



Minutes (7 Pages)
Monday August 6, 2012
Annual Meeting of the Corporation
Sons In Retirement Inc.



Veterans Memorial Building, 420 Admiral Callaghan Lane, Vallejo, California 94591

Attendees

Members of the Corporation

President-Jim Stedman

Vice President-Richard Dettmer

Secretary-Eckart Sellinger

Assistant Treasurer-Jim Long

Director, Region 1-Bob Roberts

Director, Region 2-Ralph Lingis

Director, Region 3-Maynard Rodland

Past Presidents: Mel Augustine, Jim Donovan, Bob Mannell, Art Pufford, Dave Reiser

Area Governors: All *except* Area 1, 12, 14, 16, 19, 24, 26, 29, 31, 34

Big Sirs of Chartered Branches: All *except* Branch 7, 27, 28, 35, 41, 44, 55, 67, 68, 70, 74, 81, 82, 95, 101, 110, 118, 121, 124, 129, 135, 138, 139, 140, 144, 145, 152, 154, 155, 163, 176, 178, 179

Director, Region 4-Bobbie Hairston

Director, Region 5-George Kranen

Director, Region 6-Dean Steichen

Director, Region 7-Richard Kabanek

Director, Region 9-Gale Jeffers

Director, Region 10-Donald Davis

Invited Participants

Secretary Nominee-Dick DeVoe

State Advisor/Parliamentarian-Dwight Sale

Travel-Larry Garvin

SIR Happenings-Don MacGregor and John Skarpelos

Assistant Secretary Nominee-Ron Flagel

Certificates-Jim Donovan

Growth & Membership-Walter Schick

Arrangements-Bill Lewis

Proceedings

Call to Order:

President Jim Stedman called the Annual Meeting to order on time at 10:00AM. Secretary Eckart Sellinger verified there was a quorum present (both for the Board and Annual Meeting). Bob Roberts led the Invocation and Pledge of Allegiance to the Flag.

President's Welcome and Recognition of Attendees:

Jim thanked all for coming as some had to travel long distances. He said we will make this meeting meaningful so you feel your time is well spent. Jim commented that the majority of today's attendees are members of the State Corporation (Officers, Past presidents, Regional Directors, Area Governors, and Branch Big Sirs) who will elect the officers for next year. Time would not allow the introduction of everyone but Jim did introduce the current Board of Directors.

Agenda Changes:

President Stedman indicated there is one change due to the unexpected passing of Assistant Secretary Charles Moss. Jim asked for a moment of silence in his honor and later recapped Chucks contributions to the Board. The State Board then elected Ron Flagel as new Assistant Secretary for the rest of 2012.

Treasurer's Report:

Jim Stedman gave this report as Treasurer Mike Berry was unable to attend this meeting at the last minute. Jim complimented him for all of his hard work during this year. He commented on the work Mike did in revamping the way we keep our records including a new budgeting process. In

working with last years information, Mike found it was a tangled mess and had to reconstruct most of last years information. During this process, he discovered the embezzalment from last year and then worked with Jim and the State Executive Committee on follow up actions. Most of the money was recovered. Several changes have been made including changes to Rules relating to the Treasurer position, enforcing our current Rules related to our finances, and instituting an annual budgeting process to prevent similar problems like last year.

The financial records for this year are in good shape. The financial condition of the State is in very good shape. Mike will institute the complete budgeting process for next year using information provided by different committees based on their 2013 plans.

Officer Remarks:

President Jim Stedman indicated we will hear committee reports reflecting their hard work benefiting the branches. We will hear three testimonials from Branches on how they are thriving and what they credit it to. The long time belief of Branches growing, then leveling off, and then declining is not necessarily the way it has to be as we are now finding, its learning how to keep a branch healthy and vibrant so it doesn't decline and that is what we will hear about today.

Vice President Richard Dettmer indicated he will make his comments later.

Assistant Treasurer Jim Long pointed to the quiz he left at each place setting having to do with the branch Financial Form 28 which is required from each branch each month. Jim walked everyone through his 13 question quiz providing the answer to each question. He also left a Branch Audit Report Form 29 at each place and these forms are due to him the end of each February. Jim indicated he still did not have this information from 25 branches for this year and asked the Big Sirs to make sure they send it to him.

Election of Officers:

Bob Mannell, Chairman of the Nominating Committee, first identified other members of the Nominating Committee as Richard Kubanek, Buck Kendrick, Eckart Sellinger, and Dean Steichen. He then introduced the recommended officers for 2013 as: President - Richard Dettmer; Vice President - Maynard Rodland; Secretary - Richard DeVoe; Treasurer - Mike Berry (absent); Assistant Secretary - Ron Flagel; Assistant Treasurer - James Long.

President Stedman asked for any nominations from the floor. There being none, a motion was made, seconded, and passed to close the nominations and elect the recommended slate of officers for 2013. A unanimous vote from the floor confirmed the the election of the recommended slate of officers for next year.

Acceptance Speeches:

President elect Richard Dettmer recapped his 13 years in SIR starting with his father sponsoring him into his branch. He soon joined the Branch Executive Committee which started his rise in SIR and how much he has enjoyed being part of SIR. He thanked Jim Stedman for his leadership this year and commented how he sees our Branches being on a positive course. He views the State activities as support for the Branches to help them be successful. He sees the Area Governors, Regional Directors, State Committees, and Officers primary responsibility is to support our Branches. He is looking forward to the rest of this year and next to be exciting and fun.

Vice President elect Maynard Rodland thanked everyone for electing him and said he looks forward to a great 2013.

Assistant Secretary Ron Flagel thanked everyone for the opportunity to serve in this position for the rest of this year and next. President Stedman thanked Ron for stepping into this role for the rest of this year and commented that Ron has already taken several steps to obtain background information and files and to learn some of the positions responsibilities.

Assistant Treasurer Jim Long looks forward to serving another year and seeing accurate Form 28's.

Break Time

Committee Reports:

The Recreational Vehicle (RV) Committee update was provided by President Stedman reflecting on the recent history at the State level. It was reactivated a few years ago but again found the interest for State activities was not high. It seems like local RV activities at the Branch level are popular but not at the State level so it has been deactivated again and Jim will make it part of the next Board agenda in November.

Golf Committee Chairman Bob Mannell reported there are about five thousand golfers in SIR so the committee is working on how to use golf as a vehicle to recruit new members for SIR. One of the ways is to offer Statewide tournaments including 6 tournaments scheduled for this year. The 2013 Golf schedule will be ready to present to the Board at its November meeting. Potential changes are to maybe add Phoenix or Palm Springs and reduce the Las Vegas tournaments as interest seems to be dwindling for that location. They are looking for better courses and prices for future tournaments. They are working on a way to do direct member mailing which will give them a good way for members and the Golf Committee to communicate. They are looking at making a big push to get more NCGA memberships where SIR is already the largest NCGA group. A comment was made the NCGA Website has a place for individuals (branches) to post their activities as a potential recruitment tool.

Training Committee Chairman Rich Dettmer discussed what's going on in preparation for this year's Vallejo Training session October 16th for current Little SIRs moving on to the Big Sir position in 2013. He introduced the Committee members - Maynard Rodland, Mike Berry, Richard Kabenek, Walter Schick, and Derek Southern. They are using information from three different surveys of current and past Little & Big SIRs to focus this year's training. They will again have breakout sessions which were very popular last year and will concentrate the training on what was learned from the survey feedback such as action plan building, volunteerism, complacency, etc.

INFOSYS Committee Chairman Dean Steichen reported the Web Site group continues to maintain and improve the SIR website information including State communications, State roster, SIR Manual, membership statistics, Branch and Area tools, and travel documents. Recently added functions allow members to order SIR apparel and Branches to order SIR Banners and Table Covers directly from the vendors. The effort to move Branch Websites to their own server (sirinc2) is essentially completed. The sirinc website has an average of 65 accesses each day and of those about 35% are new visitors. Dwight Sale continues to keep the SIR Data Base current and has expanded the Form 20 Branch Officer information to also include the Branch Webmaster and BEC Meeting location. The quarterly SIR Happenings continues its popularity. Dean introduced the supporters for SIR Happenings - Don McGregor, John Skarpolos, and Dwight Sale who received a round of applause from the floor in recognition of the value and quality of their work. Other activities continue to be supported such as Treasurer functions, email, certificates, etc.

Growth & Membership Committee Chairman Walt Schick asked the attendees to read the G&M status report he left for each of them. He recommended Branches name their Publicity Committee "Publicity and Image" Committee. He referred to the posters on display in the sign in area as a positive image to welcome guests to the Branch meeting as they reflect Branch activities in a positive way for the guests to see. He recommended every Branch obtain one of the tall SIR banners as it portrays an excellent image of SIR. He urged members to use the Member Information area on the SIR Website (see his Annual Meeting report handout). He suggested Branches have their new members meet together routinely to discuss Branch activities to offer improvements or suggest new

ones. Especially look at “couples activity opportunities”. Its also good to involve your new members in Branch committees/activities early to so they feel they are welcome and part of the Branch.

Membership update was provided by President Jim Stedman who commented he recives all Branch Membership reports (Form 27) monthly and pointed out he sent the “SIR State Board Form 27 Membership Report” dated June 30, 2012 last week to all Branch Big Sirs and Branch Secretaries. He said we are making great progress in most areas of our branches. He focused on the new member goal of ten percent or more as one of the key elements in making our branches healthy. Without new members each year, the branch gets older and then has trouble conducting their business like getting volunteers for branch positions and activities. With 10 percent new members each year, a significant portion of your branch is younger, more interested, energized and the branch tends to thrive. If you bring in 10% for each of three years, you should have 25-30% of your membership at three or less years. Your branch is energized and its health is also much better. Over half of our branches are bringing in 10%. In fact, many branches are exceeding the 10% new members goal and range up to 20%. Newly retired men are “joiners” and are attracted to vibrant and healthy branches. Many branches already have 25% of their membership at 3 or less years and are thriving. Its very important this goal of 10% new members each year is taken seriously.

Rules Committee Chairman, Maynard Rodland, said we will vote on four Bylaw changes today and will do this at one time. Maynard said the changes were part of the Agenda and can be found on the SIR Website and he then read each of them aloud. Sections 45 (Branch BEC), 182 (State Annual Meeting), and 187.1 (State Board meeting) changed the quorum definition from “2/3s” to “the majority” of voting members. Section 187 is new and provides for election of officers to be by voice or show of hands if only one nominee for an office and by secret ballot if more than one and the candidate with the largest number of votes shall be elected.

President Stedman called for a motion to adopt these ByLaw changes. Motion was made, seconded, and passed for these to be adopted.

Social Time and Catered Lunch

Committee Reports Continued:

Travel Committee Chairman Larry Garvin said the SIR Aniversary cruise to Alaska leaving from San Francisco already has about 150 people signed to go and indicated there were flyers for this trip available at this meeting. The cruise takes place August 28 through September 7, 2013. He urged those interested to get their application in soon so they get their choice of accomodations on the ship. There currently are savings on deposits required so Larry suggested those interested call Sonoma Travel for more information. There are dicounts for Veterans and previous Princess cruise patrons.

Bowling Committee Chairman Del Locke said they host and oversee 21 tournaments a year at the State level. Through June 2011, there were 2,053 participants in State Tournaments and so far this year there have been 2,309 participants. The State Tournament was held in May and had 42 teams and 168 bowlers. Division winners were Branch 55 from Grass Valley and Branch 73 from El Sobronte. We are halfway through this years schedule and have big tournaments in Reno and South Shore Tahoe next month.

In June, the Board asked Del to look into Bocci as a State activity. He knows of Bocci in Areas 2, 5, 6, 7, 10, 15, & 17 and he has contact information for Areas 2, 5, & 7. Scotts Valley and Santa Cruz Big Sirs also indicate they have Bocci activities. Del is still in the discovery phase of where there are Bocci activities and who the contacts are. If there is enough interest, the intent is to have a separate Bocci State committee.

Certificates Chairman Jim Donovan stated he is the one who makes the HLM, Senior HLM, and Senior-Super Senior-Century SIR Certificates. Jim referred to the handout he put at most places. He said he is a one person committee but it works due to the help of Dwight Sale in automating

the certificate process. Send Jim as many requests for certificates as often as you need them at any time. The HLM and Senior type certificates are Presidential awards. There is also a Form 7 on the SIR Website that can be used for any branch honorary award certificate you want as you can modify it to meet your needs. The HLM award needs to be processed through your AG, RD, and the President for his approval. The other certificate requests only need to be sent to Jim directly but make sure you use the latest form found on the SIR Website. The handout shows how to reach Jim and how to obtain information from the SIR Website.

The second area Jim discussed has to do with Roster information. Rule 180 says the Branch Secretary is to notify Jim of any change to a member status who received an HLM or any of the Senior Certificates. He suggested not to make the Senior awards as a group but make them individually. The recipient enjoys the individual approach as it makes it much more important to him. When a member reaches 90 years of age, it is time to celebrate as when they were born the life expectancy was around 50 plus years so it is a real milestone to reach 90's plus in age.

When you return home, please have your Secretary look at the front of the SIR Roster where we have listed all of the HLM's by Branch as well as all of the Senior Certificate recipients by Branch and send Jim any changes. If there are no changes, send Jim an email letting him know the listings are all OK for your Branch. Please complete this review by the end of August 2012. Responses from every branch this month will allow us to know all listings are accurate as shown.

We also need to know the date that a member passed away when you notify us of his passing so we can include it in the data base. To deal with HLM members involved in Branch mergers/closures when we do not know where they went, we have a special Branch Zero (0) where we keep their names and currently have 15-20 names there. This is found at the very beginning of the HLM list so please review the names and update Jim if you know the current status of any of them. Emphasize with your Secretary it his responsibility to follow Rule 180 to keep Jim informed of any changes.

Testimonials and Discussion:

This area was introduced by President Stedman who thought it would be useful for us to hear from three Big Sirs whos Branches are successful and selected three whos geographic location and sizes are different. We will hear from Branch #17 in Santa Rosa, Branch #79 in Auburn, and Branch #146 in Walnut Creek.

Angelo Coero, Big Sir of Luthur Burbank Branch #17 in Santa Rosa with 100 members started by asking if each one of us would agree to bring in just one new member this year which would add 146 new members to our roles. He pointed out that typical service organization members, like in the Elks, are not always pleased with the need to raise money to support local services and find our social objective is refreshing which make them real candidates to join SIR. He said Big Sirs need to be positive at all times when working with their board and members. You need to have good board members to help deal with the challenges facing the Branch. His goal of 100 new members this year (based on each current member bringing in one new member) probably will not happen but they do have 25 new members so far this year. He said having a good meeting place, good food, and good speakers is very important. He worked on making sure the Board members, including Directors, were contributing to the branch by making sure they had assigned responsibilities. He also established a Website for the Branch. He addressed the issue of inactive members being non active too long and got them to be active or resign. They established a phone committee to help with issues, like members who are absent frequently and also to follow with guests a few days after attending a meeting. Committees need action plans to support their goals and its necessary to track progress on their action plans at each BEC meeting. The Branch needs to continually emphasize the need for new members and this needs to continue through the change of Branch leadership each year. He stressed the need to push for more than 10% new members to make sure your Branch continues to cover their losses and to continue to be healthy. He says they have badges for everyone to wear which boldly says "Just Ask" primarily referring to finding potential new members.

Steve Coffman, Big Sir of Auburn Branch #79 with about 180 members discussed what makes a healthy branch that's attractive to current and new members. Branch leadership needs to be committed to bringing in at least 10% new members year after year and having a membership of at least 25% at three or less years. His Branch brought in 70 new members in the last three and one half years. 36% of their membership is 3 years or less. Their median age is 74 and they want a younger group. This year's average age of new members is 70 so they are making progress. Activities bring in new members like golf, fishing, and Bocci. Other new members come from friends, acquaintances, and neighbors. Of the 26 new members this year, 15 were brought in by the general membership and the rest by the BEC and activity chairmen. His major role in keeping the Branch healthy is to talk to as many members as he can at each meeting and to meet all guests. Their monthly bulletin always mentions the need for new members and how they are doing in that regard. His Branch is attractive to current and new members because of the camaraderie in the Branch. They have added 2 new activities, Bocci and Dine Outs involving ladies who are also key in getting new members. They are also looking at Walking and Bicycling as potential new activities. Their meeting location is another attractive part along with excellent food. Proactive recruiting by the BEC and members will keep the branch attractive and healthy. They use local newspapers to help get new new members. Their Membership Chairmen's aggressive efforts are a major key to success as well as their Area Governors' enthusiasm and participation in some of their Branch meetings.

Jim Burke, Big Sir of Walnut Creek Branch #146 with 270 members, indicated the key to a successful branch is recruiting. It's important to focus on the main objective of the business and in SIR that's recruitment. We know losses are coming so we have to backfill the losses and increase the overall membership. Words that come to mind and should be instilled in our Branches are resolve, focus, intentional, deliberate, and follow through. It won't happen unless we make it happen. We can not take the position someone else will do it for us. We all have to work at making the Branch successful. The thing that really gets new members is a "personal ask" of a friend or colleague to make sure they know what Sir is about and the joy and good experience you have had being a Sir. It's important to have a recruiting chair and committee. Guests need to feel welcome and be impressed with our organization. Sponsors are critical to our success and two weeks after the meeting I follow up with the sponsor to make sure he follows up with his guest to show our interest in him becoming a member. Another area of emphasis is our spouses and significant others who virtually double our recruiting team. They listen for women who mention men in their lives who could be potential candidates for membership. Besides recruiting, retention is key to keeping the branch numbers up. And even though we want younger members, we make sure we recognize the older members are still vital and key to our success. In summary, remember focus, be intentional in our recruiting and everything we do, have serious resolve about how to bring in new members, and recruiting is absolutely essential to your branch success.

Based on a question, a poll was taken on if/when someone else pays for a guest lunch. A wide variety of answers surfaced including never, when he joins, half is paid by the branch, he gets a free hat, the sponsor pays, etc.

Old Business:

President Stedman asked if there was any old business and there was none.

New Business:

President Stedman asked if there was any new business. A question was raised about the recent email sent to all branches concerning sales tax being collected by the lunch provider. A branch was recently told the lunch provider had not been collecting tax and needed to. State Treasurer Mike Berry did some research and indicated the wording for this situation is very confusing but he feels we are not exempt.

A Big SIR also brought up difficulties in getting their liquor license renewed in the North Bay and was told by the agency they would soon need to renew it every two months vs yearly.

Adjournment:

President Stedman adjourned the meeting at 2:10PM. The next Board Meeting will be Tuesday, Nov. 13, 2012 at this location.

Minutes respectfully submitted by,

Eckart Sellinger
Secretary
August 14, 2012