



Dave has received a proposal from an Area Governor to address Branch voluntary/mandatory contributions as a topic at the Annual Meeting. His reply was to the effect that the matter is covered in the rules, there were no proposals submitted to change the rules, and the Annual Meeting was not the place to address it.

Dave brought up the item from the April 7 State Board meeting as to whether men need to be retired to join SIR. The word has gotten out to some of the Branches that the only requirement to joining SIR is that he be able to attend the monthly luncheon meetings. This led to a lengthy discussion among those present whether the rules need to be changed. Dave reminded everyone that we did not vote to change the rule at the April meeting so prospective members need to be retired or semi-retired. Anyone with suggestions concerning the present rules concerning qualifications for membership should refer them to the Growth and Membership Committee.

The minutes of the April 7, 2009 State Board meeting were approved as published on the official SIR Website.

Vice President Kendrick mentioned that he has a supply of brochures that he is willing to share with those who need some. He also attended the Insurance Committee meeting on May 5 where the major item was whether he can fly his aircraft to SIR meetings. The committee did not approve any changes to the rules so as to specifically enable it. He attended several other committee meetings and presented one Branch HLM award. He has also been busy processing expense vouchers.

Secretary Gruber advised that this year, the Branch Big Sirs will be receiving hard copies of the agenda for the Annual Meeting. He reported that, since the last Board meeting, he had posted minutes, State Rosters and the SIR Manual to the website. He mentioned the Branch 171 spin-off of some members to new Provisional Branch 174, and the Branch 12 merge with Branch 73. We still have 151 active Branches, one of which is provisional.

Assistant Secretary Stephens reported that he received the Form 33 for the new Provisional Branch, assigned the Branch No. 174 to the form, and mailed out copies to interested parties. He stated that he is in the routine process of filing Forms SI-100 - CA Non-profit Corporate Info. He said he will submit some of the forms to the California Secretary of State office in July and some more in August.

Treasurer Mannell mentioned that the May Financial Report has been posted to the website. As for budget versus actual, it is difficult to explain because of the variances of when expenses are turned in and recorded. Meeting and Travel Expense has gone up, Foreign Travel Fees have gone down. Bob anticipates that at year end we will have more money in the treasury that we started the year with.

Assistant Treasurer Berry stated that he is working with Branches that have problems with their Form 28 Monthly Cash Reports, mainly Branches 82, 119, 125 and 137.

President Reiser brought up the LAP revision that is attached to the agenda. With a few minor edits, the document was approved by the Board and will be attached to these minutes.

Nominating Committee Chairman Pufford presented, on behalf of the committee, the slate of nominations for 2010 Elected Office. The nominees are: President, Floyd 'Buck' Kendrick; Vice President, Robert Mannell; Secretary, Gary R. Gruber; Treasurer, Michael Berry; Assistant Secretary, Harold 'Hal' Stephens; Assistant Treasurer, Karl E. Ryden.

Insurance Committee Chairman Thomason indicated that the committee would be working on the update to the Branch Leaders Guide for the recent change to the timing of the report to the Branches regarding E&O insurance. John expressed that he doesn't think the Branches are particularly concerned about the insurance. The committee will also be reviewing possible exposure in the RV area.

Rules Committee Member Gruber presented new Rule 190 pertaining to the disposition of records inherited by Area Governors from Branches that have surrendered their charter. The State Board approved the rule as presented, with the stipulation that Line a.7 be inserted pertaining to Form 28 - Cash Report. Following is the new rule -

RULE 190. When a Branch Charter is surrendered or revoked, the Branch Secretary shall turn over to the Area Governor all of the Secretarial records. Other Branch records may be discarded.

- a. The Area Governor shall forward to the State Secretary the following records if available and then discard whatever remains.
  1. Branch Charter.
  2. Branch Articles of Incorporation.
  3. Tax Exemptions from IRS and State of California.
  4. Employer Identification Number assignment from IRS.
  5. Branch Record of Organization.
  6. Minutes of Branch Executive Committee meetings (recent five years).
  7. Final or most recent copy of Form 28 - Monthly Cash Report.
  8. Documents pertaining to closing down of the Branch including any information about merging with another Branch.
  9. Bank statement annotated to indicate disposition of final bank funds.
  10. Any other records that in the Area Governor's judgment are relevant enough to be retained in the State Secretary's Branch files.

Information Systems Chairman Sale stated that there have been several requests for a generic database for Branch use to keep track of membership and facts pertaining thereto. Presently, multiple files exist in a Branch to suit different purposes and much of the data therein is not consistent. He has spent several months developing and testing a new program and he can provide it to the Branches. Dwight indicated to the Board members that if they are interested, get in touch with him and he will take it from there directly with the Branch.

He also emphasized the we should start thinking about making it a requirement that Branch Secretaries be computer literate, as society draws further and further away from printed hard copy to conduct business. So we need to think about this and how we might approach it in the future. We could start at the "suggestion" level and work toward requiring it down the road.

Regional Director Stedman stated that the Branch Data Sheets are very valuable. For a database, his Branch is using an old program and he is looking forward to migrating to the new program.

Growth and Management Committee Chairman Kendrick reported that the committee has met twice since the April State Board meeting. He cited the large volume of items offered by Walt Schick. The committee feels they have a sufficient number of tools at their disposal to address membership, publicity and recruiting, and he named many of them. Need to figure out how to motivate the Branches to use the tools.

G & M Member Schick outlined procedures to grade, or score, the Branch Assessment reports that were received and how it can be applied to our own Branches. His report is attached hereto. He has also provided a copy of his report concerning the results of the new brochure in Area 2. He proposed spending over \$7,000 to print and distribute SIR Happenings to the Branches. After much discussion the matter was referred back to the G & M Committee.

President Reiser, under New Business, proposed that a memento be given to those attending the the Annual Meeting, like a portfolio and pen or similar item to commemorate their attendance at the SIR Annual Meeting on August 3, 2009. Reiser had asked Treasurer Mannell to shop around for such items and present his findings at today's meeting. Mannell reported that he found several items in the \$2 to \$4 range. He highlighted a portfolio available for \$3.31, and a pen for about 35 cents. In any case, the cost would be less than \$1,000. He recommended that we give something useful to the Big

Sirs that can be taken back to a BEC meeting and be fairly visible. He also suggested that we might wish to include pens among the Rooster Hardware inventory. The Board approved the gift concept and authorized up to \$1000 to cover the cost.

Treasurer Mannell raised the question whether the Branch pro rata assessment can be reduced. He has already discussed it with Assistant Treasurer Berry and Vice President Kendrick. Bob is inclined to bring the item up at a Board meeting after the Annual Meeting.

Assistant Treasurer Berry then offered his views on the matter, favoring spending money on membership drives, competitions, publicity and the like. He believes the savings to Branches through reduction of the pro rata assessment rate are not all that significant to Branch finances.

President Reiser said that when we find a Public Relations Chairman that he may want to spend some money toward increasing membership. He stated that the entire matter will be taken up at the November State Board meeting.

General discussion continued for quite a while. There was controversy as to whether to spend the money at the State level versus reducing the pro rata, and also the pros and cons of Branch competitions and contests for cash prizes versus advertising.

President Reiser reported that San Francisco Giants Chairman Chuck Roberts would not be chairing that event in 2010 and we therefore we need to find a replacement for him.

Dave then thanked the attendees and he anticipates seeing all at the August meeting. He adjourned the meeting at 12:30 p.m.



Gary R. Gruber, State Secretary

Attachments - INFOSYS Committee Report  
Publicity Committee Reports



**INFORMATION SYSTEMS COMMITTEE (INFOSYS)**  
**Report to the SIR State Board, June 9, 2009**  
**Dwight B. Sale, Chairman, dwight.sale@comcast.net**

INFOSYS, a SIR Standing Committee, is a 4 member Committee that administers 8 Sub-Committees, Website, Database, Email, State Roster, State Manual, State Forms, State Certificates (HLM) and State Newsletter.

**Website**

Webmaster, Bill Winslow handles the technical issues while John Skarpelos and Gary Gruber handle content and updating. Sirinc.org is the "Home Page" for the general public. Interested candidates for membership can communicate directly with Jim Stedman, a member of the Growth and Membership Committee or call the hotphone, 877-747-9066. More than 350 new members, 50 last year, have taken this route. The "Documents" section is constantly improved so that it is more effective and easier to use. Documents are added and revised on a continuous basis. The membership documents are slated for a complete overhaul, The "Documents" section has an option to view the State Roster but requires a password which is available from the Branch Email Contact. The Rule Manual, State Roster and forms distribution is now exclusively through the SIR website.

**Database**

Today there are 9638 names in the State Database which contains SIR State officers and Committee Chairmen since 1974 and Branch Administrators since 1994 as well as Branch Corporate information. It continues to serve as an historical record as well as a source for current data. Many SIR administrators use the database to assist them in their duties. For instance, the State Treasurer uses a subset of the database to produce the quarterly prorata invoices which, in turn furnishes active count information membership statistics that appear on the SIR website. The SI100s renewing all branch corporations are produced 100 % from the database. The sign in sheets used today also come from the database.

**Email**

Our email list grows daily. Today there are valid email addresses for all Branch Email Contacts, 70% to 80 % of Branch Officers and all State Board members and Area Governors. Last year Chairman Mike Berry sent more than 30 SIR official emails to various groups. They ranged from notification of Giants Baseball to use of Form 28. This was more than 15,000 individual emails on which SIR did not pay postage.

**State Roster**

Roster Committee Chairman Gary Gruber produces the State Roster, the Branches by Region & Area, and the Branch Locator by City and posts them to the Website. During September, the 2008 Branch data for the State Database were entered based on the Form 20s received from the Branches. This annual project involves entering and validating some 10,000 database entries. (The data pertaining to State Officers and committees were entered by the INFOSYS Committee Chairman.) We have added the number of active members to each branch listing as well as several pages of Region Area Branch data including a detailed report on inactive branches. There is also a word description of the geographic boundaries for regions and areas.

**State Manual**

Manual Chairman, Gary Gruber produced the revised SIR Manual after the January State Board meeting. The SIR Manual will again be produced after every State Board Meeting.

**State Forms**

There are 57 different forms on the SIR Website. Forms Chairman Gary Gruber originated or updated 18 forms during 2008.

**State Certificates**

Jim Donovan took over January 15, 2009. In 2008 we made certificates for 27 HLM certificates, 187 Senior, 20 Super Senior and 6 Century Sir Awards in addition to many special certificates.

**State Newsletter**

"SIR Happenings" is a quarterly publication with the first 19 issues a huge success. Don MacGregor and John Skarpelos do inspired and professional work putting all your news together in this great publication. More and more information flows in from the Branches as they become aware of "Happenings." Branch Email Contacts are sent an email with a "Happenings" link asking them to distribute Happenings to their members that have an email address. Copies of this email are also sent to Branch Big Sirs and all State Administrators.

**New Blood**

We are actively seeking to have more sirs involved with all aspects of INFOSYS. We badly need a backup for the database manager.

**INFOSYS Meeting**

Our annual INFOSYS meeting was held on February 21, 2009. We assigned responsibilities for various parts of the site. Put in 5yr sunset rule on documents. Plan to have a list of all Branch activities. Review prohibited activities. Completely revamped home page which we are now using. Will make the Treasurer's page more graphic. Will work on a revised Form 28 that works better and includes some new reporting. Sale is working on a generic Branch database. Suggest a hidden question in Happenings. Adding 'Branch Activities Coordinator' to the state roster was rejected because of the widely variant Branch organizations. Produced a new three fold brochure. Suggested we need a written strategic PR Plan for SIR.

## **SIR Branch Self-Assessment Reports (BAR) Summary May 2009**

Thirty SIR Branches reported, one without sufficient data to summarize. These represented five Regions with eleven responses from Region 3 and nine responses from Region 4. Eleven Areas reported with Area 9 providing six responses.

Per the LAP procedure we will provide individual branch recommendations and a library of suggestions for each branch to the appropriate Regional Director.

### **Sample Compared to State**

We believe these 30 reports do provide a fair sample of Branches. Of 150 branches in 2008, 1/3 reported positive gains in membership and 2/3 reported losses. And in the 30 assessment reports, 1/3 showed positive gains and 2/3 showed losses in membership.

### **Scoring**

In order to not influence the replies, the BAR questions provided no weighting. The BAR Analysis committee reviewed each of the seven reporting categories and divided the Branch answers into 1/3 high, 1/3 in the middle, and 1/3 low for scoring. The corresponding scores were 30, 20, and 10 for: Average Age, Luncheon Attendance, BEC Staffing Problems, and Recruitment.

The scores of 60, 40, and 20 were given for selected categories: Membership % 2008 vs 2007, Age % <70, and # Activities. Membership % was given 0 if negative growth.

### **Comments on Categories**

Average Age correlated with Membership % 08/07—above 78 years were reported in six of the lowest scored branches.

% Age <70 was skewed because some Branches are entirely Golf or Bowling Branches. These members might tend to spot newly retirees more rapidly than general members.

# Activities do suggest an active Branch. All of the A Rated Branches have more than five activities. The great majority of Branches reported only the Activities that are State sponsored. Golf, Bowling, Fishing, Travel. These Branches will be limited to prospects who enjoy a single activity.

BEC Staffing problems were frequent among 1/3 of the Branches. Most of these have total members of less than 100.

Recruiting had one Branch rating 30, and five rating 20. The other 75% of the Branches are rated the lowest in this category.

### **Branch Willingness to Improve**

Over half of the responses had specific suggestions and goals for self improvement. Many were ready for new ideas and suggestions from State and Area Governors. To share suggestions, we recommend wide distribution of SIR Happenings to help all Branches.

Reported by Dick Devoe (146), Ed Benson (8) and Walt Schick (8)

## Sir Branch Assessment

Branch: \_\_\_\_\_ Location: \_\_\_\_\_ Big Sir: \_\_\_\_\_ Phone: \_\_\_\_\_

Little Sir: \_\_\_\_\_ Area Governor: \_\_\_\_\_

**Circle the score that best represents your branch's level of achievement & add them**

Category	Level 1		Level 2		Level 3	
	Result	Score	Result	Score	Result	Score
1. Trend in net branch membership from Form 28 – 12/31/07 to 12/31/08	No gain, or lost membership	0	Net gain between 0.1% and 2.99%	30	Net gain 3.0% or more	60
2. Average age of branch members?	78 years and above	10	Between 76 and below 78	20	Under 76	30
3. Percent of branch membership under age 70?	Under 15%	20	Between 15% and 20%	40	Over 20%	60
4. Number of branch-specific activities? (See note 1)	4 or less	20	Between 5 and 9	40	10 or more	60
5. Average annualized percent of members attending regular luncheon meetings (See note 2)	Less than 60%	10	Between 60% and 70%	20	Over 70%	30
6. Does branch have difficulty filling officer and BEC positions?	Yes to any	10	Sometimes to any	20	No to all	30
7. How does branch recruit new members?	Relies solely on current member referrals	10	Reward members for recruiting, use branch brochures, Sir cards	20	Uses several methods beyond member referrals/reward; website linked to state	30
<b>Your branch's total score</b>						

Note 1. Exclude state, region, area and ladies day/holiday events from your count

Note 2. Exclude ladies day/holiday events from calculation

Score Range	Branch Health
80 to 139 Points	Potential branch failure unless dramatic change is undertaken
140 to 239 Points	Potential problem areas identified that should be addressed to improve branch vitality
240 to 300 Points	Problems identified are relatively minor – stay the course

Br. No.	BRANCH EVALUATIONS WITH ASSUMPTIONS										SCORING							Total Pt.	Total		
	PERTINENT REFERENCE DATA																				
	Mbrs '08	% Dif.	Avg. Age	% <70	Activ. titles	Lunch %	Regr. BEC	Recr. Site	Web-Site	08/07 Age	% <70	Actv.	Attnd.	BEC	Recru	Total	Rating				
270	3%		75	22%	30+	77%	N	Y	Y	60	30	60	60	30	30	30	30	300	A	240-300	3
263	3%		76.3	18%	30+	78%	N	S	Y	60	20	40	60	30	30	20	260	A			
111	4%		63	42%	8	69%	S	N	N	60	30	60	40	20	20	10	240	A			
187	3%		74.5	25%	4	64%	N	N	N	60	30	60	20	20	30	10	230	B+			
235	0%		67	23%	5	63%	S	N	N	30	30	60	40	20	30	10	220	B+	220-230	3	
181	13%		69	30%	4	62%	S	N	N	60	30	60	20	20	20	10	220	B+			
111	23%		76.3	67%	3	65%	S	N	N	60	20	60	20	20	20	10	210	B	160-210	13	
77	0%		73	32%	4	62%	Y	N	N	30	30	60	20	20	20	10	190	B			
107	-7%		74.2	34%	2	71%	N	N	N	0	30	60	20	30	30	10	180	B			
164	-2%		73.2	33%	3	69%	N	S	Y	0	30	60	20	20	30	20	180	B			
209	-3%		72	34%	4	70%	S	S	Y	0	30	60	20	30	20	20	180	B			
202	1%		78.3	18%	5	68%	S	N	N	30	10	40	40	20	20	10	170	B			
138	-11%		74.6	19%	5	76%	Y	S	Y	0	30	40	40	30	10	20	170	B			
89	-7%		70	36%	3	70%	S	N	N	0	30	60	20	30	20	10	170	B			
156	0%		71	11%	4	92%	N	N	N	30	30	20	20	30	30	10	170	B			
63	-10%		76	17%	5	81%	S	N	N	0	20	40	40	30	20	10	160	B			
152	-6%		75	33%	4	65%	S	N	N	0	30	60	20	20	20	10	160	B			
94	-8%		72	35%	2	63%	S	N	N	0	30	60	20	20	20	10	160	B			
187	-3%		76	30%	3	50%	S	N	N	0	20	60	20	10	20	10	140	B			
103	-18%		76.6	18%	2	67%	N	N	N	0	20	40	20	20	30	10	140	B-	160-140	4	
148	-3%		74	9%	3	65%	N	N	N	0	30	20	20	20	30	10	130	B-			
86	-6%		78	19%	3	61%	S	N	N	0	20	40	20	20	20	10	130	B-			
128	-27%		79.5	12%	6	60%	S	N	N	0	10	20	40	20	20	10	120	B-			
95	-8%	?		11%	2	71%		N	N	0	10	20	20	30	20	10	110	B-	80-139	6	
91	-4%		81	4%	5	58%	Y	N	N	0	10	20	40	10	10	10	100	C			
83	-17%		76	8%	3	61%	Y	N	N	0	20	20	20	20	10	10	100	C			
64	-6%		79	13%	3	55%	Y	S	N	0	10	20	20	10	10	20	90	C			
75	-1%		81	0%	3	56%	S	N	N	0	10	20	20	10	20	10	90	C			
91	-11%		79.3	9%	3	54%	Y	N	N	0	10	20	20	10	10	10	80	C			
<b>Branch Health</b>																					
<b>Score 80 to 139</b>																					
<b>140 to 239</b>																					
<b>240 to 300</b>																					
Potential branch failure unless dramatic change is undertaken																					
Potential problem areas identified that should be addressed to improve branch vitality																					
Problems identified are relatively minor – stay the course																					

# Region & Area Responses

The responding branches come from representative areas of the state. Most areas have at least one branch that has shown positive growth 08/07. These branches could have candidates for Area Recruitment and Retention chairs.

## *Region 1 Kenneth Edson*

Area 26 Alan Harvey  
Br 129 \*

### **Region 3** George Christman

Area 3 Richard Joyce  
Br 3  
Br 14  
BR 93

Area 9 Neil Mayo

Br 23  
Br 50  
Br 67  
Br 69  
Br 102  
Br 127

Area 14 John Mendonico

Br 46  
BR 87  
Br 145 \*

### **Region 4** Larry Powers

Area 17 Bobbi Hairston  
Br 65  
Br 105  
Br 149 \*

Area 18 James Bible

Br 88  
Br 106 \*  
Br 123 \*

Area 32 Colin Wilson

Br 133 \*  
Br 168 \*

### **Region 6** Jim Stedman

Area 2 Dean Steichen

Br 8 \*  
Br 19  
Br 146 \*

Area 8 Tom Sherba

Br 26  
Br 60  
Br 72

### **Region 10** Eck Sellinger

Area 13 Donald Davis

Br 76  
Br 176

Area 25 Roy Dorn

Br 99

\* indicates Branch with positive growth