



Sons In Retirement Inc.
MINUTES - State Board Meeting (6 Pages)
Tuesday, November 13, 2012, 9:30AM



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

Attending State Board Members

President-Jim Stedman
Vice President-Richard Dettmer
Secretary-Eckart Sellinger
Assistant Secretary-Ron Flagel
Treasurer-Mike Berry
Assistant Treasurer-Jim Long
Director, Region 1-Bob Roberts
Director, Region 2-Ralph Lingis - Absent

Director, Region 3-Maynard Rodland
Director, Region 4-Bobbie Hairston
Director, Region 5-George Kranen - Late
Director, Region 6-Dean Steichen
Director, Region 7-Richard Kabanek
Director, Region 8-Edward Dorn
Director, Region 9-Gale Jeffers
Director, Region 10-Donald Davis - Absent

Attending Invited Participants

Dick DeVoe, 2013 Secretary
Jon Moninger, 2013 Director, Region 3
Jim Filippo, 2013 Director, Region 10
State Advisor, Parliamentarian-Dwight Sale
G and M-Walter Schick & Jerry Milano
Insurance-John Thomason - Absent

Past Presidents - Jim Donovan, Dwight Sale
Travel-Larry Garvin - Absent
Golf-Bob Mannell - Absent
Certificates-Jim Donovan
Arrangements-Bill Lewis
Bowling-Del Locke - Absent

Call to Order

President Jim Stedman called the meeting to order on time.

Secretary Eckart Sellinger verified there was a Quorum present.

Region 1 Director Bob Roberts led us in the Invocation and Pledge of Allegiance to Flag.

Welcome - Attendee Recognition – Meeting Administration

President Jim Stedman welcomed and recognized the attendees and thanked them for coming.

President Jim Stedman indicated there were no significant agenda changes for today.

President Jim Stedman asked for approval of the June 5, 2012 State Board Meeting Minutes and the August 6, 2012 Annual Meeting Minutes – MMSP (motion made, seconded, and passed)

Treasurer Report and Remarks

Treasurer Mike Berry started by indicating he emailed the Income & Expense Sheet, actual verses budget, and the Balance Sheet, January 1, 2012 through October 31, 2012 to all board members and referred to this information during his presentation. Mike said our balance sheet continues to show improved results largely for two reasons. This year we kept very tight control of expenditures and we resolved the misuse of funds from last year.

Mike then discussed the 2012 Income/Expense compared to the Budget for the first ten months of this year and then his forecast of the year end actuals vs budget. On the Income side, he pointed out we did a better job this year managing our assessments and have not let late or under payments go without quickly following up with the branches and have been more timely on getting the funds into our bank account. He said hardware sales have done very well eliminating a lot of our inventory from last year. On the expense side, Insurance is tracking very well and banner sales are doing extremely well. Mike has separated meeting and travel expenses into several categories such as State Board Meetings, Region - Area - Branch Meetings, Annual Meeting, and Committee Meetings such as Training, G&M, Golf, InfoSys, etc. He estimates we will be in a favourable position at the end of this year.

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He asked all members be clear and accurate when submitting their travel/meeting expenses so he can allocate it to the correct expense category. He also requested we submit our remaining 2012 expenses soon as possible and for sure by end of this year.

How do we budget for next year (2013)? We built the 2012 budget circa May of this year and have been tracking to it since May. We expect to have a full year budget for 2013 and track to it during the year. To do this, we need to establish who is accountable for the the individual categories in the budget and who helps build it for 2013. Mike expects to work with the 2013 Officers and Committee leaders during the rest of this year to build the 2013 budget so he can present it at the January Board meeting. Mike referred to an email where he described a suggested approach to do this.

How are we going to put the 2013 Budget together? Who is Mike going to work with for each of the sub-budget categories? How will the information be organized in Quick Books to allow the budget holders to see their information? President Stedman said having a budget is one of the approaches developed to help avoid similar problems to last year. Jim thought 2013 President Rich Dettmer could work with Mike to determine how to accomplish the budgeting task. Richard and Mike agreed and the first step is to get the budget built using the knowledge of 2013 Committee Chairmen, Regional Directors, and other leaders.

Remarks

President Jim Stedman discussed where he sees the organization today. The loss of members and overall decline in membership has been a central concern of this Board for many years. Something he and others learned is its an important issue to consider but how we solve that takes another direction which is how do you develop and maintain healthy branches that can sustain themselves and not decline over time. What we have done is to set a way to go forward by setting a goal for new member recruitment because we learned a healthy branch is one that can bring in enough new members to keep from getting older and be able have replacements for all areas. His focus has been on learning how to get and keep our branches healthy which comes back to the same thing where we need to have new members for the purpose of building a core group of younger members in every branch and we do this in perpetuity, not just this year bringing in 10% but every year we do this. We think 10% is a realistic goal. Those branches that have been able to do this are booming and in good health. The more we focus on that rather than how we stop losing members, we will see more branches become healthy and will be able to see a stabilization of our membership overall. But we have to focus on branches that can meet this goal along with the 70% luncheon attendance. These two goals will make healthy branches.

Vice President Rich Dettmer supported Jim's comments and said these 10/70 goals will also be in place for 2013. He said he will have more remarks at the end of the meeting. He said Jimmie Johnson has a baseball event planned where the River Cats and Reno Aces play in Sacramento on or about June 29, 2013. Rich asked for a motion to approve this activity. MMSP

Secretary Eckart Sellinger thanked everyone for their support over the last nine years while he was an Area Governor, Regional Director, State Secretary, and chaired the Training Committee and was a member of various other committees. He wished all a productive 2013 and beyond.

Assistant Secretary Ron Flagel said he is partially on board and has been filing the CA. Statement of Information Forms for all the branches. He has badges for the newly elected board members and Area Governors for distribution today.

Assistant Treasurer Jim Long said he is still missing Form 28's and asked the Regional Directors to assist in getting them to him. Missing branches are 3, 5, 22, 44, 68, 74, 92, 104, 152, & 155. He also asked the RD's to remind the Area Governors their branch audits will be due to them by February 20, 2013 and then they need to notify Jim these audits are completed. As of this time, there is 17% of the branches which have not completed the last audit which was due February of this year.

Activity and Regional Directors Reports

President Jim Stedman reported on Membership indicating he sent us the Form 27 results and his comments on November 1st. He said the good news is that 79 branches have recruited and inducted new

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members at an 18% average rate, well above the 10% goal. These branches are building a core of new members leading to healthy branches which is similar to last year. This shows over half of our branches are meeting or exceeding our goals. 38 branches have reached or exceeded the 70% luncheon goal and are averaging 74% attendance. He feels we still have many branches with bloated rosters but have seen many branches purge their rosters which show as membership losses.

Break

Activity and Regional Directors Reports – Con'd

Jim asked each of the directors to comment on the the effectiveness of the 10/70 goals for improving branch leadership and health in their Region. He also asked they comment on whether the branch leaders are developing a culture of expectations that the 10% goal is to be achieved every year in order to develop a core group of newer members.

Region 1 Director Bob Roberts described the general areas of his region and went on to say they all recognize the 10% goal and that it is to be an ongoing effort each year. He believes some of the leaders understand why its important to meet or exceed the 10% goal. He takes time each branch visit to give a lengthy motivational talk about these goals. He has filled his two open Area Governor positions and indicates the coming year will a good one.

Region 3 Director Maynard Rodland said he emphasizes routinely the 10/70 goals to the branches and sees in their BEC minutes and bulletins the Big SIR discussing how they are doing in meeting them. He said the good branches are aware of the reasons for the 10/70 goals. He is aware some of his branches are talking about merging for various reasons.

Region 4 Director Bobbie Hairston said its pretty universal the AG's and Big SIR's understand the reason for the 10/70 goals. He described an effort to get more interest and activities in one of the branches (currently has 173 members) by having their members fill in their interests by using the back of the New Member Application that lists potential branch activities. The result was to initiate several new activities (six new ones) with chairmen based on common interests of their members.

Region 5 Director George Kranen indicated a merger of last year took a long time to assimilate the change and has had an impact on their Area 1 results. He feels all branches in Area 1 are not very strong but understand the need for the 10% goal. The Big SIRs of Area 1 have a breakfast every month which George attends to discuss their mutual issues and challenges. His other Area is doing much better primarily because of a branch with over 400 members is the stable influence in the Area. George will be conducting Area 1 training in January to include the new Area Governor and hopes to have a new Area Governor for his other area by the time he runs their training session.

Region 6 Director Dean Steichen described the geography of his Region and indicated they are reducing the four Areas down to three by merging Area 7 and with Area 8. He will have three new Area Governors for next year. Ssome branches are achieving the 10% goal and the 70% goal. He is finding the understanding of goals does not make them happen. In some branches the culture change is a very difficult and slow process. New activities such as ones that include wives participation are the most beneficial to keeping and increasing membership in his Region.

Region 7 Director Richard Kabanek started by saying he believes wearing SIR attire is helpful in finding new members and observed very few at this meeting are wearing Sir clothing. He sees many of his branches BEC members wearing SIR attire and it looks good. He needed to replace a Governor due to illness and found a replacement due to someone volunteering which was much appreciated. He is still working to make sure all his AG's and Big SIR's understand the main challenge for each of them is to recruit new members and focus on the 10/70 goals and the importance of them. He will be working with his leaders to get them to understand this need and to develop action plans to achieve these goals.

Region 8 Director Ed Dorn has three metropolitan areas. Modesto area leaders understand the 10/70 goals. In the Fresno area, the area is healthy and the branches work well together. The Bakersfield area

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will have a new AG next year which will help. He believes one of the branches will fail this year. He says the Area Governors do understand the goals and the Form 27 value. He also said the leaders understand the concept of them being responsible for the health of their branches, but the depth of understanding varies from leader to leader.

Region 9 Director Gale Jeffers has two Areas with eleven branches where 60% have achieved the 10% goal but he says once they meet the goal the effort to recruit slows. Form 27 caused the BECs to have more focus on the need to recruit new members. The 70% goal has not been achieved at a sustained level. It seems likely there maybe a possible branch merger next year. The basic elements of a good branch (venue, activities, speaker, cost) is present in the branches meeting these goals.

President Jim Stedman thanked the Directors for their presentation and recognized each of them for working hard to make sure good branches are successful and healthy.

Recognition Certificates

President Jim Stedman distributed Recognition Certificates to the Board and Committee Chairs for their contribution this year. Jim also awarded Treasurer Mike Berry an Honorary Life Membership for the State positions he held over the last several years. Most significantly, Mikes effort this year in resolving and cleaning up the misuse of funds from last year and creating the budget framework.

Catered Lunch

Committee Reports

Training Committee Chairman Rich Dettmer discussed the Leadership Training last month and some of their major objectives. They started by surveying Past Big Sirs of 2011 and the 2012 Big Sirs and the feedback resulted in this years curriculum. They had 141 total attending the session. They wanted to further educate the attendees on the use and value of Form 27 and the value of 10/70 goals. They also wanted to give them information on how to develop an action plan. Online evaluation feedback from the Big SIR's, AG's, and RD's were extremely positive for the training session.

INFOSYS Committee Chairman Dean Steichen reported committee member changes are Rich Dettmer will be the Content Manager for 2013, Ron Flagel and Marty Owen are new members. The Web Site committee continues to update the various pages and their content. They revised the Apparel and Banner pages by placing a SIR web page in front before linking to the vendor to better benefit SIR. Access to the SIRinc.org continues steady with about 65 hits a day, about 65% of those are returning users and the others are new visitors. Dwight Sale continues to keep the Sir Database updated including the 2013 changes from the branch Form 20's. He continued his efforts to document the many processes and procedures for the maintenance and administration of the Database.

G & M (Growth & Membership) Committee Chairman Walt Schick started by emphasizing the importance of "bring a friend" and recognize that casual people you meet who might be interested in SIR could turn out to be a friend. Walt distributed a summary of the 2012/2013 projects the committee is working on. He noted Jim Stedman will continue to analyze and publish reports from Form 27 data. Ed Dorn (Region 8) is interested in reaching retirees in cities that have no SIR branch. Walt has started demographic analysis of the potential for new SIR's, finding there is a large potential for 3-5 new cities in Region 8. About 32,000 men in the 65-69 age group live in the Central Valley. There are now 1,800 SIR's. If we can get 1/2% of this population into new branches, we can double Region 8 SIR's to 3,600. G & M efforts in 2013 will include a study on new cities with potential opportunities and will report their findings to this Board in January.

Please note our committee is understaffed with only 5 members out of 8 authorized. We ask you look for candidates to help support our projects. We consider this Board our advisors so we will begin sending you our meeting agenda and minutes. We expect you will let us know your suggestions and concerns as we progress.

Walt introduced Jerry as the 2013 Chair of this committee and Jerry outlined recruitment opportunities in cooperating with other organizations. Jerry said they will be focused on getting allies to help recruit

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members such as the ladies in our life. They are looking at forming an alliance with some womens organizations for a couple of reasons. One is we would like to approach larger business firms HR Departments and tell them we have a benefit for retiring men employes that will help them keep active both physically and mentally in their retirement. We want them to present this opportunity to their retiring men and note our friends from womens organizations who offer similar benefits for your retiring women. Having a womans organization to refer to blunts the objection of HR departments complaint about what about their retiring women. This also makes all of the women in these organizations aware of the SIR opportunity for men and they become recruiters for us. There were strong suggestions the committee look at minority recruitment.

Rules Committee Chairman Maynard Rodland said he suggested changes to Rule 86 (member transfer to another branch retains his active status), Rule 866 (changes the date the Treasurer invoices each branch to the last day of each quarter), Rule 868 (limits the Treasurers authority for routine purchases), Rule 869 (additional Treasurer actions related to Federal and State tax returns), Rule 870 (Treasurer reporting monthly to Board members). MMSP to accept these changes.

Certificates Committee Chairman Jim Donovan reported the Certificates prepared to date this year are: HLM=38 +3% over last year; Sr HLM=18 + 6%; Century SIR= 7 +75%; Super Senior SIR=46 +53%; Senior SIR=233 +4%. Also, 185 recognition certificates have been prepared. President Stedman said that the certificates are always appreciated by the members which is demonstrated everytime he makes a presentation at a branch.

Recreational Vehicle Committee report was given by President Jim Stedman who reviewed the recent ups and downs of this committee which is no longer functioning even though a strong effort was made over the last year to get it going again. Many Branches/Areas still have a strong RV organizations. MMSP to agree with the State RV Committee for it to become Inactive.

Old Business

Concern was raised about the Bocci activity ongoing under the Bowling leadership and was interested in a separate Bocci committee being established. No action was taken on this suggestion.

New Business

Jim Stedman said he has been contacted by the Warriors about having a SIR night at the Warriors. Jim surveyed the Board on their interest in having a Warriors night and there was none. Jim will get back to the Warriors.

Maynard Rodland raised the need for a projector for the Training Committee which would be a State asset. Jim suggested a presentation for one be made to the Board at the January meeting.

Jim Stedman said Br 27 & 41 are closing and some members are going to reconstitute themselves under a new branch number 66 at the end of this year.

George Kranen said Branch 90 (about 75 members) is planning on merging with Branch 16 this year. He is aware they need to go through several formal procedures before this becomes official.

Installation of 2013 Board Members

President Jim Stedman swore in next years board members.

2013 President Remarks

Rich Dettmer, 2013 President, guaranteed he will support the 10/70 Goals in 2013 as he believes strongly in them. He said he is very interested in marketing and pointed out we are still loosing to many members even with the current recruitment efforts. He noted there is a very strong infra structure at the top of the SIR organization but is concerned at the lower levels noting the many vacancies at the Area Governor level. He asked the Directors to push to fill the AG open positions. He said its been a real pleasure to work with President Stedman and presented Jim with an Honorary Life Membership.

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Adjournment

Jim said the next Board meeting will be January 15, 2013 at the same location.
He then adjourned the meeting.

Respectfully Submitted,
Eckart Sellinger – Secretary