



MINUTES

**Sons In Retirement, Inc.
State Board Meeting - June 8, 2010
Elks Lodge - Vallejo, CA**



“Recruit, Vitalize and Retain Membership in 2010”

Present were the following:

State Board Members -

Elected officers:

Buck Kendrick - President
Gary Gruber - Secretary
Hal Stephens -Assistant Secretary
Karl Ryden - Assistant Treasurer

Regional Directors:

1 Ken Edson	6 James Stedman
2 Ralph Lingis	7 Richard Kabanek
4 Larry Powers	8 John Levis
5 John Mason	9 Richard Dettmer
	10 Donald Davis

State Chairmen, State Appointees, other participants -

Past Presidents - Mel Augustine (2000), Dwight Sale (2001), Jim Donovan (2005), Dave Reiser (2009)
Chaplin/Parliamentarian - Bill Short, Publicity & Tools - Walter Schick, Travel - Larry Garvin,
Meeting Arrangements - Bill Lewis, Rules -Tom Smith, State Training - Jim Stedman,
Growth and Membership - Harry Hubinger

President Kendrick called the meeting to order at 9:58 a.m.

Chaplin Bill Short gave the Invocation and led the Pledge of Allegiance.

President Kendrick recognized the individual attendees and the Secretary reported that a quorum was present with the required two thirds of Board Members present. Kendrick then requested approval of the minutes of the April 6, 2010 Board Meeting, and the minutes were approved as posted on the SIR Website.

President Kendrick, in his introductory comments, was pleased to announce that Branch 35 has taken in 35 new members thru May. He also mentioned that later in the program Travel Chairman Larry Garvin would be addressing some of the problems with Branch non-compliance with the Travel Code.

Speaking for Vice President Mannell, Kendrick indicated that he has come up with a plan for mementos to be given to attendees at the 8/2/10 Annual Meeting . The same style portfolio that was offered last year will be presented to attendees this year that were not recipients at last year’s meeting. Also, baseball caps with the SIR logo would be given to all attendees at this year’s meeting.

Assistant Secretary Hal Stephens reported that he would be processing the final set of Forms SI-100 for the year 2010 and outlined the routine procedure. He also spoke about the badges that are available from Arnolds for Awards, and stated that Arnolds are going to be recognized in an upcoming issue of SIR Happenings.

Assistant Treasurer Karl Ryden, reporting for Treasurer Mike Berry, stated that the State financial reports as of May 31 have been published and distributed. Basically, income is down and expenses are up except insurance premiums are down. Branch audit reports continue to be received and only a couple of Branches are yet to be heard from.

Speaking as Assistant Treasurer, the Branch Cash Reports - Form 28 are being received from all Branches. He stated that about 40% are received via US Mail. These hard copies are filed away, and

those submitted electronically are stored on computer media. A general discussion of document retention via hard copy versus digitally ensued.

Membership at the end of April was 19,441 ... a decrease of 19 from March. He emphasized that the active members count needs to continue to be reported on Form 28. The fact that some Branches are submitting the new Form 27 to certain parties is not good enough, the actives count must continue to be shown on Form 28 - Cash Report by all Branches. He praised the newly revised Excel version of Form 28 that has become available.

In response to a question, Ryden confirmed that the Branches have been billed for the meal cost at the Annual Meeting.

G & M Member Stedman presented a detailed report on the implementation of the new Form 27 - Branch Membership Report. 45% of the Branches have submitted the report and he is pleased with what the reported figures reflect. He received comments from a few of the Branches, mostly favorable. The instructions for the form will be simplified. He encouraged the Regional Directors to help him secure reports from every Branch this month. Eventually, quarterly summary reports will be produced that reflect the results for all five categories of information by Branch, Area, Region and State. A lengthy general discussion took place as to the procedures for downloading and filling out the form.

Regional Directors each gave a report on the goings-on in his Region, mainly emphasizing membership and endeavors to maintain and increase membership counts.

Nominating Committee Chairman Reiser offered the slate of nominees for 2011 Elected Officers, to be voted on at the 8/2/10 Annual Meeting. Nominations from the floor will also be accepted.

Publicity & Tools Chairman Schick spoke on behalf of Growth and Management Chairman Hubinger whose written report is enclosed herewith.

For the Publicity & Tools Committee, he offered another enclosed report. Item A on the report dealing with the Membership and Recruitment page on the website is being expanded to six Key Functions to include Travel.

Item D.2 - Tri-fold Brochures - was explained in detail, and after general discussion the motion was approved to purchase 5,000 brochures for \$602 and have them available to the Branches at cost via Rooster Hardware Form 21.

Item D.1 - Window Stickers - was explained, and after general discussion the motion was approved to acquire 2,000 stickers at \$.50 or less each.

InfoSys Chairman Dwight Sale led a discussion about the growing pains associated with getting Branches to implement the database program. Many of the Branches claim they have no need for changing from the way they are doing business now, so are reluctant to take on a new system.

Travel Chairman Garvin reported that he is experiencing the old problem with Branches not complying with the Travel Code, especially in the submission of the proper forms to the State Travel Committee. Branches consistently use the wrong forms and obsolete forms, not distributing the forms or not using some forms at all. The mandatory forms are 53 - Travel Event Approval, 50 - Travel Event Contract, and 52 - Travel Event Financial Report. He is considering conducting training sessions for Branch travel personnel. Meanwhile, he is having the travel agencies forward copies of documents to him so that he can monitor the events.

Garvin led a lengthy discussion concerning four proposed new Rules 460-463 covering Branch bus trips. There is some confusion as to the status of the proposal as it resides in the Rules Committee. It was decided that when the Rules Committee comes up with its recommendations, to expedite matters the proposed rules would be submitted to the State Executive Committee for approval and confirmed at the first State Board meeting thereafter.

Training Committee Chairman Stedman outlined his plans for the October 2010 Training Session. 2011 Regional Directors, Area Governors and Big Sirs will be required to attend. The Branch Leaders Guide is being expanded to include all three groups and will be renamed State Leaders Guide.

Rules Committee Chairman Smith presented the proposed rules changes as they were attached to the agenda. In Rule 896 - Area Governor Duties - a discussion followed a proposal that was offered to include "Publicity" among the suggested Area Chairmen to be appointed. The motion to approve the rule as presented passed. A motion to approve Rule 766 - Duties of President - passed.

The approved rules are enclosed herewith.

President Kendrick led a discussion of the mementos to be given out at the Annual Meeting in August. A motion was passed to authorize up to \$1,500 to cover the cost of portfolios and caps.

Kendrick indicated his wishes to re-activate the RV Committee. This process would include Rules Committee review of the rules pertaining to the RV activity. The State Board will need to approve any state RV event eventually proposed by the RV Committee. A motion was passed to approve re-activation of the State RV Committee and its activities.

He introduced a proposal to offer a Certificate of Membership to the Branches, available from the SIR Forms Page of the website. He showed a draft of the certificate and some of the wording was discussed at length. A motion was passed to approve implementation of the certificate as presented.

A flyer for the All SIR Day with the San Francisco Giants in July has been published and soon will be generally available to the membership on the website. President Kendrick stated that he will be throwing out the ceremonial first pitch and making every effort to get it over the plate.

In his concluding remarks, President Kendrick encouraged that we provide leadership at all SIR levels and improve the health and vitality of the Branches through increased membership and by offering a wide variety of activities. His actual words are contained in the enclosure.

The meeting was adjourned at 2:15 p.m.



Gary Gruber
State Secretary

Enclosures -

- Approved rule changes
- Growth and Membership Committee report
- Publicity & Tools Committee report
- President's Concluding Remarks

**RULE CHANGES APPROVED
BY THE STATE BOARD 6/8/10**

Area Governor Duties

RULE 896. The Area Governor may appoint an Area Chairman for any activity such as Travel, Speakers Exchange, Golf, Bowling, etc, as may be deemed appropriate to facilitate the conduct of SIR activities beyond the Branch level. (Revised 6/8/10)

Duties of President

RULE 766. Annually by September 30 the President-elect should make all of his appointments to State Committees and other Presidential appointments pertaining to his administration.

Among these appointments, the President-elect shall appoint a Nominating Committee consisting of:

- a. A chairman who shall be the then current President or; if unable to serve, the most recent Past President available, and
- b. One other Past President; and
- c. Three other members other than Past Presidents, who shall be past or present Regional Directors or Area Governors.

(Revised 6/8/10)

June 8, 2010

To: SIR – State Board of Directors

From: SIR Harry Hubinger – Chairman G&M Committee

CC: G&M Committee Members

Subject: G&M Committee – Report for June 8, 2010

1. **Magazine Articles:** Beginning with the June issue of ALIVE (eastbayalive.com) magazine, a series of four articles about a fictitious retiree named Rob will appear. He retires, meets SIR, joins, and participates. Copies of the magazine are available on line, or hard copies located at newsstands, or through me. The series has also been submitted to the Bay Area Newspaper Group, and it is being considered to be run in the ten papers they publish. Copies of the articles will also be available to Branches for submission to their local papers.

2. **Wikipedia and Facebook:** A format is in place to have SIRs listed in Wikipedia and a blog placed on Facebook. We are looking for a member to take ownership of this project and have identified several. Should be in place within the next few months.

3. **Sponsor Recognition Program:** A format to send recognition letters to SIR members who sponsor a new member is in place. Many such letters have been sent already. This is a joint program with the Publicity Committee.

4. **SIR Speaker Group:** A structure is in place whereby a governor can request a speaker from G&M to come with him to a branch and give a humorous but informative program about SIR, the state, and the organization. No requests have been received thus far, and we hope to publicize its availability.

5. **Joint Programs:** Several additional programs are underway with the Publicity Committee.

Respectfully submitted by the G&M Committee
H. J. Hubinger, Chairman

Publicity and Tools June 8, 2010 State Board Meeting

We are working closely with G&M and sharing projects depending on skills and interest. Some current projects are:

- A. State Membership and Recruitment Page is under construction. It will contain BranchTools for five Key Functions: Publicity, Recruitment, Speakers, Activities and Member Relations. All of the current items available on the website will be moved to this page. Please check the draft version at <http://sirinc.org/membership/> Let us know if you have suggestions.
- B. The motion tabled in January for State Recognition of Sponsors is being temporarily postponed to allow Branch recognition of the Legacy of One to be developed as a Tool. See the Legacy of One at the Area 22 site. <http://sirarea22.manogolf.com/content/legacy>
- C. One of the Governors mentioned that their Area had a strong publicity person. Unfortunately, we lost the contact information. If you have someone with passion and persistence that you can recommend, please let us know.
- D. STATE SIR Supplies for Branches
Our committee has had requests for SIR awareness items like Bumper Stickers, City Limit Signs, Caps, etc. We also have had requests for reprinting the Tri-Fold Brochures.

Branches cannot purchase in large enough quantities to get the lower costs. To encourage more branches to use these promotional items, we propose that the State purchase a larger-than -branch inventory of some of these items and resell them like we do the Rooster pins. I checked with Nat Lord and he can handle the orders. We would simply add new supplies to Form 21.

Here are two proposals that we ask the Board to approve:

1. SIR Bumper Stickers

9" x3" Vinyl Red and Black ; 250 are \$300 or \$1.20 each; 500 are \$390; 1000 are \$470 or .50 cents each.

We can fit 50 in a Priority envelope and send to the Branches for \$30, break-even.

To get the branches involved, I propose that we order 1000 or 2000. We would give the attendees of the Annual Meeting two each (600 total), and the remainder would be our starting inventory.

2. SIR Tri-Fold Brochures (Form 61)

Generic Tri-Folds with lines for members and their phone numbers. A branch can make a label for this side if they wish.

500 are \$237 or about 50 cents each. 5000 are \$602 or 11 cents each. We can fit 100 in a Priority envelope and send to the Branches for \$15, or 15 cents each and about break-even for the State.

To get the branches involved, I propose that we order 5000 and give each attendee at the Annual Meeting two each, and the remainder would be our starting inventory.

Respectfully submitted,

Walter Schick, State Publicity & Tools Chair

PRESIDENT KENDRICK'S CLOSING REMARKS

State Board Meeting 6/8/10

I want to remind you of our starting point this year. I introduced the following mission statement:

“It is the mission of SIR Inc. to provide leadership at all SIR levels that will result in strong, long term Branch health and vitality by recruiting and inducting enough new members annually to grow the membership level of the branch and by providing a wide variety of activities of interest to branch members to retain current members.”

I see no reason to deviate from this statement after 6 months of being your President.

We still have much to work on in the second half of the year.

We need to keep up the pressure to implement the 10% Resolution on Recruitment in all of the branches.

We still have some branches who think they have upper limits on membership. We passed changes in the rules a while back to preclude any wait list or limits, but not everyone gets the word.

Please keep close tabs on the branch leadership nominations status and press for timely submittals of the Form 20 for each branch.

Many branch leaders are still following the style and procedures of their founders, as in “we have always done things this way”. They are so deep in the forest of their branch history that they don't know any other way to run their branches. Many of them are also failing and will go out of existence. They need help!

Keep trying to help all your branches by sharing “Ideas that Work” elsewhere and helping revitalize their levels of activities where possible. Help them by getting them involved with Area or Regional activities and events if possible.

Do your best to identify and elect qualified, motivated RD and AG candidates to be the Pro-Active leaders for the future. Just electing “Warm bodies” won't cut it.

This is also needed very badly at the Branch levels, so keep working with the branch leadership to identify and elect the best candidates that can be recruited.

We are the Leadership Team and I believe our efforts are beginning to pay off. As a Team we can succeed.

We can **“Recruit, Vitalize and Retain Membership in 2010”**.