



Sons In Retirement Inc.
MINUTES - State Board Meeting
Veterans Memorial Building,
420 Admiral Callaghan Lane, Vallejo, CA
Tuesday, January 14, 2014



State Board Members

President-Maynard Rodland
Vice President-Bobbie Hairston
Secretary-Richard DeVoe
Assistant Secretary-Ron Flagel
Treasurer-Mike Berry
Assistant Treasurer-Karl Ryden
Director, Region 1-Bob Roberts
Director, Region 2-Russ Salazar
* (Absent)

Director, Region 3-Jimmie Johnson
Director, Region 4-Bob Staib
Director, Region 5-George Kranen*
Director, Region 6-Dean Steichen
Director, Region 7-Roland Rempel
Director, Region 8-Jerry Strain
Director, Region 9-Don Dill
Director, Region 10-James Filippo

Other Attending Invited Participants

Past Presidents-
Mel Augustine
Rich Dettmer
Art Pufford
Dwight Sale-State Advisor/Parliamentarian
Jim Stedman- G&M Form 27
Insurance- Angelo Coero
Meeting Arrangements- Bob Toney

Growth & Membership-Jerry Milano
G&M SAT-Derek Southern
Golf-Don Andrews
Bowling- Del Locke
Travel-Larry Garvin
Rules-Larry Powers
Audit- Russell Jackson

Call to Order, Welcome, Installation, & Minutes

President Maynard Rodland called the meeting to order at 9:30am and welcomed the Board Members, Past Presidents, and other invited participants.

Secretary Dick DeVoe verified there was a quorum.

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

Jimmie Johnson was installed as Region 3 Director. Bob Toney was introduced as the new Meeting Arrangements Chairman.

The November 12 State Board Meeting Minutes were approved as written.

Remembrances

Tributes were made for recently deceased HLM's Jim Wyatt and Bill Lewis. Jim was 1997 Past President and Bill was Meeting Arrangements Chairman since 2007. Both gentlemen had dedicated themselves to serving SIR in a variety of ways over many years at both the Branch and State levels, and will be sorely missed.

HLM Presentation

On behalf of the State Board, President Maynard presented Region 6 Director/INFOSYS Chairman Dean Steichen with the coveted State HLM award. Dean earned SIRinc's highest award for his outstanding and exceptional contributions to State SIR in various State positions over several years. The award was met with resounding applause by all meeting participants.

President's Remarks

President Rodland thanked Past President Rich Dettmer for his leadership in 2013, and expressed his pleasure in being elected President. Emphasis is planned on the following for 2014:

- Recognition of exceptional branches by presenting an Exceptional Branch Award at the Annual Meeting for one branch in each Region.
- Increase of coed activities in branches.
- Capability for meeting participants to fully participate at a separate location through electronic means.

- Greater focus on Area activities, including establishing Area Activities Coordinators to support the effort.
- Realignment of Regions to increase effectiveness and efficiency within SIRinc.
- Improvement in the selection/election process for Area Governors and Regional Directors.
- Consideration of a new Annual Meeting location, including Reno with spouses if practicable.

Vice President's Remarks

Vice President Bobbie Hairston thanked the SIR membership for his election to VP, and stated that he plans to support the President wherever possible, including the areas of emphasis above.

Treasurer's Report & Financial Actions

Treasurer Mike Berry summarized the 2013 financial results, stating that SIRinc ended the year about where it expected to be. Total income was \$82,770 with total expenses \$76,481. Net income was \$6300 compared to \$1300 that was expected after the April revised budget. The \$5000 improvement was attributable to two expenditures expected to be in the 2013 expenditures but was held up pending Board approval (\$4400), and funds from the Branch 44 closure which had not yet been distributed. As a result of this net income favorable variance, the reserves had increased to \$88,000 compared to \$82,000 year-end 2012. However, the \$5,000 favorable variance would appear in 2014 as an adverse variance. Thus 2013 was approximately on target for the budget revised in April.

The 2014 budget was presented, with total income of \$80,020 and total expenses of \$90,682. The \$10,662 difference is \$4400 promotional expense approved in 2013 to be spent in 2014; \$5600 additional for promotional research; and \$932 left from a 2013 branch closing expected to be distributed in 2014.

The following financial actions were moved/seconded/approved during the meeting:

- to accept the results of the 2013 financials as presented.
- to accept the 2014 budget as presented. Budget Oversight Committee members were applauded for their work.
- to reimburse the G&M Marketing & Publicity Chairman for \$4400 involving recruitment flyers (\$2200) and Valpak promotional research (\$2200) since expenditures of \$1500+ require Board approval.

Assistant Treasurer's Report

Assistant Treasurer Karl Ryden reported that 14 Form 28's have not yet been received, and 8 have to be redone due to inaccuracies. He emphasized the requirement that each branch complete its annual audit and submit Form 29 to the Area Governor by Feb. 10 (Rule 257). The Area Governor then must certify to Asst. Treasurer Ryden of each branch's audit status by Feb. 20 (Rule 801).

Assistant Secretary's Report

Assistant Secretary Ron Flagel advised that the 2014 badges have been distributed.

INFOSYS Committee

The SIRinc.org website receives about 65 accesses daily with 57% returning users and 42% new visitors, although there has been a spike in January accesses.

A new database program using a CiviCRM product is being worked on. Another excellent SIR Happenings edition has been recently published.

Certificates Subcommittee Chairman Jim Donovan had submitted a report showing 318 certificate awards prepared in 2013, a 13% decline over 2012- most of which were for Senior Sir and Super Senior Sir.

Rules Committee

Chairman Larry Powers presented a proposed new Rule 28 for an "Exceptional Sir" award to honor members who are providing outstanding service to the State Board of Directors and/or to SIRinc but are already HLMs. The rule was m/s/a, along with changes to Rules 23 and 24 resulting from this new rule.

Ron Flagel agreed to propose wording in Rule 28 that would involve presentment of a badge.

Dick DeVoe agreed to propose a rule establishing an Honorees Committee to review potential candidates for State awards.

Insurance Committee

Chairman Angelo Coero reported on the recent additional requirements imposed on SIRinc by insurance companies covering SIR and its branches- particularly regarding (1) “branch bartenders” who must take a training course involving alcohol and (2) driver’s license numbers required of State Board members due to their SIR travel.

Golf Committee

Chairman Don Andrews reported on the 2014 Golf Tournaments, which begins in April. The schedule is on the SIRinc website and had been approved 11/12/13.

Bowling Committee

Chairman Del Locke reported that the 2013 Bowling tournament entries were down 9% from 5365 entries in 2012. The schedule of State Bowling Tournaments was m/s/a on or about the dates listed from Jan. 2014 through Feb. 2015.

Travel Committee

Chairman Larry Garvin reported on his Committee’s preliminary work regarding the possibility of an Annual Meeting in Reno on the 1st Monday in August (8/4/14) as prescribed in Bylaws Section 184. The Committee has a Feb. 7 meeting which will bring together feedback from several SIR sources with experience on events held in Reno, including options and pricing.

Growth & Membership Committee

Chairman Jerry Milano reported that **Marketing & Publicity** continues to focus on promotional research/testing prior to forwarding suggestions to branches.

AG/RD Selection/Election- The G&M Comm. strongly supports President Rodland’s desire to improve the selection/election of Area Governors and Regional Directors, recognizing that the current process is seldom followed, and when it is, the result has not always been ideal. The Survivability Action Team (SAT) identified this issue as high priority earlier this year; a proposal has been submitted to the VP and the Rules Committee.

Form 27- Form 27 Chairman Jim Stedman reported that 81 branches inducted new members well in excess of the 10% goal, accounting for 1937 (81%) of the 2382 new members. These results show that most branch leaders are motivated to achieve the 10+% goal. There were 2928 members OUT in 2013, which resulted in a net loss of 546 members. Branches continue to purge non-participating members as required by Rule 100. Such purging provides a more accurate count of a branch’s membership, with the additional incentive of improving chances of achieving the 10% recruitment/70% attendance goals.

Luncheon attendance average increased to 65%, still well below the minimum 70% goal. The 10% / 70% goals have served SIRinc well since the Form 27 reporting began in 2010.

Resolution 1-2014, Branch Membership/Attendance Goals- This Resolution was m/s/a, setting several 2014 branch goals which are essentially the same as past years with greater clarification (see Appendix). It was also m/s/a to distribute the Resolution direct to all Branch Big Sirs. the goals:

- New Member Goal of 10% or attrition %, whichever is larger. Attrition has been averaging 14% for all branches.
- Guest Attendance Goal, using a branch’s past experience with guest vs. new member conversion.
- Attendance Percentage Goal of 70%.
- Branch Membership Goal, equal to at least the number of total active members at year-end 2013.

The resolution also includes emphasis on evaluating high attrition, as well as on requesting SAT help if needed on assessing/improving branch survivability health risk.

Training- Training Chairman Derek Southern reported that the Training Subcommittee wishes to change from one location to four geographically different venues for 2014 Big Sir-Elect Training. This change will improve the training quality with smaller groups through improved trainee interaction/involvement, excellent A/V equipment, WiFi access, and nice facility. The change should increase branch representation as well. He also proposed an AG/RD training venue at a different date and time than the BSE training. It was m/s/a to have four BSE meetings at separate locations and one AG/RD training meeting at a separate location.

Off-Site Meeting Participation- In response to President Rodland's request, Derek Southern described how members at a separate location(s) can be full participants in a meeting using electronic communications. "TeamMeeting" computer software and a webcam at each location is all that is needed. The software is free for non-commercial use and a Logitech HD Webcam C270 costs less than \$30. The information was well received. It is expected to become an accepted practice in the near future.

SIR Organizational Considerations- At President Rodland's request, Derek Southern identified some facts regarding the current field organization structure, some obvious "in the box" and not-so-obvious "out of the box" organizational examples, and some basic questions on the performance of the current structure.

He showed that the Regions were severely unbalanced (ranging from 9 to 21 branches) and that many Areas were also in need of review (ranging from 2 to 7 branches, with some Areas missing an AG). Past President Dwight Sale stated that the Regions and Areas had been established by happenstance over the years rather than by a well-developed strategy.

Special Meeting

A discussion ensued regarding the need for the Board to focus on branch health and membership loss as its highest priorities. President Rodland stated that he will call a Special Meeting of the State Board for Friday, March 7, 9:30am including lunch at the Vallejo Veterans Hall to focus on those issues. The G&M Committee was charged to provide a structure for the Special Meeting.

Adjournment

The next State Board meeting will be Tuesday, April 8, 2014 at the same location. The meeting was adjourned at 2:50pm.

Respectfully submitted,
Dick DeVoe- Secretary

APPENDIX A

RESOLUTION 1-2014, BRANCH MEMBERSHIP/ATTENDANCE GOALS

The most critical issue facing SIR for the long-term is Branch survival. NO Branch is immune to failure. In the past 10 months, no branch has failed, which is a significant milestone vs. recent years. However, many branches have been losing membership over the past several years and some are close to failure. The future of the SIR organization, as we know it, continues to be seriously compromised. This is the time when all branches that are continuing to lose membership must take action to stop losses through identifying their weaknesses and taking action to improve them.

The SIRinc Board of Directors (State Board) is responsible for the future health of SIR. In 2010 The State Board adopted RESOLUTION 1-2010, the SIR NEW MEMBER RECRUITMENT DIRECTIVE which established membership/attendance goals that were embodied in Form 27. Resolution 1-2014 BRANCH MEMBERSHIP/ATTENDANCE GOALS below was approved by the State Board on Jan. 14, 2014, supporting the 2010 goals and expanding upon/clarifying them.

1. Setting the Branch's 2014 New Member Goal (Form 27, Line 11 Goal)

The goal is at least 10% New Members **or attrition %**, whichever is larger. Average attrition for all branches across SIR is fourteen percent, so all those branches with attrition higher than 10% will be falling behind if they strive only to meet 10% new members. Attrition % for 2013 and even 2012 should be considered when deliberating on the New Member Goal.

2. Setting the 2014 Guest Attendance Goal (Form 27, Line 19 Goal)

This goal is key to branch health. Without guests, branches fail. Review your past yearend Form 27's to determine your guest-to-member conversion ratio. For example, if your new member goal is 20 and your guest conversion rate is fifty percent, you will need at least 40 first time guests to make your new member goal.

3. Setting the 2014 Attendance Percentage Goal (Form 27, Line 18 Goal)

Setting the goal for attendance is and has been 70 percent. However, if your branch average attendance is below that number it is time for some soul searching. Is your attendance lagging because of such reasons as uninspiring speakers, a poor facility, lackluster food, or a boring luncheon program? Now may be the time to make some changes to reinvigorate your branch luncheons. Caution: if the roster has members not meeting attendance rules, the % attendance will be lower than it really is. It would be then time to purge the membership roll.

4. Setting the 2014 Branch Membership Goal (Form 27, Line 15 Goal)

The Branch Membership goal must be at least the number of Total Active Members shown in the previous December column of Form 27 (Line 1). To the extent that a branch needs to grow due to past losses, this number should be higher than the previous December's active membership.

Evaluating High Attrition (Turnover)

If a branch's attrition in item 1 above was above 14% (the SIR average turnover), it is time to investigate the reasons. Has attrition changed significantly? Are some or many of the losses preventable? For example, are members transferring out or otherwise not interested in the branch? Take actions to at least decrease those membership losses that were preventable.

Survivability Action Team

The Survivability Action Team (SAT) is here to help you. If you want to discuss any of these points, or have concerns about your branch's survivability, please call or email the Chairman, Dick DeVoe (925-932-5546 or dicknchristy@comcast.net). Dick will have the appropriate SAT member contact you.

APPENDIX B

RULE ADDITION/REVISIONS

(Rule addition/revisions are in bold. Eliminated wording is not shown)

Rule 23

RULE 23. Sons In Retirement, Incorporated, through its State Certificates Chairman, issues the following State awards and certificates:

- a. Honorary Life Membership
- b. Branch Charter Certificates
- c. Presidential Awards
 1. Senior SIR Certificate
 2. Super Senior SIR Certificate
 3. Century SIR Certificate
 4. President's Appreciation Certificate
- d. Exceptional Sir Certificate**

(Revised 6/10/08,1/14/14)

Rule 28 (New)

RULE 28. "Exceptional Sir" (ES) award may be approved and conferred by the State Board to recognize a member who is already an HLM.

- a. Only Past President or State Board HLM recipients are eligible.**
- b. Continuing outstanding and exceptional service to SIRinc above and beyond the service for which the original HLM was awarded or for a single extraordinary achievement that resulted in a lasting improvement to the organization.**
- c. 3 years or more have elapsed since the previous HLM was awarded.**
- d. No more than three ES certificates may be awarded in any Calendar year.**
- e. Candidate selection process: Sitting State Board members or attendees are likely candidates which makes a selection committee and/or open board discussion inappropriate so that the selection process is necessarily informal.**
 - 1. Any State Board member may propose a candidate**

2. He would prepare a document outlining the candidates service since his last HLM was awarded. The facts related should only concern service to the organization. Non-SIR activities and achievements are immaterial and will not be considered in determining the worthiness of an application.
3. He would privately circulate the document (by hand, mail or e-mail) to applicable Board members obtaining a yes or no vote from each.
4. He would present this data to the President (or Vice President if the President is a candidate) and, if a majority of the sitting board has approved, the President/Vice President would submit the application to the Certificates Chairman to prepare a certificate who would return it to the sender. If the candidate is the Certificates Chairman then the application is submitted to the SIR Database Manager.
5. Upon receipt of the ES certificate the President/Vice President shall provide a suitable matted frame and present the certificate at the next appropriate Board meeting. At the discretion of the President/Vice President the ES certificate may be presented at another venue and/or by a different State Board Member if this would be more meaningful to the recipient.

(New 1/14/14)

Rule 24

RULE 24. Honorary Life Membership (HLM). The purpose of the HLM is to recognize exceptional and extraordinary service by a member to SIR. It is not to be treated lightly or awarded merely on the basis of good fellowship. The award will be meaningful if bestowed only to those who, upon careful review and scrutiny, are found to have clearly earned it through faithful and outstanding service to the organization for five years or more. Failure to meet these strict requirements and high standards will destroy the purpose and meaning of the honor and will cause the request for HLM to be rejected.

a. HLMs requested by a Branch are first recommended by a two-thirds vote of the Branch Executive Committee. Form 45 - Application for Honorary Life Membership - and supporting documentation are then forwarded to the Area Governor and Regional Director for their approval before the form is presented to the State President for the final approval. The facts related in the supporting document should only concern SIR Branch service. Non-SIR activities and achievements are immaterial and will not be considered in determining the worthiness of an application.

b. Approval of the Form 45 shall not result in the number of HLMs in a Branch with less than 100 members being more than two, or more than two percent of the total active membership for a Branch with 100 or more active members, on the date of application.

c. An HLM ~~will shall~~ be awarded to each Past State President ~~who is not the recipient of an HLM awarded through his Branch~~. In addition, the State Board may, on its own initiative, award an HLM to other active members ~~who are not the recipients of an HLM awarded through their Branches~~, based on outstanding or exceptional service performed by an active member at the Corporate level of SIR. (Revised 2/21/07) **Should the recipient of the State awarded HLM have been awarded a Branch HLM previously, the Authority code shall be changed from "BR" to "PP"(Past President) or "SB"(State Board) and the State HLM shall supersede and replace the previously awarded Branch HLM and shall no longer count against the Branch's 2% rule. (revised 1/14/2014)**

~~d. For State-initiated HLMs, the provisions of Rule 24 as they apply to Branches do not apply to the State-initiated HLMs. If a Branch has an HLM on their roles who is now a Past President, he shall no longer be counted as a Branch-sponsored HLM for that Branch. The State Board, in conferring an HLM to an active member on its own initiative as specified in subsection c above, shall not be counted against the Branch limit. The recipient shall be presented the certificate specifying the facts upon which the honor has been bestowed in a matted and framed holder. The State shall also provide a distinctive lapel pin indicating the recipient has received the honor.~~
(Revised 2/21/07) **(Revised 1/14/2014)**

e. The conferring of the HLM is reserved to the State Board. An active member of SIR can only receive one HLM, either through his Branch or as a State-initiated action, **except as stated in c. above.**
(Revised 2/21/07) **(Revised 1/14/2014)**

f. When an HLM is conferred upon a Branch member, he shall be presented with an appropriate certificate, provided by the State Board, which sets forth the facts on which the honor has been bestowed. The President, or present or past State Officer designated by the President shall present this certificate. The Branch shall provide the member with an official lapel pin indicating he is a recipient of the honor and the certificate shall be appropriately matted and framed.

g. In situations where a Branch-initiated HLM has not attended his home Branch luncheon meetings for at least 24 consecutive months or the Branch has determined that the HLM will no longer attend or participate in branch functions, the Branch Executive Committee with two-thirds approval may request that the Regional Director approve assigning that member HLM Emeritus status so that he would no longer count toward the Branch's HLM limit. This Branch request shall be initiated by letter to the Regional Director over the Big Sir's signature, through the Area Governor, outlining the circumstances that prompt the requested action including steps taken to contact the HLM. The Regional Director shall approve or disapprove the request by return correspondence with a copy to the State Certificates Chairman. If approved, the individual shall remain an active or inactive member of that Branch and be reflected as HLM Emeritus in that Branch's and State Roster membership records.
(Revised 6/10/08) (11/8/11) (6/4/13)

h. An HLM shall be permitted to transfer from one Branch to another in accordance with the Standing Rules, provided that a member whose HLM initiated by a Branch shall no longer be counted by the initiating Branch in determining the number of HLMs authorized for it and shall not be counted in determining the number of HLMs authorized for the new Branch to which he transfers.

i. An HLM shall remain an active or inactive member of his Branch until death, transfer, resignation or permanent relocation, but shall not be subject to attendance requirements. (Revised 6/4/13)

j. When a Branch-initiated HLM has been an HLM for at least 10 years he will automatically be elevated to Senior HLM in the Corporate HLM records and the State Roster, and he no longer counts toward any Branch's HLM limit. (New 11/11/08)