Fixed Costs to Revenue





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 positon. 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 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.

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,

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, 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.

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



Financial Report
August 2023
SIR Annual Conference

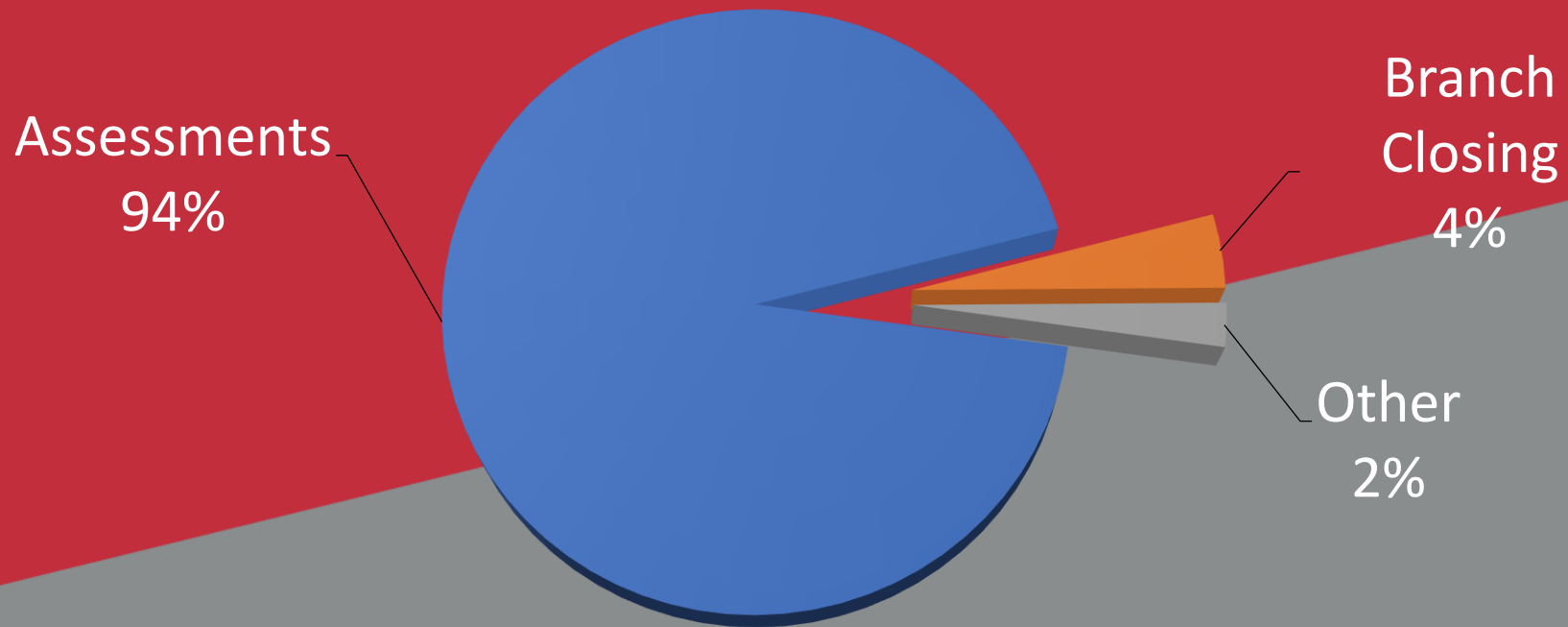
Carl Mason
State Treasurer

- August 30, 2023
- SIRinc.org for member info
- WeAreSir.com for the public

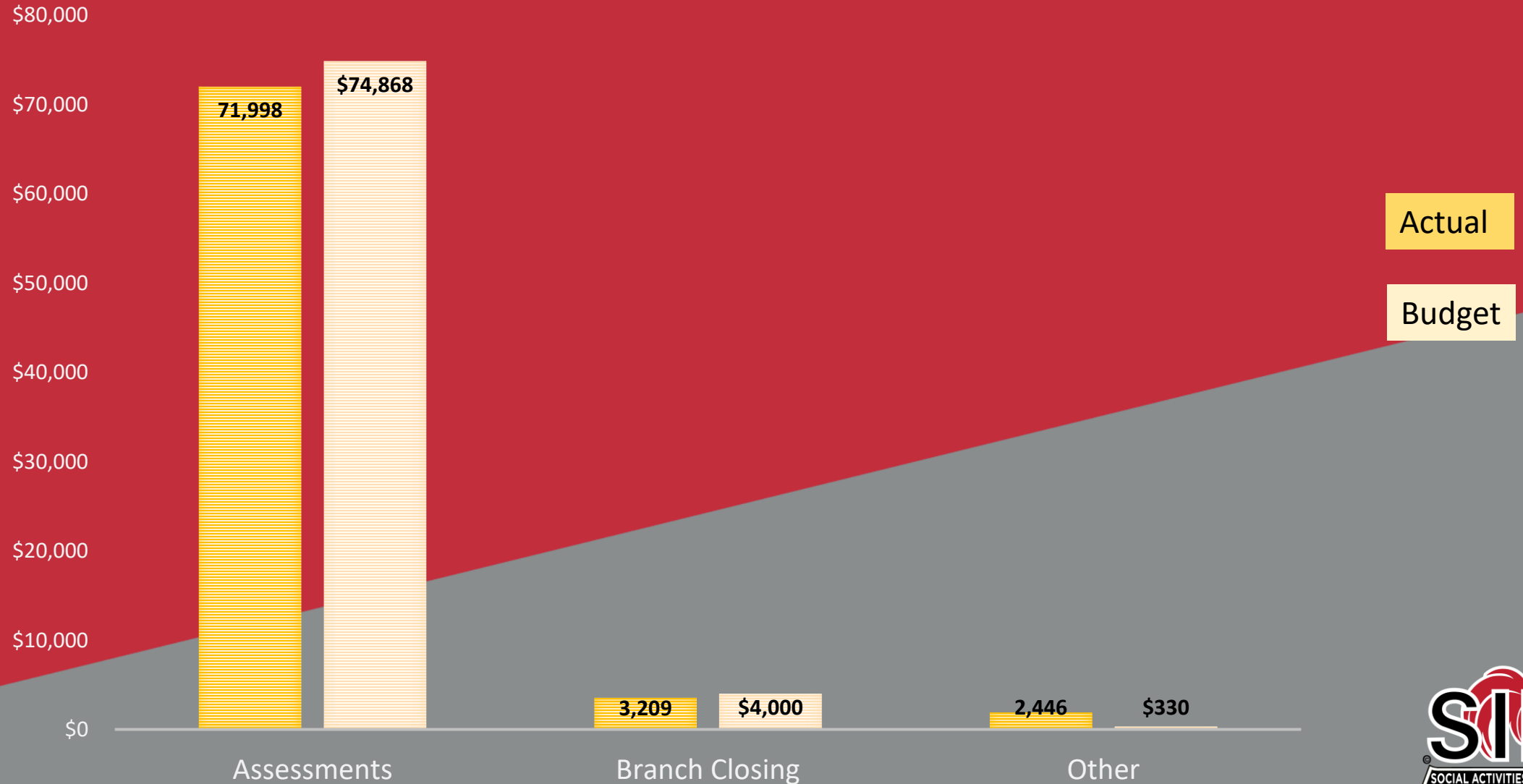


2023 Income Through July 2023

Sources of Revenue



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



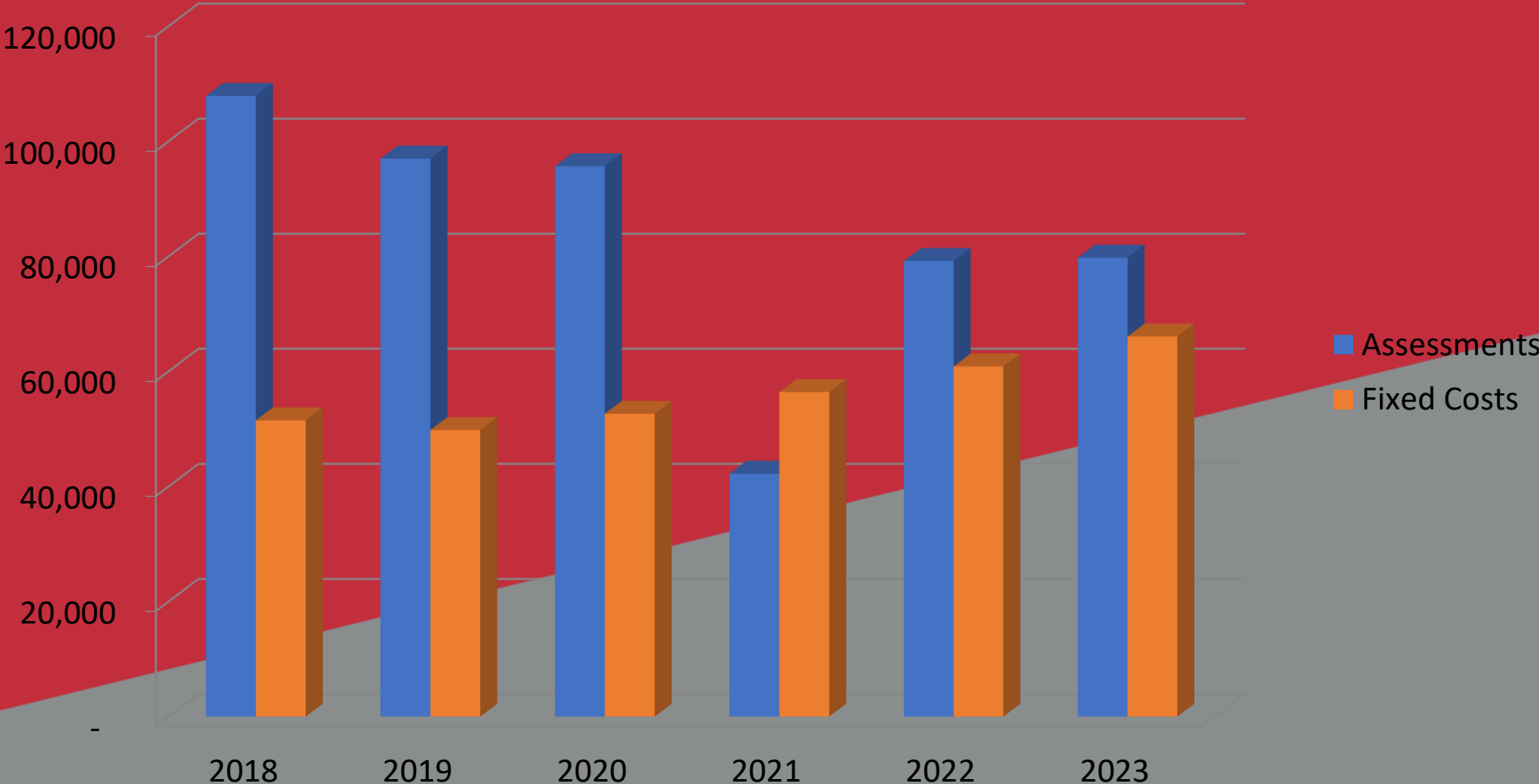
SIR State Fixed Expenses 2023

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>\$ 60,729</u>



Fixed Costs to Revenue



2023 Variable Expenses

Projected
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
Total Expenses	\$16,399



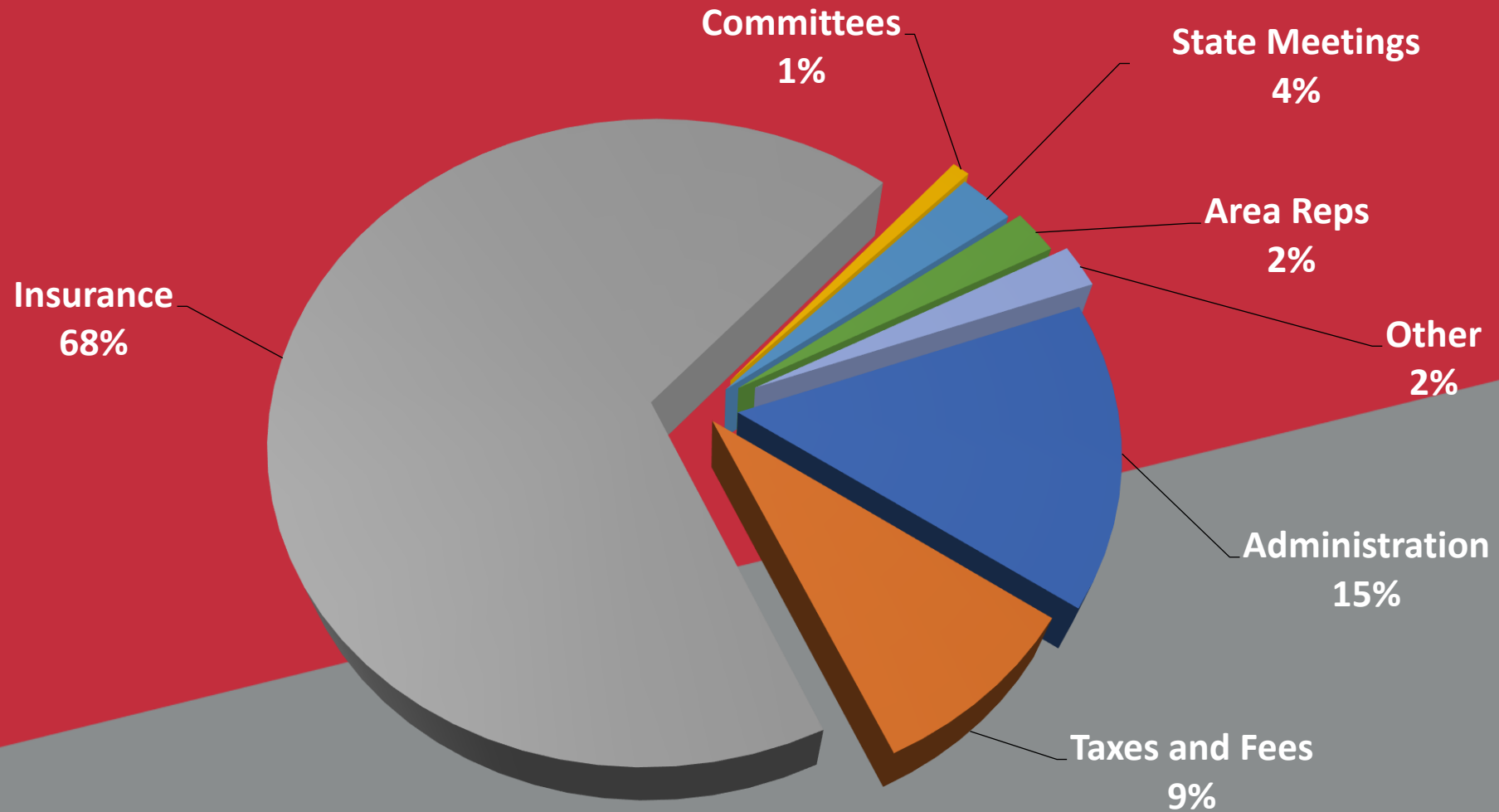
SIR Financial: Projected End of Year Balances

EXHIBIT C 9.28.23

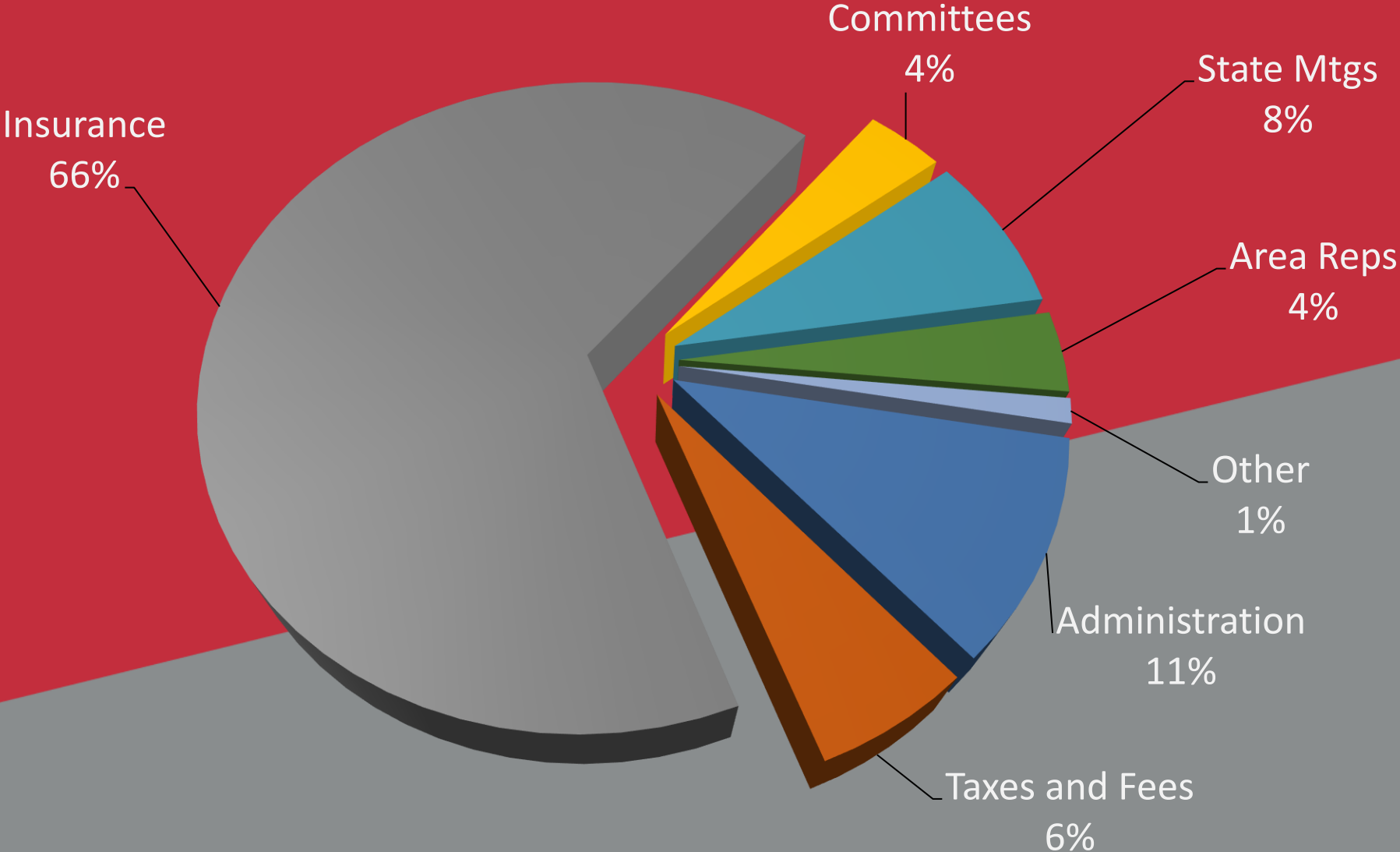
Account	Actual Jan to July	Projected Aug to Dec	Projected End of Year
REVENUE			
Assessments	\$51,498	\$20,500	\$71,998
Branch Closing	\$1,540	\$1,669	\$3,209
Other	\$1,261	\$1,185	\$2,446
Total Revenue	\$54,299	\$23,354	\$77,653
EXPENSE			
Administration	\$2,816	\$5,435	\$8,251
Taxes and Fees	\$3,677	\$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
Total Expense	\$39,212	\$37,915	\$77,127
2023 Surplus	\$15,086	(\$14,561)	\$525



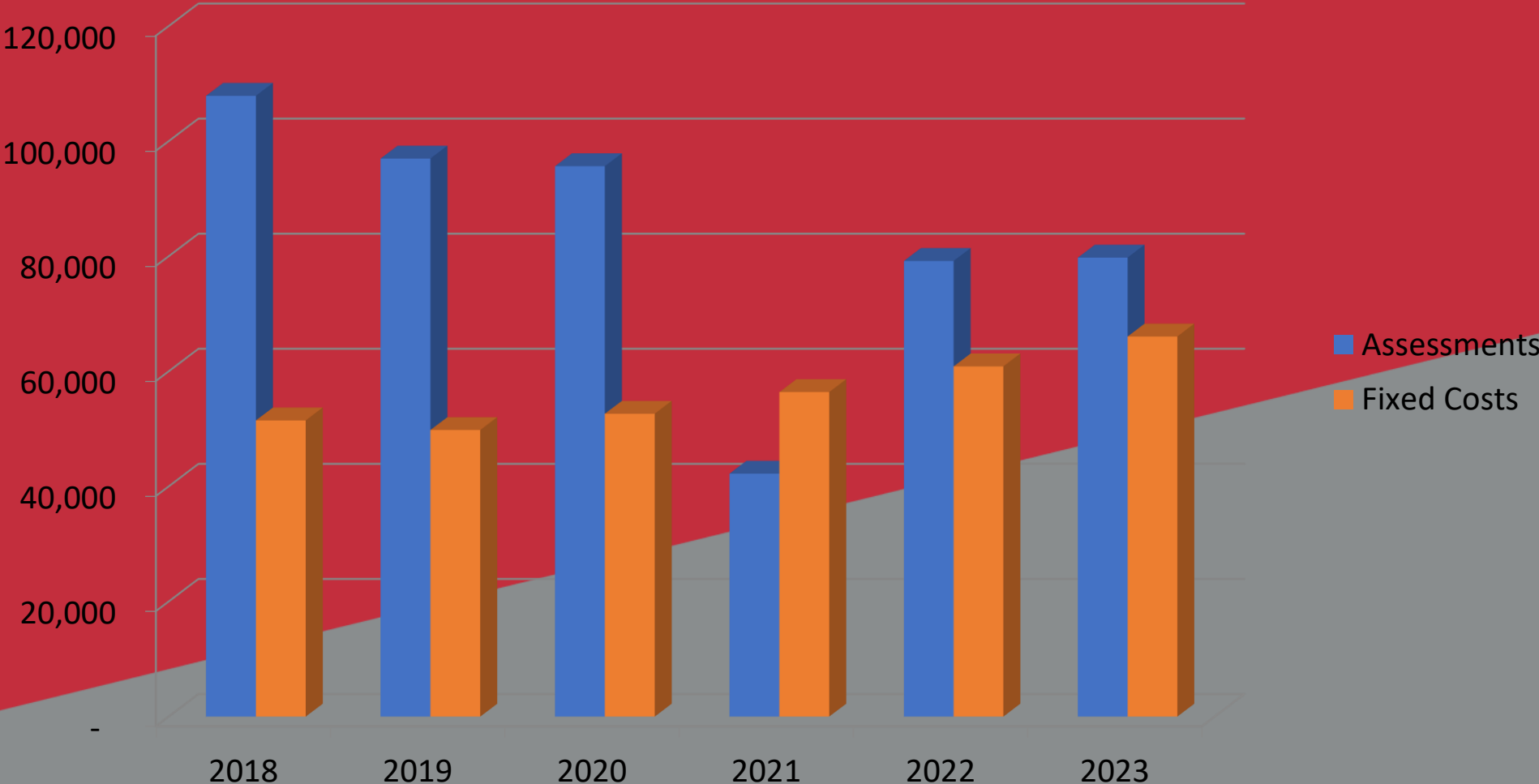
2023 Expenses Through July 2023



2023 Projected End of Year Results



Fixed Costs to Revenue





Draft Budget 2024 Expenses Requested

Expense

Officer's Expense	\$ 1,261	\$ 2,500
Office Expense	1,636	1,000
Taxes and Fees	4,774	4,100
Software	3,522	3,145
Admin Expense	\$ 11,193	\$ 10,745
Insurance	51,268	55,259
State Committees	2,602	1,700
State Meetings	6,175	12,000
Director of Branch Support		5,000
Area Representative Expense	3,003	6,000
Miscellaneous	941	
Total Expense	\$ 75,181	\$ 90,705



+

Carl Mason StateTreasurer

-

Projected Results at Different Assessment Rates

	Assessment Rate Increase		
	@ Current Rate	Increase Rate by \$1	Increase Rate by \$2
Total Revenue	\$76,067	\$84,476	\$92,884
Total Expense	\$90,705	\$90,705	\$90,705
Net Income or (Loss)	<u>\$(14,637)</u>	<u>\$(6,229)</u>	<u>\$2,180</u>



Carl Mason StateTreasurer

Projected Results at Different Assessment Rates @ Current Expense Level

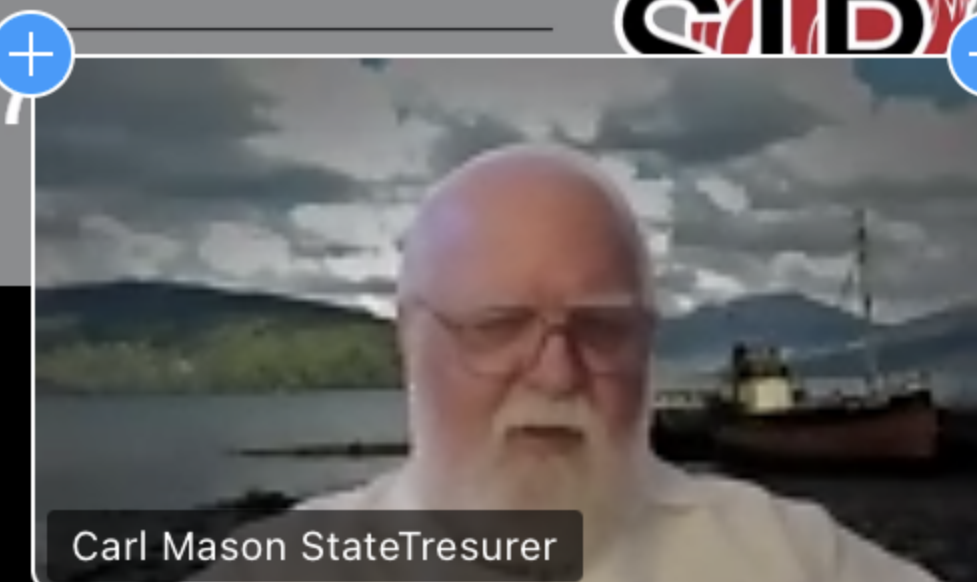
	Assessment Rate Increase		
	@ Current Rate	Increase Rate by \$1	Increase Rate by \$2
Total Revenue	\$76,067	\$84,476	\$92,884
Total Expense	<u>\$81,705</u>	<u>\$81,705</u>	<u>\$ 81,705</u>
Net Income or (Loss)	<u>\$(5,638)</u>	<u>\$2,771</u>	<u>\$11,179</u>



Dale Decker 2024 President Elect

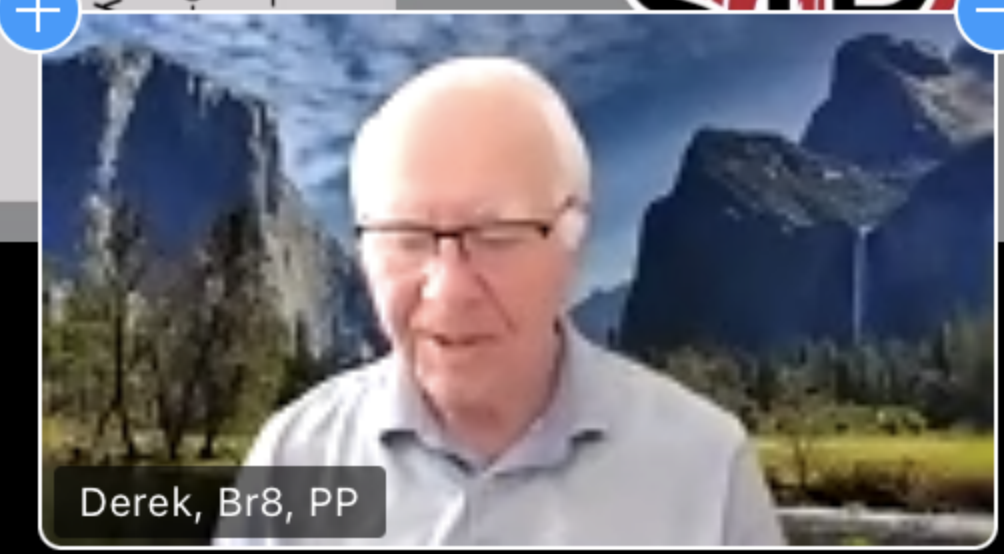
Variable Costs Loss Due to Member Loss

	2015	2015 Dollars Today	2023 Budget	Projected Variable Exp 2023
Office Exense	4135	5,334	4770	1,261
State Board	12561	16,204	1000	5,632
State Committees	4387	5,659	3900	2,602
A/R	17018	21,953	4000	2,400
Promotion	1297	1,673		
Annual Meeting	11135	14,364		
Training	20672	26,667	6100	6,100
Other	3542	4,569		
	74,747	96,424	19,770	17,793



Carl Mason StateTresurer

Loss of Membership 2012 to 2023



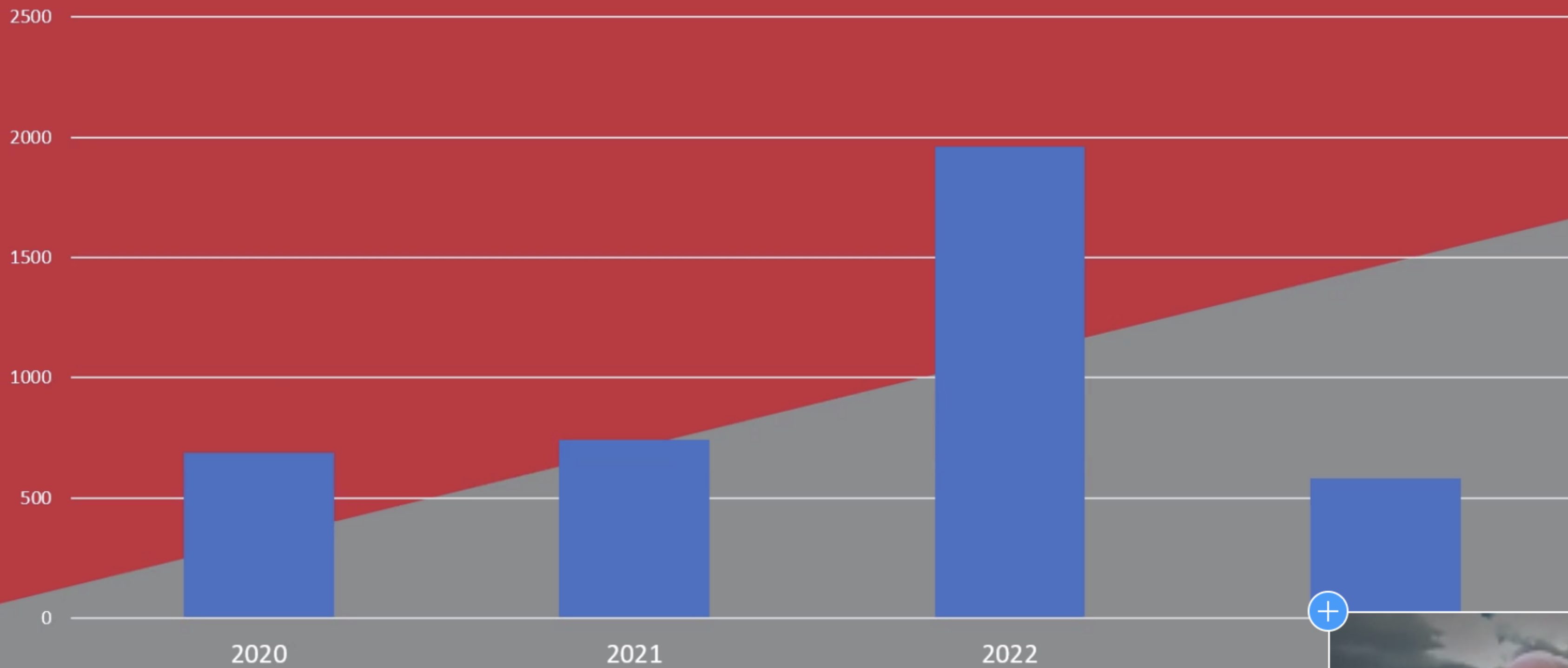
Derek, Br8, PP



Loss of Membership 2020 to 2023

July 2019 to July 2023

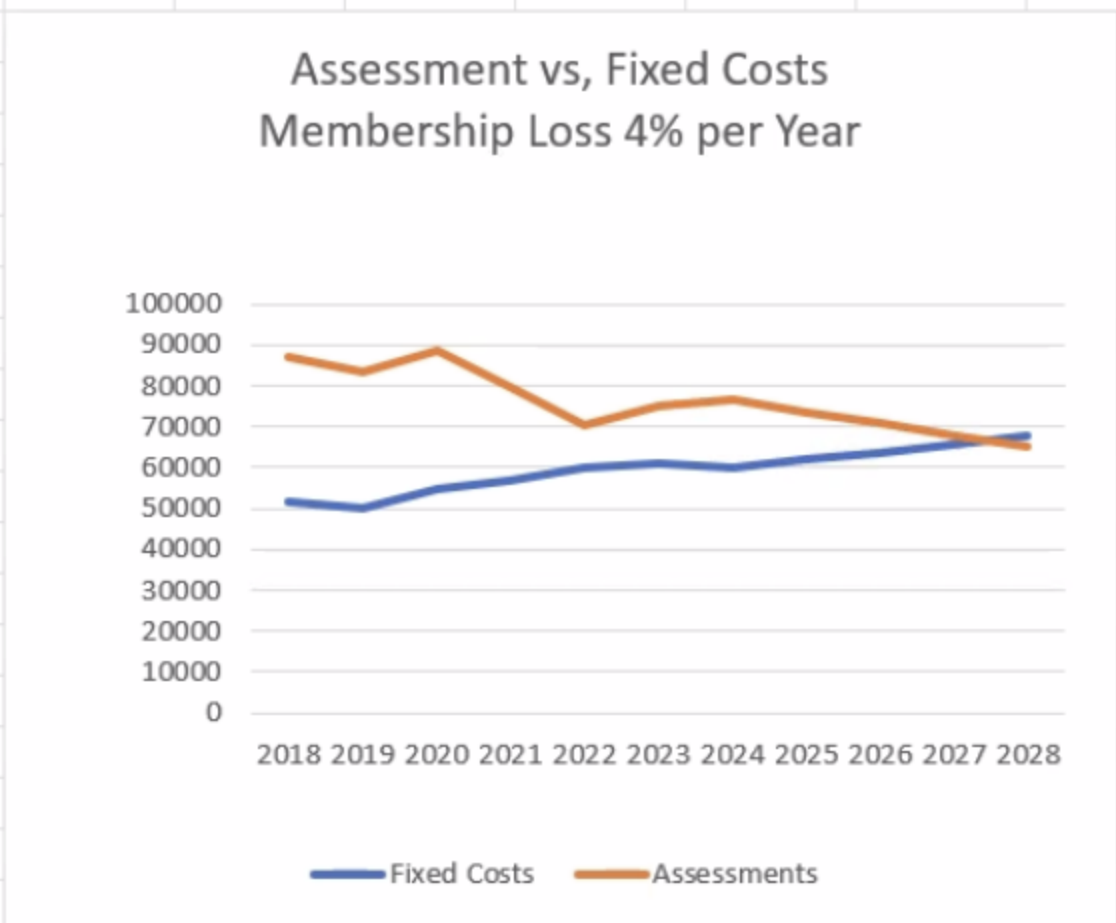
Number of Members Loss



SECURITY WARNING Automatic update of links has been disabled Enable Content

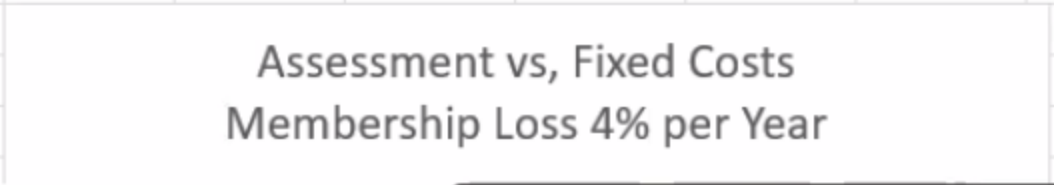
O72

Chart 1 Contiuer 4% Loss Increase ProRata Rate to 9% Adj for Inflation



- * Assuming Membership Loss of 4% per year same Assessment Rate \$8/yr
- * Assuming 5% Reduction in Fixed Costs in 2024
- * Assumming increase in Assessment Rate by \$1 in 2024

Chart 2 Continues 4% Loss Increase ProRata Rate to \$10 (Adj for Inflation)



Impact on Variable Costs Effect of Inflation