

SONS IN RETIREMENT, INC.

MINUTES

STATE BOARD MEETING

Elks Lodge – Vallejo, California

TUESDAY, APRIL 6, 2010 – 9:30 a.m.

“Recruit, Vitalize and Retain Membership in 2010”

Present were the following:

State Board Members –

Elected officers:

Buck Kendrick – President
Robert Mannell – Vice President
Hal Stephens – Assistant Secretary
Mike Berry – Treasurer
Karl Ryden – Assistant Treasurer

Regional Directors:

1. Ken Edson	6. James Stedman
2. (Absent)	7. Richard Kabanek
3. George Christman	8. John Levis
4. Larry Powers	9. Richard Dettmer
5. John Mason	10. Donald Davis

Area Governors, State Chairmen, State Appointees, other participants-

Past Presidents – Mel Augustine (2000), Dwight Sale (2001), Jim Donovan (2005)

Chaplin/Parliamentarian – Bill Short, Publicity – Walter Schick, Bill Lewis – Meeting Arrangements, Harry Hubinger – Growth and Membership, Smitty Smith – Rules, Harry Slack – Audit, John Thomason – Insurance, Larry Garvin – Travel, Neil Mayo – River Cats, Chuck Roberts – Giants.

President Kendrick called the meeting to order at 9:30 a.m.

Chaplin Bill Short gave the Invocation and led the Pledge of Allegiance. A moment of silence was conducted for our past **Travel Chairman Bob Perry**.

President Kendrick announced that a quorum was present, with the required two thirds of Board Members present. He then requested approval of the minutes of the January 19, 2010 Board Meeting. Both were accepted as presented on the SIR Website posted by **Secretary Gary Gruber/InfoSys Chairman, Dwight Sale**. As well he announced modifications of today agenda and made introductions of those in attendance of this meeting.

President Kendrick reiterated the 2010 Mission Statement (stated in previous meeting minutes) and the Slogan (printed above). He has seen the Mission Statement and Slogan in Bulletins around the state which he noted pleased him greatly. “It sounds as if the members are listening.”

He requested all in the room provide help to him in soliciting leadership for the organization. Some of the officers are not able to continue due to health reasons and have asked to be replaced. He asked that **Past President Dave Reiser** be called with names of potential candidates.

He noted that Travel Chairman, **Bob Perry** had passed away while in Chemotherapy. **Larry Garvin** has been appointed to the position. Larry was introduced to the attendees.

Further he discussed items that will be addressed during the meeting and his reaction to them. He asked that all present be a part of the dialogue on the agenda items.

Additionally, he mentioned that only 103 Branch rosters for 2010 had been received and the Secretary needed to receive the 45 that are still due. They were due by the 20th of last month.

Vice President Robert Mannell put in a plea for help to find replacements for our leadership to help keep this organization going. “Most of our members (some twenty thousand) have roughly forty years of experience each so the request is to have some of those members step up to keep this organization going and hopefully growing.”

Assistant Secretary Hal Stephens reported he was assisting **Secretary Gary Gruber** who was unable to attend due to medical difficulties and heavy snow over the Sierras where he lives.

The minutes last taken were approved and were taking the ones for this meeting. As well the SI-100s for the Secretary of State have all been filed thus properly taken care of in behalf of the branches. As Chairman of the Badge Committee he said our supplier, Arnold’s Awards in Shingle Springs, a family run business, is providing excellent service to our membership and branch leadership. They recently completed forty years of service in the awards industry.

Treasurer Mike Berry- Reported that “at the end of the first quarter of 2010 the funds that are held at the state level for the SIR organization are somewhat down on the same time period in 2009. Revenue which is the assessment that we levy on the Branches were down by about five percent which is consistent with our concerns on the falling membership and on the expense side the notable items the travel expense is running higher it was a year ago. Some side notes are on the web. We still have at the state level funds in excess of \$100,000 dollars that has been the case for some time now; down just a little on this time last year but still up there.”

A clarification of the Branch rules was made at the request of a member of the audience.

Assistant Treasurer Karl Ryden, was pleased to say that all 148 Branches had reported with the Form 28. Membership went down 178 people from January to February. February to March the membership is down as well. Individual Branches did well or held their membership. “So far, the negatives overshadow the positives. “ “Later in the program **Mr. Stedman** will say something to you about where you can track your membership a little bit better....I think that will do you a lot of good.”

President Buck Kendrick said “We in this room are the team, the Leadership Team for getting everything done this year, we’re the action team. If we are going to get anything done this year, it will be us on the Board that gets it done. Today I’m expanding that a bit to include you Area Governors because they act through you to the Branches so you are part of this Leadership Team also.” “An effective leadership cannot be delegated; we’ve got to step up to the responsibilities of our position. I think the key to resolving the membership crisis that we’re in is the focus on a pro-active leadership. As I started to say earlier this will mean the Regional Directors and the Governors must assume a more intensive role in guiding and supporting the Branch operations and their membership efforts” “It means much more face to face interaction with the Branch Leaders, to train them, to support them, answer their questions, and to lead them so they can be successful.” “Historically this has been a Branch UP organization. This approach I’m taking is a top DOWN proactive leadership approach.” “The old approach wasn’t working as you can see by the numbers. We’re still losing 4 percent per year. We’ve got to make that level off. Today I’ve given the Regional Directors a challenge to report on the progress they are making, of what they are doing in their Regions.”

Each of the nine Regional Directors took the opportunity to report on their Region issues, such as ability to recruit Area Governors, getting successful Branches to assist less successful ones, getting new retirees to socialize through organizations rather than thru computer groups; “they socialize by Facebook, not by face,” developing and maintaining many and good activities, knowing which Branches are doing well and which ones are doing well- and why, and understanding why some people leave the membership. Membership retention techniques were mentioned along with keeping data on the status of the Branch. Poster programs and recruiting at other social meetings was addressed.

President Buck Kendrick thanked all the Directors and then made a report on the Nominations for **Past President Dave Reiser**, Nominations Chairman who was not able to be at the meeting.

InfoSys Chairman, Past President Dwight Sale talked about the data base changes, the membership in the database. An Area Governor suggested the need for more graphics and the need to hire a Graphics Designer up make our website more appealing to potential members. Some discussion took place regarding the ability of each Branch receiving better access to Microsoft programs at a fair price.

State Certificates Chairman, Past President Jim Donovan made a clarification on the procedures for requesting and receiving Senior Certificates. He asked that they be sent to him as needed and he will work out the details on delivery. Presentations may be made by **President Buck Kendrick** or his designee.

State Insurance Chairman John Thomason discussed our insurance policies and their costs. He was proud to say the cost have gone down! We are a unique organization and needed to educate the insurance companies about our risks rather than being pooled with other social organizations. He also expressed a need to recruit additional members to the committee; members who have knowledge and experience in property and casualty insurance.

Chairmen of the sporting events, Past President Mel Augustine, Chuck Roberts, Neil Mayo and John Levis reported on SIR days at the various sporting events including the Athletics, Raiders, Warriors, Giants, River Cats, and the Fresno team. They asked the Regional Directors to promote the games as we were given special prices and special seating arrangements. Flyers will be sent to Branches in the appropriate areas to let members become aware of the events.

Chairman Smitty Smith of the Rules Committee leads a ten member Committee who proposed a series of rule changes including Rule 25, Rule 300, Rule 843, Rule 295, Rule 286, Rule 177, and Rule 896. These were considered under New Business of the Agenda.

Growth and Membership Committee Chairman, Harry Hubinger, described members in depicted groups: Group A – Just Joined, have self interest (selfish), Group B – Leadership, selfish in Branch and Actively Growing, Group C – Advanced Leadership persons. Advancing the ideals of Sons In Retirement as an organization. Group B should be encouraged at this time. They provide the education, encouragement, interacting, dialog and could be used for motivational speakers for our Branch meetings.

Publicity Committee Chairman Walter Schick discussed Branch development saying that we now have at least 75 Branch activities and in some Areas the Branches share the activities among the Branches thus giving all members the opportunity to share in their interests with other SIR members. Walter included a piece “SIR tools for Governors”, attached.

OLD BUSINESS

Audit Report: **Treasurer Mike Berry** reported that the Audit Reports he had received were CLEAN REPORTS for which he was pleased. However, he is missing many reports, due some time ago and announced a list of Branch reports yet to report. Directors and Area Governors are asked to follow up on the missing reports so the Treasurer may review ALL Branch audits.

Vice President Robert Mannell discussed the options for mementos for the Annual Meeting including portfolios, calendars, mugs, pens, etc. He asked for opinions from the Directors/ Area Governors and others in attendance.

NEW BUSINESS

The new **Travel Committee Chairman, Larry Garvin** was formally introduced as appointed by **President Buck Kendrick**. A loud cheer was expressed following the announcement.

It was moved and passed to accept the report of the Rules Committee and each of the rule changes was discussed. Rules changes passed were Rule 25, Rule 300, Rule 843, Rule 295, Rule 177. Rule changes to Rules 286 and Rule 50 were Tabled. Rule change 896 failed following a long discussion.

A motion, properly seconded passed the body regarding the new Contract for Catering at the Elks Lodge, Vallejo, California for future meeting of SIR, inc.

LEADERSHIP STRATEGY SESSION, PRESIDENT BUCK KENDRICK, TRAINING CHAIRMAN JIM STEADMAN The “newly elected” officers for 2011 will be invited to a State Training Session October 19, 2010, that being the Big Sirs, Area Governors, Regional Directors. Motion 1-2020 was duly made, seconded was passed to include all in the State Training Session. A major change in the method of training of the leadership of the Branches through the Area Governors and the Big Sirs was reviewed by James Stedman, Training Chairman.

FORM 27 was thoroughly stated by **Chairman Stedman**, discussed by all present. A motion was properly made, seconded and passed, NOT unanimously, to adopt said form for use by all Branches in reporting membership and it's development.

It was agreed that **President Buck Kendrick** would send a letter to all Big Sirs explaining the use and configuration of FORM 27 for Branch usage.

Discussion of an incentive program providing a 10% reduction in Branch Assessment for the accomplishment of a 10% membership improvement was properly made, seconded, discussed and declined by those present and voting.

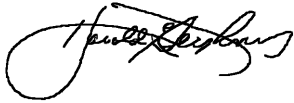
President Kendrick concluded the meeting with the remarks “I want all to go away from this meeting inspired and Motivated. I want you focused on **Ideas that Work** - and on **Sharing Success Stories and what Works**

I want you to know that we are a **Leadership Team** and as a **Team We Can succeed**

We can **”Recruit, Vitalize & Retain Membership in 2010”**

Drive safely – We are Adjourned!

3:07 p.m.



Hal Stephens
Assistant State Secretary
SIRinc

**RULE CHANGES APPROVED
BY THE STATE BOARD 4/6/10**

Branch Charters

RULE 25. Branch Charter Certificates. Upon a request by the President, the State Certificates Chairman will prepare an appropriate charter using the then current charter template and forward it to the awarding President or his designee for framing and awarding and will furnish a copy to the State Secretary for the Branch file. See Rule 300 for detailed procedure. (Revised 4/6/10)

Branch Formation Procedures

RULE 295. The Branch Officers to serve during the Provisional period shall continue to serve following the granting of the charter until their successors have been duly elected and installed. Their duties shall be as prescribed for Branch Officers. (Revised 4/6/10)

RULE 300. After a period of at least six months from the date of approval of Application Form 33 by the President, the Provisional Branch has been conducting its regular monthly luncheon meetings, and has a minimum of 50 active members and all other requirements have been met, chartering shall be implemented as follows.

- a. The Big Sir of the Provisional Branch shall so state in writing including his preference for an award date to the Area Governor, who shall indicate his approval and forward it through the Regional Director to the President for approval.
- b. If the Provisional Branch is to be given the existing Branch number of an "Interim Management" Branch, the President shall notify the Big Sir, the Area Governor, the Regional Director, and the State Secretary of his approval or disapproval.
- c. Upon approval, the President shall terminate the Provisional status of the Branch in writing and approve the granting of a charter for the new Branch and so notify the State Certificates Chairman who will prepare the charter and forward it to the awarding President or his designee for framing and awarding and will furnish a copy to the State Secretary for the Branch file.
- d. If the Provisional Branch is using the Branch number whose corporation had been dissolved or if it is a new Branch number/corporation then the President shall notify the Assistant State Secretary who shall take actions necessary to incorporate the Branch.
- e. The official Branch Charter Date is the date of the President's notification terminating the Provisional status of the Branch.

(Revised 4/6/10)

RULE 843. When a Branch has completed its Provisional status and the President has authorized the issuance of the charter, and a newly formed corporation is required, the Assistant State Secretary shall:

- a. Participate in the incorporation and California Tax Exemption procedures for the new Branch.
- b. Arrange with the Secretary of a newly Chartered Branch to obtain the Federal Employer Identification Number -- by filing Federal Form SS-4 -- which is required of all tax exempt corporations within the State of California; and arrange for the new Branch, after incorporation, to obtain the Federal Tax Exemption letter by filing Federal Forms 1024 and 8718.
- c. File the required report(s) with the Internal Revenue Service so as to retain the Group Exemption status for all of the Branches.

(Revised 4/6/10)

Branch Membership List

RULE 177. The Branch Secretary shall keep, or cause to be kept, in a place designated by the Branch Executive Committee, a list showing all the information on the original Membership Application Form 2. (Revised 4/6/10)

SIR Tools for Governors

State Board Meeting April 6, 2010

Our Slogan is: **RECRUIT, VITALIZE, AND RETAIN MEMBERSHIP IN 2010.**

SIR Tools for Branches

At the 2009 Annual Meeting, Governors and Big Sirs all received copies of **Recruit and Retain Tools** for Branch Growth. This indexed good practices for Recruitment, Activities, and Retention and is now on the State website sirinc.org/protected/publicrelations/.

The G&M Committee, under Harry Hubinger, notes that Publicity is a fourth key function of SIR recruitment. It does fit, and the Publicity and Tools Committee will add Publicity tools to make the Four Key Functions of a Branch **needed for growth and vitality: Publicity, Recruitment, Activities, & Retention**. These functions can be separate committees and one chair can head several committees. The key characteristic of these chairs is that they have a passion for the purpose.

Once these committees are suggested to Branch leaders, they are rapidly adopted. Two Areas have promoted these through their Area Publicity & Recruitment Chairs and doubled the awareness.

Chairs of Four Key Functions

Function	Area 2		Area 22	
	2008	2009	2008	2009
<i>Branches</i>	6	7	3	3
Publicity	3	5	1	2
Recruitment	0	3	1	3
Activities	5	7	2	3
Member Relation	1	5	2	3
<i>Total</i>	9	19	6	11

These committees are described in the Recruit and Retain Tools, and you can ask us for more details of how they work.

SIR Activities for Branches

SIR offers the activities of a retirement city without the need for moving from your neighborhood. Providing that the local Branch has developed sufficient activities for Sirs and Couples to attract and retain members through their retirement years.

The thirty two Branch Analyses from the 2009 Leadership Action Plan showed that the growing top three branches had an **average of 22 activities!** And the declining branches **averaged less than 4 activities.**

Our committee recommends that Area leaders work together to increase activities within their branches and within the Area where branches are within fair driving distance of each other.

SIR Tools for Governors April 6, 2010

Couples Activities

Under the public relations site mentioned above is an **Area Activities List** which you can use to create your own Area census. By sharing this with all your Branches, they can get ideas for creating their own.

Once you have activities chairs in your branches, you can gather them together once a year or more frequently for a brainstorming meeting to add and improve all of the activities. You may appoint an Area Publicity and Recruitment Chair to help you in cheerleading interbranch activities.

Here is part of the list of 70 Activities that different SIR Branches have created for the enrichment of their members. Several branches have over 30 individual activities, including a half dozen or more shared and Area activities. Over a dozen are for couples.

Activities are a lot of the **VITALIZE** in our 2010 goals.

Activity	Br	Br
Antique Cars		
Astronomy		
Backgammon		
Band		
Barbecue Couples		
Barbershop Quartet		
Baseball Day Couples State		
Basketball Day Couples State		
Beer Tasting		
Biking		
Book Club		
Book Swap		
Bocce Ball Couples Area		
Bowling. Lane Area		
Bowling, Lawn		
Brewing		
Bridge Couples		

See the entire list on the website, and you can ask us for more detailed descriptions to start your own versions.

Area and Shared Activities

Some branches do not have 6 members to form an activity, but the Area can support Investment, Bocce Ball, Pool, Computer & Technology Groups.

Branches can open their activities where they have room to other Sirs. Stamps, Woodworking, Astronomy, Poker, Dominoes, Cribbage, Pinnocchio, Hiking.

Walter Schick, Publicity & Tools Chair

Area Publicity & Recruitment Person

Rule 896: The Area Governor shall appoint an Area Travel Chairman and consider appointing chairmen for Area golf, bowling, fishing, speakers exchange, publicity and recruitment, and such other activities as may be required.

The Area P&R person is to coordinate the external recruitment of branches in the Area, to support internal recruitment within branches, and to encourage local publicity of outstanding SIR members. The Area Publicity & Recruitment Chair is appointed annually by the Area Governor. He has no budget and no authority; his work is to assist branches in maintaining recruitment efforts and to coordinate Area publicity.

Branch Publicity and Recruitment is divided into Internal and External:

1. Internal Recruitment and Publicity by SIR members through their contacts with individuals and their other organizations..
2. External Recruitment by an Area team, with one or more volunteers from each branch, with emphasis on reaching newly retired men.

The Area P&R Person will encourage individual branches to use SIR Cards in various ways. Each branch could name a Recruitment Chair to work within the branch and with Area Publicity.

The Area P&R team will place Area SIR brochure holders at golf club desks, at senior centers, at bowling alleys, at pool halls and at other suitable locations where newly retired men or their wives may visit.

Other Area interests can be supported by the Area P&R such as Area Activities. He can also support website development within individual branches as a publicity tool.

Area & Inter-Branch Communications

He will maintain the Area Branch Activities list and the Area Contact Roster to further support the Governor's effort to **Vitalize** his Area.

Area 22 includes the Four Key Functions, Editor, Webmaster, etc. Ask us for the full document to start your own enhanced Area Roster.

SIR Area 22 Contact Roster--2010					
Name	No.	Position	Name	Tele.	E-mail
Region	8	Region Director	John Levis	433-1740	jblevis1966@aol.com
Area	22	Area Governor	Ted Nagel	869-6304	tedfnagel@gmail.com
		Publicity&Recruit	Joe Futch	874-2863	joecfutch1@aol.com
		Golf Chairman	Jerry Strain	551-8220	br144golf@sbcglobal.net
		Bowling Chairman	Jim Pastorelli	492-3777	jimpstrll@aol.com
		Travel Chairman	Bill Torrens	667-0244	
Turlock					
Branch	143	Big Sir	Gegg Miranda	634-5136	
		Little Sir	Gene Evans	883-4646	
		Secretary	Clifford Dick	202-1247	

Four Key Functions Descriptions

The Branch shall have a Publicity Committee to publicize the Branch to the nearby community. Publicity should include, but not be limited to, news releases to local newspapers, attendance at City fairs, and brochures for newcomers groups and city senior centers. The committee should be chaired or co-chaired by a BEC member who has strong interest in this area.

The Branch shall have a Recruitment Committee to actively seek and promote good recruitment practices within the Branch. These tools and methods should include, but are not limited to, SIR members recruiting new acquaintances, Sir Ladies' outreach to their friends, and SIR members to their other organizations. The committee should be chaired or co-chaired by a BEC member who has strong interest in this area.

The Branch shall have an Activities Committee responsible for coordinating branch activities for maximum participation within the membership. It shall encourage the formation of new activities, and promote Area and State activities participation through newsletter articles, monthly Luncheon Meeting posters and announcements. The committee should be chaired or co-chaired by a BEC member who has strong interest in this area.

The Branch shall have a Member Relations Committee to improve, communicate and monitor the orientation and integration of new members from the point of their being a guest until they have completed at least six months of active membership. Also the Committee should monitor the vitality of the existing membership and recommend improvements to the BEC. The committee should be chaired or co-chaired by a BEC member who has strong interest in this area.