



**Annual Meeting Minutes  
Sons In Retirement Inc.**

Thunder Valley Resort and Casino  
1200 Athens Avenue  
Lincoln, California 95648



Tuesday, August 7, 2018 at 9:30 am

**Members of the Corporation present:**

President: Derek Southern  
Vice President: Ed Benson  
Secretary: Ron Flagel  
Assistant Secretary: Paul Kramer  
Treasurer: Karl Ryden  
Chief Admin Officer: Dean Steichen

Director, Region 1: Mark Stuart  
Director, Region 2: Jerry Morrow  
Director, Region 3: Dean Faris  
Director, Region 4: Patrick O’Keefe  
Director, Region 5: Bill Holly

Past Presidents: Dwight Sale, Bobbie Hairston, Jerry Strain, Donald Dill.

Area Governors: Robert Grandey (11), Giorgio Dina (3), Alexander Grieve (8), John Haffner (15), Gary Johnson (6), Jim Johnson (5), Richard Kindle (18), Patrick Reed (17), Dennis Pangbum (7), Bruce Adams (14).

Big Sirs (or designees) Of 117 Chartered Branches, 95 were present:

**Invited Participants and Guests present:**

State Advisor: Dwight Sale  
Insurance: Craig Hoffhines  
Bocce: Jack Meylink  
Sporting Events: Lee Moy  
Bowling: Russ Salazar  
Event Coordinator: Dick DeVoe  
Roy Hodgkinson: Nominee

Nominating: Jerry Strain  
Insurance: Angelo Coera  
Rules: Jim Johnson  
Parliamentarian: Paul Kramer  
Golf: Jerry Strain  
G&M: Stuart Williams

**Call to Order**

President Derek Southern called the meeting to order at 9:30 am.  
Secretary Ron Flagel verified that there was a quorum of 114 present (78%).  
Jerry Morrow led the Pledge of Allegiance and gave the Invocation.  
Jack Magee led the singing of the National Anthem.

**Opening remarks**

President Derek Southern introduced the State Board members, Past Presidents, and Committee Chairmen & Guests. He reviewed the agenda for the day.

**Treasurers remarks & report**

Treasurer Karl Ryden announced that this will be his last year as treasurer after six years on the State Board. He noted that it has been a challenge and wished the incoming treasurer the best. Karl reported that this Annual Meeting has been somewhat more costly to SIR than most and all the bills received have been paid. The meeting cost will be available in the end of the month report that will be posted on the SIRINC website. A Motion was made, seconded, and passed (**MSP**) to accept the Treasurer’s Report.

**Bylaw Committee Actions: (Attachment A)**

Jim Johnson began by directing all those present to Attachment A of the Agenda. He outlined the reason and essence of each proposal.

- The first proposal is to amend Bylaw Division 2, Article 6, Section 185 to simplify the Branch voting alternative when a Big Sir cannot attend the Annual Meeting. A **MSP** to approve this revision.
- The second proposal is to Amend Bylaw Division 2, Article 5, Section 142 to allow a State Board Regional Director a voting alternative when he cannot attend a State Board Meeting. A **Motion was made & Seconded** to approve the revision. **Discussion** was offered from the floor to allow more than just an Area Governor as an alternative. The **Motion was Passed** as written.
- The third proposal is to change Sections 224 & 225 of the Bylaw Division 2, Article 8, to be Corporate Standing Rules in Division 1, as Article 11, Rule 39 & 39.1. A **Motion was made & Seconded to** approve the revision. **Discussion** It was explained that this proposal was missing from one agenda distribution. Also, this correction was noted; “ Rule” 224 should read “ Section” 224 and “ Rule” 225 should read “ Section” 225. **The Motion was Passed** with the correction noted.

*Note: Adding these Sections as Rules to the Corporate Standing Rules will require State Board approval and will be addressed at the next State Board Meeting.*

**Election of 2019 Officers:**

President Derek Southern introduced the Nominating Committee Chairman Jerry Strain.

Past President Jerry Strain introduced the Members of the Committee; Past President Bobbie Hairston, Region 1 Director Mark Stuart, Region 5 Director Bill Holly, and Area 5 Governor Jim Johnson. He stated that after meeting two times and discussing the candidates qualifications, the uncontested candidate’s were accepted. The list on nominees were then presented to President Southern. Jerry thanked the President and all in attendance for the privilege of serving in this capacity.

**The slate of Officer Nominees for 2019 is as follows:**

<b>President: Ed Benson</b>	<b>Vice President: Jim Johnson</b>
<b>Secretary: Ron Flagel</b>	<b>Assistant Secretary: Paul Kramer</b>
<b>Treasurer: Roy Hodgkinson</b>	<b>Assistant Treasurer: Jimmie Johnson</b>
<b>Chief Administrative Officer: Dean Steichen</b>	

President Derek Southern called for nominations from the floor. There were none.

Past President Don Dill expressed his appreciation to outgoing Treasurer Karl Ryden for an excellent job done. He stated that Karl came into office during a time that SIRINC was dealing with some difficult financial issues. Don then asked the nominee for Treasurer Roy Hodgkinson to speak to his qualifications and confidence in dealing with the difficult issues of the office. Roy spoke briefly sharing his experience both in and out of SIR. And he stated that he was confident in accepting this position.

A **MSP** to close the nominations. Dwight Sale made a motion to accept, by acclamation vote, the slate of candidates as presented. A **MSP** to elect by acclamation the slate of officers as presented.

**Acceptance speeches by elected Officers:**

2019 President Elect Ed Benson expressed his appreciation for the confidence placed in him by all concerned. He stated that he never had this in mind when he first became a Big Sir. Ed spoke of the four commitments that he made when he stood before this assembly a year.

- Improve Training quality and increase participation by bringing training closer to the branches.
- To look at the future of SIR. He is heading up a task force for this purpose and will be making a report to the Board and Area Governors at a Special Meeting in September. He stated that his involvement with the Contra Costa County Council on Aging has been beneficial and encouraged others to get involved in similar programs.
- He reported that his team is looking into new branch start ups in four geographical areas and will report progress.
- As a result of some personal study & research he believes that the keys to growth are tied to our ability to do several things. We must recruit effectively and satisfy our members so as to eliminate avoidable resignations. We must establish an attractive image and remove barriers that prevent men from joining SIR. We must lead effectively while cooperating and communicating with each other.
- Ed introduced the slogan; “ Lets all work together and turn this place around” . He also recommends removing the word “ retirement” from our logo and communications. It not been a requirement for membership for some time. Ed shared a new logo concept with a revised rooster and the word retirement removed. A recommendation from the floor was offered to adopt the logo change today and discussion followed. No action was taken at this time.

2019 Vice President Elect Jim Johnson stated that he is deeply honored and thankful for the opportunity & support he has received. He shared as well the following:

- Jim recalled that 60 years ago 4-5 men met together in a restaurant in San Mateo and laid the groundwork for this organization.
- He brought to our minds the Baseball great Yogi Berra. Jim shared many of Yogi’ s accomplishments and famous sayings. He commented that maybe the most notable for us would be; “ When you come to a fork in the road... take it” . Jim pointed out that we are at a fork in the road. He further commented that we must chose and we must chose the road of survival, improvement, and change. He further noted that under President Southern and the 2018 team, positive change has begun. It is now up to the 2019 leadership team to continue towards making SIR a Social Club for Men.

2019 Chief Administrative Officer Elect Dean Steichen made note of the fact that the office was created because of the important role that Information Systems plays in our organization and to give it an improved voice at the Board level. He noted that he is the Chairman of the Information Committee as well and has been for several years. He summarized the role as follows:

- The Committee has a technical function that provides support to all of the SIRINC organization. Some support items consist of maintenance of the SIR Website, server maintenance, State Data Base, and Social Media.

9/3/2018

- Some of the products provided are various reports, email distribution, Rules Manual, Forms, and Certificates. Dean also reported that the State newsletter, “ Happenings” is now back up and running with the new Editor Jerry Sabo.

Dean thanked everyone for their support and electing him to another term.

**Acceptance speeches by elected Officers: Continued**

2019 Secretary Elect Ron Flagel expressed his pleasure to serve in his third year as State Secretary. He commented that he continues to serve as State Certificate Coordinator and would welcome anyone who feels they would be interested in assuming this position. Ron noted his goal is to support the new 2019 leadership team and SIR membership as a whole. He commented on the blessing that being a member at the State team has afforded him over these years. Also, he encouraged those present to seriously consider participation at the State level to further enhance their SIR experience.

2019 Assistant State Secretary Elect Paul Kramer introduced himself and shared how he became involved with and joined the SIR membership. He emphasized the role that SIR played in making friends at all levels of involvement. He noted that he is currently State Assistant Secretary and looks forward to another year. Paul summarized the main function of the office as the maintenance of Incorporation Papers for each Branch corporation and payment of associated fees to the California Secretary of State.

2019 Treasurer Elect Roy Hodgkinson thanked all for having faith in him as a somewhat unknown. He shared much of his background and the observation that people like having meaningful work and being successful in that work. Roy commented that after leaving his consulting job he continued with that same approach in everything he does. He also shared his belief that SIR serves an important role in the community, as well as the individual member. He looks forward to seeing these purposes fulfilled in the year ahead.

2019 Assistant Treasurer Elect Jimmie Johnson was not able to travel at this time. Past President Dwight Sale spoke on his behalf. Dwight explained briefly what Jimmie does and the great job that he continues to do in this position. The main part of the job for those that don't know is to receive the form 28's from all branches and input to the data base records. He does this by reviewing the forms for reasonableness & accuracy. Then when necessary he contacts the branch to resolve issues. Dwight emphasized the importance for accuracy of December Form 28's, since that data is used in the filing of our Corporate Taxes.

**General comments:**

Ed Benson shared that when he tells others how joining SIR changed his life, he often hears the same thing in return. One individual shared with Ed how joining SIR even saved his life when he lost his wife. Ed emphasized that this is why we exist as an organization.

Big Sir of Branch 69 commented on what Ed shared. He shared his observation that at times men pass away not long after retiring. Being active and involved, with a purpose, makes a considerable difference in longevity for a senior.

Another member commented on the subject. He noted that after moving here from another state as a retiree, he found himself without friends. Finding SIR and joining saved his life as well. Involvement with SIR made the difference and brought purpose for him. He encouraged all present to keep going in the right direction toward change.

**Topics for presentation & discussion: Attachment B**

President Derek Southern introduced this portion of the meeting and offered the following discussion points:

- The Big Sir and Little Sir' s relationship and duties toward the end of the year are vital to getting an effective start to the new year. A few important things are;

- 1) Big Sir continue to do their job until the end of the year.
- 2) Review the Leaders Guide, Schedule of Operations, and critical form (63/64, 20, 28) requirements. There are things that the Incoming Big Sir can do; like assigning committee chairs, finalize Form 20, and understand the insurance requirements.

**Topics for presentation & discussion: (Continued)**

- Derek emphasized and elaborated on other critical issues such as the insurance processes. Questions from the floor were addressed regarding the use of the Form 63/64 and their importance. Some legal comments & advice about the significance of these matters were offered from the floor. Ed Benson emphasized the importance of members not contacting our insurance company. They should take their questions to our Insurance Chairman Craig Hoffhines.
- Some new things we have tried this year were reviewed by Derek as follows;
  - 1) We had a Big Sir meeting in March to enable improved communication.
  - 2) We have begun having Area Governors in attendance at State Board Meetings to get valuable feedback from the membership.
  - 3) We have started a bulk email distribution for matters of importance to the whole membership. Derek noted that this type of email has a option to “ opt out” and emphasized that we do not sell email addresses. Questions & discussion were entertained from the floor with concern expressed about their email address being out there.
- Rosters and Roster cleanup. Derek suggested rosters be kept up to date. We should check for missing members each month and follow up to see why they have not attended. This demonstration of concern goes a long way to build a healthy Branch
- Clarification about who can be a member of SIR was asked by a member. Derek replied that “ retirement” is no longer a requirement.
- Derek announced that a committee headed by Ed Benson has been set up to address “ The future of SIR” . That committee will have a report to present at a Special Board meeting September 12th. and the meeting will also address important proposed rule changes. Area Governors will be invited to attend this meeting as well. Ed stated that if anyone has additional suggestions for change, they can email him at anytime.
- A member asked how many lunch meetings does a member have attend to maintain his membership. Derek noted that this is the subject of a rule change to be addressed at the September Special meeting. Derek suggested the answer could be that the decision be left up to the branch. Concern was voiced from another member that rule changes are not getting to his Branch. It was pointed out, by others, that rule changes are communicated to the branches via email announcements. Also, that the SIR Website presents a summary of each rule change following the change. More discussion occurred covering possible significant changes coming that affect our organization name.
- Derek reported that there is an activity underway to put together recommendations for a quality SIR apparel source.
- Ed Benson observed that the current SIR Manual contains rules, bylaws, guidelines, and job descriptions. He reported that his team is looking at reorganizing the manual and developing a separate set of operating procedures.

**Catered Lunch and Social time:**

**RAMP is working. A presentation by four Branches:**

President Southern thanked the volunteers that managed the sign-in tables. Derek introduced Stu Williams the G& M Chairman. It should be noted that each of these presentations will be available on the SIR Website listed under Communications section. A summary of each presentation follows:

**RAMP is working. A presentation by four Branches: Continued**

- Branch 54 – Big Sir Horace Hines’ s presentation showed how their branch grew 52% in 3.5 years while purging 40 members from the roster. Some highlights were pointed out such as setting recruitment goals, identifying key recruiters, tapping into other non SIR organizations, and the use of Invitation Cards offering a free lunch. Greeters at luncheons, quality speakers, and member contact were found to be effective.
- Branch 13 – Big Sir Ralph Madsen presented how a change of the luncheon location, food quality, and program quality greatly affected the membership satisfaction. The effective use of a speakers bureau from their Area contributed to that success. He stated that the use of newspapers for publicity, a free lunch program, and effective budgeting of their \$20 dues all contributed to the overall success.
- Branch 88 – Big Sir Carl Mason’ s presentation showed how a few simple changes can make difference in a Branch. He stated that the branch was stagnant with 90 -100 members, had a poor venue, poor food, and long tables. They also worked at changing their attitude and took a closer look at who their membership was. They changed the approach from being a rigid rule club to a member serving club. They changed to round tables to facilitate better fellowship. He stated they are now at 132 members. He summarized. Make it fun, know your members, keep a positive attitude.
- Branch 149 – Branch Recruiting Chairman Bob Benning commented on his Branches success saying that when you have happy members, you have happy recruiters. By implementing increased activities (now 20), you will have happy members. Their member increase is credited to several factors. Some of the actions taken were use of “ Free Lunch” cards, being couples oriented, introduction & tracking of new members, and encouraging support for their volunteers. The branch “ free lunch” card sets a specific date that the lunch must be taken, thus prompting the candidate to act more quickly. Their “ Free Lunch” card template is available on the SIR Website shown under Communications section. Stu Williams also shared about their efforts in the Napa area to reach out to Community Colleges to target many retirees that are going back to school. One meeting held recently had over one hundred attendees.
- Region 2 Director Jerry Morrow congratulated these branches on their success and expressed his conviction that with the proper implementation of RAMP, branches can be successful and have positive growth.

**Open questions/discussion:**

- A member asked if there are guidelines covering the amount of cash a Branch should hold in reserve. Dwight Sales suggested an amount of approximately \$40 per person might be appropriate.

9/3/2018

- Another member asked if a Branch can make public service announcements. It was suggested that the answer to that should be determined by our Insurance Committee.
- In response to a question about a possible increase in assessments, Derek pointed out that with an increase in the number of meetings and meeting participation, it will likely have an affect. That is yet to be determined. A suggestion, to Big Sirs, was made by another member that they justify dues increases based on what is being done at the Branch level, not because the State Assessment is raised.
- Ed Benson asked how many in attendance have seen the recent “ Ed & Steve Video” that was distributed to approximately 8,000 members. He noted that only 2,500 have viewed it. Ed explained that it presents pretty clearly what is expected of our membership. He stated that the four expectations are; Be a fairly sociable guy, participate, bring guests, and volunteer when asked. He encouraged everyone to view the video and share it at a luncheon.

### **Training Plan:**

Derek Southern commented on the status of Training as follows:

- At the Big Sir meeting in March there was strong positive response to the use of on line training. Derek explained that he is working on an on-line training program using the content from last years training. The program would be a “ managed” type of program that would allow for determining who has taken it. Derek solicited help from a few members for the purpose evaluating the program. He received several responses.
- This year the online training would be for Big & Little Sirs and will be available in the September or October time frame. Branch Officer training will be held at a Regional or Area level at a time to be determined. He explained that RAMP personnel training requires us to know who the people are and therefore it is important for branches to identify and fill these positions as soon as possible. A member suggested the addition of a Nominating function be added to RAMP. The matter was discussed with no specific outcome.
- One member expressed how valuable the interaction with others was for him at the last Big Sir meeting in March. He expressed his concern that valuable interaction may be lost with the on-line method of training. Derek explained that training is one thing and interaction is another. Interaction of Big Sirs can be met at a Big Sir meeting to be held in February 2019. Ed Benson commented that Area Support Team Specialists, being put in place by the Area Governors, can play an important role in pulling people together for specific needs and can also provide interaction among members.

### **Bocce announcement:**

Jack Meylink announced that despite the smoke and heat there will be Bocce tomorrow for anyone interested. Please contact him for time & location.

### **Sporting Events comments:**

Lee Moy expressed his satisfaction with being in attendance here today. This past year they went to see both the Oakland A’ s and SF Giants and a good time was had by all. He announced that it will be done again next year and encouraged every one present to consider joining in on these type of events.

### **Comments from the floor:**

9/3/2018

- Tony de Losada pointed out that we as an organization have a lot ahead of us to accomplish. He expressed his confidence that things will get done. He then proposed that the Board consider a rule change that would allow the State President to serve more than one term.
- A member asked what the special September Board Meeting was about and who would be attending. He also asked about using video conferencing by non attendees. Derek explained that it is very possible to allow others to attend by the use of GoToMtg and it will be considered. Another member asked how to get items on that agenda of that meeting. Derek encouraged anyone interested to send items to him, but copy their Area Governor & Regional Director.
- A question was raised by a member as to how to get rule changes considered at the Board level. Derek recommended that suggestions of this nature be sent to the Rules Committee, Jim Johnson the Chairman.
- One member made note of the diversity of geographical and cultural factors of our organization. He pointed out that each has different needs and different ways of meeting those needs.

**Comments from the floor: Continued**

- Past President Dwight Sale commended Ed Benson on his excellent choice of this location for an Annual Meeting and then making it happen. He also thanked President Southern for fine job done with organizing the agenda and carrying out this meeting in an orderly manner. Dwight then presented a rousing speech of encouragement and instruction to all Big & Little Sirs present.
- Statistical facts were presented by a member relating to loneliness of individuals in our society of all age groups. A study conducted 1980 thru 2015 showed a continued increase of loneliness in all age groups. It was pointed out that older retired men are particularly susceptible after a life time of working in social settings. We as SIR have a opportunity to meet a critical need, so lets go do it.
- Ed Benson recognized Dick DeVoe for his help in bringing this event together. Ed then led the group in another rousing cheer, “ *Lets all work together and turn this place around*” .

**Adjournment:** President Derek Southern adjourned the meeting at 2:15 pm.

Respectfully submitted,  
Secretary Ron Flagel  
August 21, 2018

**Attachments:**  
Attachment A (Approved Bylaws)  
Attachment B (Derek Southers’ s comments)

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**A Special Board Meeting will be held:  
Wednesday September 12<sup>th</sup> at**



Chez Shari Manteca GC,  
Manteca, CA. 95336

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The next Regular Board Meeting will be held:  
Tuesday October 30th at,  
Chez Shari Manteca GC,  
Manteca, CA. 95336

**Attachment A**

PROPOSED BYLAWS REVISIONS

(Additions in **Bold**, deletions with ~~strikeouts~~)

PROPOSAL TO AMEND CORPORATE BYLAWS - DIVISION 2

ARTICLE 6 - MEETINGS

SECTION 185 – ANNUAL MEETING

*The President and State Board recommend the following revision.*

*Purpose: To simplify the Branch voting alternative if the Big Sir cannot attend the Annual Meeting.*

BYLAWS SECTION 185. The Annual Meeting shall have in attendance the Members of the Corporation, each of whom shall have one vote; provided, that in the case of a Big Sir who cannot attend the meeting, ~~the Branch Executive Committee shall appoint an alternate from the elected officers of the Branch who~~ **the Little Sir** shall be entitled to vote in his absence. ~~in the stead of the Big Sir.~~ **Lacking the Big Sir and Little Sir in attendance, one other Branch Officer from the same Branch in attendance shall be entitled to vote.**

PROPOSAL TO AMEND CORPORATE BYLAWS - DIVISION 2

ARTICLE 5 - OFFICERS

SECTION 142

*The President and State Board recommend the following revision.*

Purpose: *To allow a State voting alternative if the Regional Director cannot attend the State Meetings.*

Section 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 a Regional Director who cannot attend a scheduled Regular or Special Board Meeting, he can provide a proxy to represent him. The proxy shall be an Area Governor from his Region and count toward the quorum and have voting rights. The proxy's name shall be submitted in writing (or e-mail) to the State Secretary prior to the meeting.**

**Attachment A (Continued)**

PROPOSAL TO CHANGE CORPORATE BYLAWS - DIVISION 2

ARTICLE 8 - COMMITTEES

SECTION 224 & 225 – STATE STANDING COMMITTEES

*The President and State Board recommend the following revision.*

**Transfer “ State Standing Committees” From Corporate Bylaws Article 8, Sections 224 & 225 to Corporate Standing Rules Division 1, Article 11, Rules 39 & 39.1.**

Purpose: *To allow the State Board greater flexibility in adding or removing Standing Committees. Note: Adding these sections as Rules to the Corporate Standing Rules will require State Board approval and will be addressed at the next State Board Meeting.*

~~State Standing Committees~~

~~SECTION 224.— Standing Committees are the Committees established by a Corporate Bylaw. Committees not so named will not be considered as a Standing Committee. (Revised 8/7/00)~~

~~SECTION 225.— The following are the established Standing Committees.— The President shall appoint a Chairman for each committee, except the Information Systems Committee (INFOSYS) who's Chairman is also the Chief Administrative Officer elected at the Annual Meeting. The actions and makeup of each committee shall be governed by terms of the applicable Standing Rule or Bylaw.~~

- ~~1.—— Sons In Retirement Amateur Radio Club (SIRARC)~~
- ~~2.—— State Golf Committee~~
- ~~3.—— State Bowling Committee~~
- ~~4.—— State Recreational Vehicle (RV) Committee~~
- ~~5.—— Information Systems Committee (INFOSYS)~~

9/3/2018

6. ~~Growth and Membership Committee~~
7. ~~State Travel Committee~~
8. ~~Rules Committee~~
9. ~~State Audit Committee~~
10. ~~Nominating Committee~~
11. ~~President's Advisory Committee~~
12. ~~State Insurance Committee~~
13. ~~State Budget Oversight Committee~~
14. ~~State Training & Development Committee~~
15. ~~State Bocce Committee~~

(Revised Item 6 and added Item 12 - 8/6/07) (Added item 13 – 8/5/13)(Added item 14-8/3/15)  
(Revised INFOSYS appointment and added State Bocce Committee 8/8/17) (**Moved from Corporate By-Laws 8-7-2018**)

## Attachment B

President Derek Southern's comments for discussion

### Topics

#### **The importance of August and September in the SIR calendar:**

Big Sir and Little Sir, President and VP: the incoming officer needs to be deciding on key committee leaders so their team is ready to go January 1<sup>st</sup>. The current leader must continue to do his job until the end of the year.

The SLG and the Schedule of Operations emphasize critical forms like 63/64, 20, and 28. Why are they critical?

#### **What new things have we done in 2018, and why?**

Big Sir meeting in March; AGs to Board Meetings, have set up Committee lead by VP Benson to review and suggest changes to any aspect of SIR. The topics may lead to wild rumors, beware of 'false news'!

Synchronized State and Golf Areas/Regions – details to be published soon

Rule revisions: The Rules Committee lead by Jim Johnson are rewriting rules as requested by the Board, They are also reviewing rules which branches identify as making life difficult.

Emails:

We follow the law, namely the CAN-SPAM act (it's more an **opt-out** than an **opt-in** law) in USA as well as the new European privacy rules (General Data Protection Regulation GDPR). Why? Rules are meant to protect privacy and minimize spam. We have to include an address on any email via Constant Contact (CC). The laws apply to newsletters, marketing announcements, and promotional campaigns. We should not use deceptive headlines (subject line) or From: names. [FYI First email sent in 1978, 12 years before Internet was introduced to the public]

Using CC members can unsubscribe in just one click

Bad addresses are flagged for manual correction or deletion

We really need a signup form on the website – for new members and members who address changes or who leave SIR. There is a 30-33% change in the SIR membership list each year! That is more than 4,000 changes, we don't have the capability to keep the mailing list current so we will recreate it new each year.

Members read the emails 60:40 desktop:[mobile](#). That's a high percent reading on mobile phones and iPads.

It is reported that 35% of users read an email based solely on the subject line so we need to ensure our subject lines are accurate and attention catching

Some people quickly scan a message, so we'll use clear subheadings and bullets.

Ed & Steve video: posted on the State website. Please show at BEC meetings and luncheon to get the basic idea across.

Relaunch of Happenings: Jerry Sabo is now the editor. Please send him interesting news from your branch at [JLSABO3@COMCAST.NET](mailto:JLSABO3@COMCAST.NET)

9/3/2018

SIR Activities are great for Recruiting new members (and not just golf!)

**What should SIR do with failing Branches?**

Assist (Georgio Dina's 3 levels of support), Merge, Ignore,

**Rosters**

Keep up-to-date, check members missing from lunch **each month** rather than at much longer intervals and make corrections continuously. One benefit is this minimizes the head-count assessment! Another is that it supports a more friendly approach by the branch.

**Questions from Branches**

Who can be a member of SIR?

How to handle a caterer who wants 2 or more branches to meet on the same day to make their operation more efficient (profitable)

How to get members to volunteer – always tell the new member during orientation what is expected of a Sir.

Insurance certificate for a liquor license to serve drinks at a picnic (\$100?)

Assessments and Budget: We are currently at 13,667 members which is a change of -3.5% on a rolling 12-month schedule. The Board is trying to minimize expenses, but the insurance cost is almost 50% of the total so there's not a lot of room for major savings. If the membership continues to decline the assessment will eventually have to be increased, but there are no plans as yet to have an increase in 2019.

SIR apparel etc: RD Mark Stuart and G&M member Tony de Losada both have ideas where to obtain needed items. Recommendations will be forthcoming.