



Sons In Retirement Inc.  
**MINUTES** - State Board Meeting

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

Tuesday, April 2, 2013, 9:00AM



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**Attending State Board Members**

President-Richard Dettmer	Director, Region 3-Jon Moninger
Vice President-Maynard Rodland	Director, Region 4-Bobbie Hairston
Secretary-Richard DeVoe	Director, Region 5-George Kranen
Assistant Secretary-Ronal Flagel	Director, Region 6-Dean Steichen
Treasurer-Mike Berry	Director, Region 7-Richard Kabanek
Assistant Treasurer-Jim Long (Absent)	Director, Region 8-Edward Dorn
Director, Region 1-Bob Roberts	Director, Region 9-Gale Jeffers
Director, Region 2-Ralph Lingis	Director, Region 10-James Filippo

**Attending Invited Participants**

Past Presidents-	Rules-Larry Powers
Mel Augustine	Golf-Don Andrews
Jim Stedman- Nominating	Insurance-Angelo Coero
Dwight Sale-State Advisor/Parliamentarian	Travel-Larry Garvin
Growth & Membership-Jerry Milano	Arrangements-Bill Lewis

**Call to Order & Minutes**

President Dettmer called the meeting to order at 9am.  
Secretary Dick DeVoe verified there was a quorum.  
Region 1 Director Bob Roberts led us in the Pledge of Allegiance and gave the Invocation.  
The January 15, 2013 State Board Meeting Minutes stand approved as written.

**Branch Survivability**

The actions and plans of the Survivability Action Team (SAT) were a part of several Board Members' prepared remarks: State Secretary Dick DeVoe, Growth & Membership Chairman Jerry Milano, and Regional Directors Ed Dorn, Bobbie Hairston, Gale Jeffers, Richard Kabanek, Ralph Lingis, and Dean Steichen. The SAT was established in December, 2012 by Growth & Membership Chairman Walt Schick and is comprised of State Secretary Dick DeVoe (Chairman), Ed Benson, Walt Schick, and Derek Southern. The team had found that the large number of branch closings (53 to date) had become more numerous in recent years, and the closings had similar reasons for their demise. Branch survivability risk (extreme, moderate, and low) now can

be predicted as never before using significant indicators from branch closings research and other factors not previously available. A revealing survivability indicator summary for each of the 134 existing branches has been completed. The SAT has developed a program/process for helping branches who find themselves at moderate-to-extreme risk to survive, once they commit to do so.

The six Regional Directors that have received presentations regarding their branches strongly support future actions recommended by the SAT. Other regions are being scheduled for presentations in April. The key to the survivability of branches is their leaders' understanding of their survival risk, their commitment to survive, and their actions short and long term to meet that commitment. Each branch that commits to survive is expected to establish a Branch Survivability Coordinator. This position must be strongly committed to the survival of his branch and will provide continuity to the branch's survivability plan/actions as Big Sirs and other BEC members change. Acting as a trusted advisor to the Big Sir and BEC members in survivability-related matters, he will be the branch liaison to a member of the SAT.

### **Treasurer's Report**

Treasurer Mike Berry stated the March 2013 assets of \$94,000 increased \$33,000 over March 2012. This is a significant difference even after adjusting for \$4800 not yet distributed from Branch 3 and 9 branch closures, and for \$8900 in 1st quarter insurance policy premiums not yet paid in 2013. Assessments are down \$3800, due mainly to (1) less branches paying Q2 before end-March than last year. (2) in 2012 collecting more late/missed 2011 dues than in 2013, and (3) Q2 invoices being down about \$400 vs. Q2 2012. Details are found in the attachment.

Only about one-half of branch audit reports due by Feb. 10 have been received by Area Governors.

### **Assistant Secretary's Report**

Assistant Secretary Ron Flagel has documented the process for handling of S1-100 forms. The 12 branch dissolutions started by former Asst. Secretary Chuck Moss prior to his death are being completed. The action to reduce inactive branch corporations to ten will commence shortly.

### **Regional Directors' Reports**

Each Regional Director reported on his region. Included were the following:

< Difficulty filling Area Governor/branch leadership positions continues, with branches actually failing due to lack of volunteers for leadership positions. Also, some branches have incumbents on the BEC for years, either because of no volunteers or because they don't wish to give up their positions. Region 3 Director and the G&M Committee are encouraged by the recent success of a program to solicit volunteers available from Region 3's Roger Pelz.

< Provisional Branch 164 in Region 8 held its 1st meeting in March, sponsored by Branch 144; the startup is attributed to the excellent efforts of Region 8's Jerry Strain.

- < More activity is being reported in recruiting through promotions at trade fairs and other venues.
- < A few rural branches have a continuing problem with facility size vs. maximum membership.
- < Many branches were reported at extreme risk of failure, while others had found ways to grow. Branches in some areas are feeling the competitive pressures from branches in the same area.
- < Some Area Governors are taking what they've learned in SAT presentations to their branches and asking for a commitment to the Survivability program.
- < The really successful branches maintain strong leadership at all levels and emphasize the four functions- activities, publicity, recruiting, and retention. A number of branches are focusing more on activities particularly.
- < Adequate training of Area Governors, Big Sirs, and other branch leaders is an ongoing problem that needs resolution.
- < The 10%/70% goal is being utilized by many branches, but unfortunately branches often don't consider attrition in setting their goal.
- < Computer skills are still a problem for some branches with their submittal of Form 27's and other required forms.
- < Communications needs to be improved between the branches and higher levels.
- < Branches should plow back excess funds in bank accounts for the benefit of their members.
- < Branch roster purging continues by branches that have done a poor job maintaining their active member rolls.

### **Budget Ad Hoc Committee**

Vice-President Maynard Rodland, Treasurer Mike Berry, Insurance Committee Chairman Angelo Coero, and Region 3 Director Jon Moninger comprised this Committee, appointed by President Dettmer due to a 2013 revenue vs. expense shortfall now estimated to be \$14,615. The revenue decreases are due to a reduction in branch assessment revenue, branch closure-related funds, and a one-time RV Committee adjustment. The expense increases are due primarily to an increase in insurance premiums, meeting/travel expense, and an approved direct mail recruitment test.

Although Insurance is over 40% of the budget, the 2013 insurance policy contracts have been signed with the insurance companies involved. Thus it was agreed that the Insurance Committee submit options for 2014 contracts at the November Board Meeting or before, with the view to reducing insurance costs wherever practicable to do so.

VP Rodland stated that it is necessary to both reduce our expenses and boost our revenues. The following recommendations were acted upon as shown:

1. **Mileage Allowance-** m/s/a to reduce the mileage allowance from \$.50/mile to \$.35/mile effective May 1, 2013. (Expense Claim Form 15 revision)
2. **Quarterly Branch Assessment-** m/s/a to increase the amount to be invoiced for each SIR member to \$1.25 from \$1.00 effective July 1, 2013.
3. **HLM Assessment-** m/s/a to no longer exclude Honorary Life Members from the branch quarterly assessment computation effective July 1, 2013. (Rules 24i and 866b for revision)

4. **Travel Insurance Coverage-** m/s/a to increase the insurance coverage charge from \$5 to \$7 per participant for each event involving travel outside the U.S, commencing with travel offers on or after July 1, 2013. (Rule 369a for revision).
5. **State Budget Oversight Committee-** The Rules Committee will prepare a recommendation for an addition to Bylaws, Section 225 to establish a new Standing Committee titled Budget Oversight Committee. The Rules Committee will also prepare a proposed new rule under Division 3 of the Standing Rules that this Committee will have 4 members chaired by the President or Vice-President. The proposed new rule will also give a general description of the Committee's duties/responsibilities (budget oversight).
6. **Expense Claims-** m/s/a that all expense claims for the prior quarter be submitted by April 15, July 15, October 15, and January 15. Effective date July 1, 2013. (Expense Claim Form 15 revision)

President Dettmer intends to send a letter to branches regarding the finance-related changes and the reasons for them.

### **Growth & Membership Committee**

Chairman Jerry Milano distributed a packet which he used as the basis for his presentation (attached). He summarized the 2013 Growth Projects: Direct Mailing Advertisements, Stronger Branch Support (Branch Survivability Program and Survivability Action Team) , Strategic Alliances (contacts with women's organizations, service clubs, corporations, etc. that may be helpful in attracting new members), and New Branch Initiatives. Jerry distributed latest examples of passouts that can be used to attract a wide range of potential members from different venues. State Advisor Dwight Sale stated that he's seen a lot of good G&M Committee work over the past 10 years, but this G&M Committee is "astoundingly effective in comparison".

### **Nominating Committee**

Chairman Jim Stedman stated that there are candidates for all positions, with two for Vice-President and two for Assistant Treasurer. New applications are due by April 15, 2013.

### **Form 27**

Form 27 Chairman Jim Stedman states that there are very encouraging trends evident in the first two months of 2013. The overall membership loss is very low; there was an increase in branches with membership gains; and an increase in branches inducting new members at a 10% rate. Average luncheon attendance also increased significantly to 67%, plus the average percentage of guests increased to 21%. Purging is continuing and will continue. Branches will continue to close due to their high average age and low vitality/energy. There will be a stronger core, though, of branches who have learned to survive.

### **INFOSYS Committee**

Chairman Dean Steichen summarized the critical work being done on a routine basis throughout the INFOSYS team. The fairly constant average daily usage of the website by members is about 120-140 per hits per day. A member with strong technical software expertise has volunteered to

rewrite the SIR database using newer technology; it will allow data entry to be performed by many more persons. However, it is a big job and will take about 1-1/2 years to complete. The latest fine Sir Happenings edition is on the website.

### **Rules Committee**

Chairman Larry Powers stated Rule 216 has been clarified regarding submittal of completed Form 28's. Rule 818 has been clarified regarding the relationship of the State Advisor to the State Executive Committee.

### **Insurance Committee**

Chairman Angelo Coero advised that the insurance policies SIR has are excellent, the companies themselves are high grade. and the insurance costs are very reasonable. He cited an example of the cost estimate received by only 1 branch, which was \$5000. He cautioned that branches should be enhancing SIR insurance protection by requiring a Certificate of Insurance from their vendors.

### **Golf Committee**

Golf Committee Chairman Don Andrews summarized the golf program, including the number of NCGA members (4770), major SIR golf tournaments scheduled this year, some formats being used, and a change to a higher calibre venue in Reno.

### **Training Committee**

Chairman Maynard Rodland summarized that the October meeting for incoming Big Sirs will focus on giving them background knowledge from the Leaders's Guide on what it takes to be a leader. The June Committee meeting will consider how to insert Branch Survivability precepts into the program.

### **Travel Committee**

Chairman Larry Garvin stated that the Committee is continuing to work on revisions to the extensive rules in the SIR Manual. The 55th Anniversary Cruise to Alaska 7/28-9/7/13 has 390 participants statewide at this time.

### **State Audit Committee**

President Dettmer submitted letters from State Audit Committee Chairman Russ Jackson stating that the Committee had found the State Treasurer and State Golf Committee financial records in compliance for the year ended December 31, 2012.

### **New Business**

1. Regional Directors Richard Kabanek and Ed Dorn will propose a rule clarifying under what circumstances the branch or the visiting Area Governor/Regional Director pays for the visiting leader's lunch.

2. President Dettmer requests that State Board members seriously consider his recommendation to give branches the option to assess its members, as part of their authority to run their corporate business. The current rule allows branches only to request voluntary contributions.

**Adjournment**

President Dettmer stated the next State Board meeting will be Tuesday, June 4 at the same location. He adjourned the meeting at 2:30pm.

Respectfully submitted,

Dick DeVoe- Secretary



# Growth & Membership

**Apr 2013 Board Meeting**

[jerrymilano@astound.net](mailto:jerrymilano@astound.net)

925-934-3496

# 2013 Growth Projects

- **Direct Mail Advertising**
- **Stronger Branch Support**



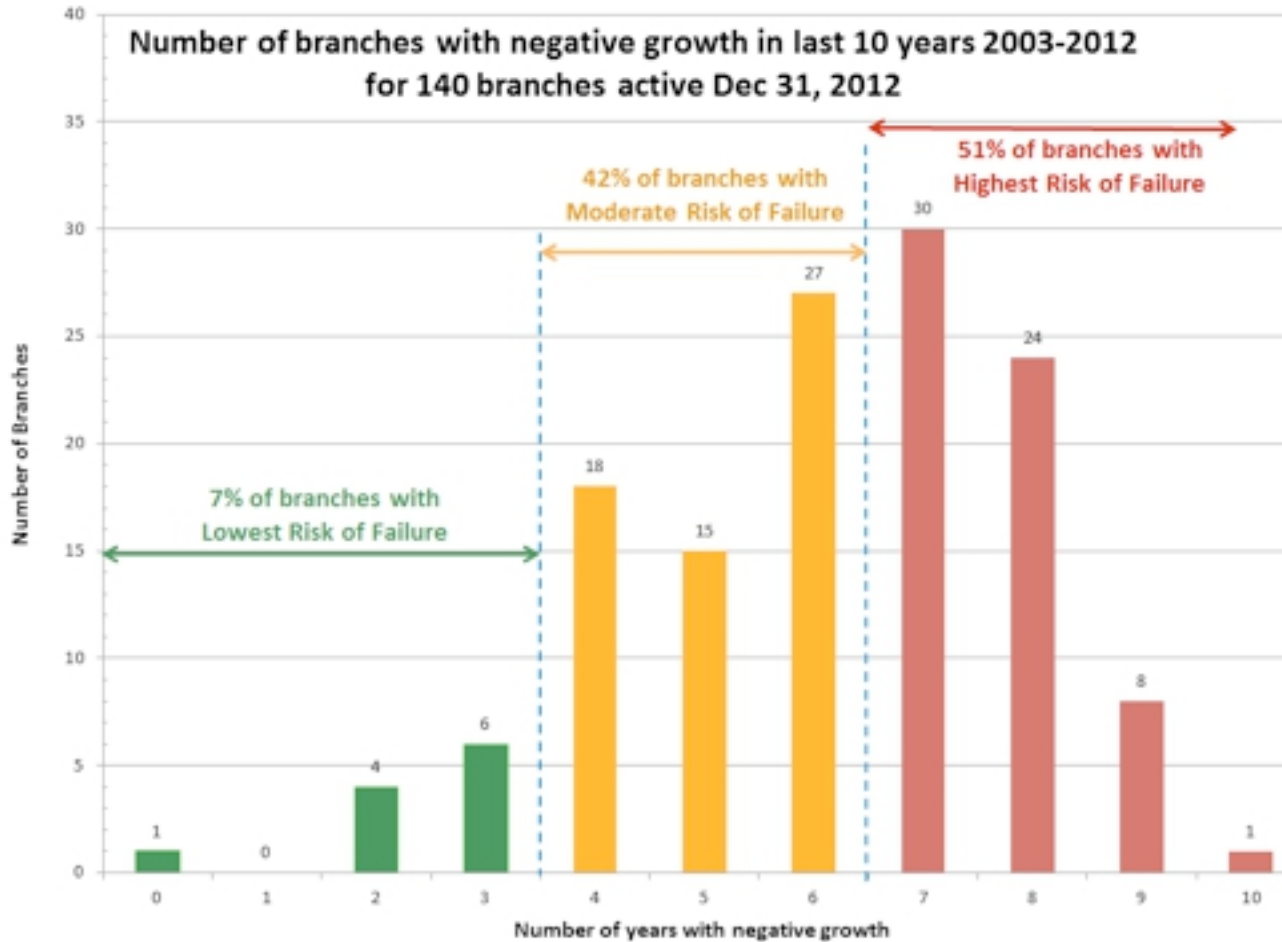
# Direct Mail Advertising

- A direct mail campaign targeted on Northern California males from 65 – 69 is a low cost method of **putting the SIR brochure in those homes** where it has a good chance of success.
- Not yet launched; need a volunteer area, i.e. two or three branches committed to welcoming new membership from mailing

# Stronger Branch Support

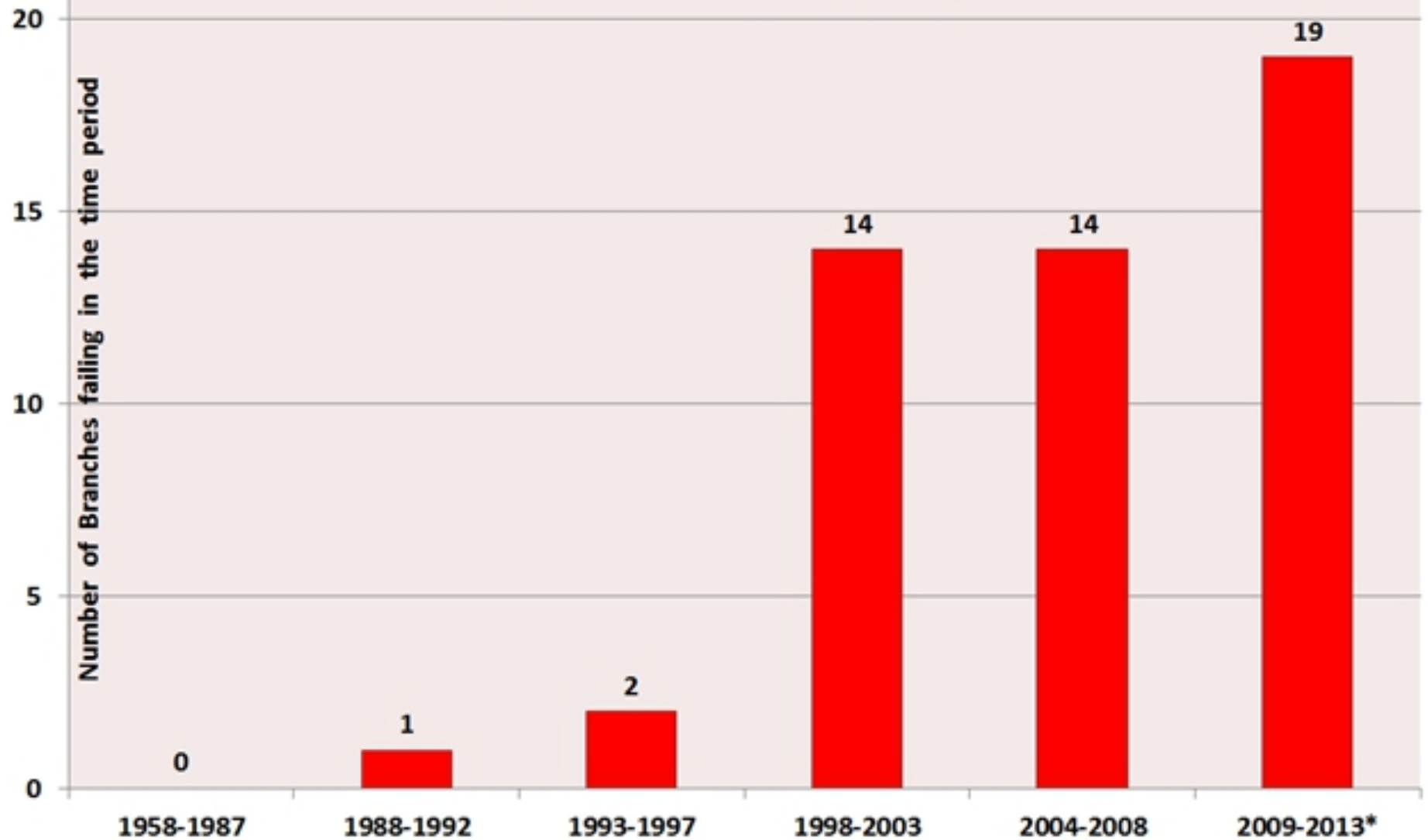
- Improved Branch Membership Analysis
- Improved Support for Area Governors & Regional Directors
- New Recruiting Brochures; Focus on SIR Activities

# Declining Membership @ SIR Branches



## Number of Branches failing in each Time Period

Most periods are 5 years, but note that the first period spans 25 years and the last period (2009-2013\*) is not yet complete!



# Branch Survivability Plan

- ✓ Identify High Risk of Failure Branches
- ✓ Recruit Survivability Action Team
- ✓ Develop Survivability Model for Field Use
- ✓ Contact District Managers & Area Govs
- Assess Branches for:
  - Collegiality (lunch attendance & # of activities)
  - Volunteerism (ease of recruiting leaders)
  - Recruiting New Members
  - Member Retention

# Support for RMs, AGs &

## **The Branch Survivability Action Team Mission**

- Analyze the reasons behind membership attrition, branch decline and closings, which have accelerated since 1990.**
- Assess the health of each of our current branches, using up to date information.**

# Branch Survivability Action

- **Dick DeVoe, Chair** – James Filippo R10, Gale Jeffers R8, Robert Roberts R1;
- **Ed Benson** – Bobbie Hairston R4;
- **Walt Schick** – Ed Dorn R9, Dean Steichen R6, Jon Moninger R3;
- **Derek Southern** – Richard Kabanek R7, George Kranen R5, Ralph Lingus R2.

# Survivability Action Team Progress to Date

- **Region 1**– Bob Roberts– in process to schedule a date by end–April.
- Region 2– Ralph Lingis– participated with Reg. 9 March 15.
- **Region 3**– Jon Moninger– has an understanding of the presentation, although hasn't seen it in its entirety. AG Jimmie Johnson is actively working with his branches after coaching from SAT Member Walt Schick.
- Region 4– Bobbie Hairston– received a presentation March 29.
- **Region 5**– George Kranen– in process to schedule a date by end–April.
- Region 6– Dean Steichen– & 3 AG's received the first presentation March 1.
- Region 7– Richard Kabanek– & 2 AG's received the presentation Mar. 22.
- Region 8– Ed Dorn– & 1 AG received the presentation Mar 14 in Manteca.



# New Recruiting Brochures

- New Single Card Format
- Four Featured Themes
  - Bowling
  - Fishing
  - Golf
  - Wives
- Professionally Designed
- Fit Existing Brochure Racks
- Samples Testing in Area Two

# Strategic Alliances

- Employers are reluctant to accept a function that only benefits MALE retirees
- A partner Women's Organization has not yet been identified
- Both **Assistance League [ALDV]** and **University Women [AAUW]** have declined a partnership to recruit new

# New Branch Initiatives

- Demographic studies have identified cities that are underserved by current SIR branches.
- If successful, a statewide initiative to launch **FIVE** new branches in the next two years would cut normal attrition in half.

**Thank You**