



**Sons In Retirement Inc.**  
**MINUTES - State Board Meeting**  
**Veterans Memorial Building,**  
**420 Admiral Callaghan Lane, Vallejo, CA**  
**Tuesday, June 3, 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-Bob Fox  
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

Outgoing Certificates Chair Jim Donovan  
State Advisor/ Parliamentarian Dwight Sale  
Nominating Chair Rich Dettmer

Rules- Larry Powers  
G&M- Derek Southern  
Golf- Don Andrews

**Call to Order, Welcome**

President Maynard Rodland called the Meeting to order at 9:35am 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.

The Minutes of the April 8, 2014 Board Meeting were approved as submitted.

**President's Remarks**

President Rodland presented Past President Jim Donovan with the coveted Exceptional Service Award for his ongoing outstanding contributions to SIRinc since earning the HLM award in 2005. The award was met with resounding applause by all meeting participants.

He emphasized the need for Branch leaders to understand/follow Standing Rules and for Area Governors to ensure compliance as needed. Rules carelessness can impact SIRinc in many ways- including placing additional workload on others, providing inaccurate or no information when required for important internal and external reasons, weakening the mutually beneficial bond between branch and higher levels, etc. Most branches, however, do take SIR Rules seriously and work effectively and harmoniously in the best interest of SIR.

**Vice President's Remarks**

Vice President Bobbie Hairston emphasized the need to recognize SIR leaders whenever possible and practical to do so. He then presented Board members with Sir-logo'd jackets and binders, held a photo-op, and encouraged participants to involve leaders at all levels in recognition opportunities. Such efforts materially help to foster a sense of unity throughout SIR.

**2015 Annual Meeting Location-** Vice President Hairston presented a plan for holding a 2015 two-night Annual Meeting in Reno with wives, which would serve both as an annual meeting and also recognition for the top Branch and State leaders. Board members agreed conceptually, and m/s/a two separate plans:

- Move the 2015 Annual Meeting to the Concord Hilton or another similar geographically centralized attractive venue. Regional Director Dean Steichen agreed to make the necessary contacts with the Concord Hilton.
- Consider a 2015 celebration/recognition event in Reno for Branch Big Sirs and State leaders. Vice President Hairston agreed to work on this proposal, utilizing the knowledge and contacts he had already developed.

### **Treasurer's Report**

Treasurer Mike Berry expressed once again his concern about some branches having different bank/cash balances shown on their Form 28 for year-end Dec. 31 vs. the Form 28 opening balance one day later on Jan. 1. There should be no difference whatsoever. If there is a discrepancy, the BEC must ensure a line item specifically describes the reason(s) for the difference, without changing either the year-end balance or the opening Jan. 1 balance. Unless this problem is fixed and remains fixed, tax authorities could change SIRinc's tax exemption status and/or require individual tax reporting branch-by-branch.

He presented the forecast for the year-end picture as of June 2, 2014: revenues \$79306, expenses \$83107, net deficit \$4376. The forecasted deficit is \$5600 lower than originally due to SIRinc's actual membership drop at a lower rate than earlier anticipated coupled with lower travel/meeting expense. The major unresolved items at that time were cost of Big Sir-Elect training in multiple locations, the Catering contract for meals which is dependent on future use of the Vallejo Memorial Building, and future decisions on promotional spending.

It was m/s/a to accept the financial report.

### **Assistant Treasurer's Report**

Assistant Treasurer Karl Ryden reported that there are now only five "problem" Branches involving form 28 submittals. He gave examples of the situations which highlighted the need for follow up to compliance. He is pleased to find five late Branches monthly vs. 25 in the past.

### **Regional Director Reports**

President Rodland had requested that each Regional Director report on branch responses to actions taken as a result of the March 7, 2014 Special Board Meeting, so that the Board can consider future actions to improve membership. These report summaries are found in Appendix A.

### **INFOSYS Committee**

Chairman Dean Steichen reported that the new Database Committee will meet June 7 to incorporate new members and formulate a plan for completing design and development. The SIR Happenings newsletter is about to be released.

### **Rules Committee**

Chairman Larry Powers presented the following rule revision and bylaw additions/revision with Board actions shown below:

1. Rule 26a (Presidential Awards)- Revised rule m/s/a. See Appendix B.
2. Bylaws Section 9, 10, 111, 112 (Corporation/Branch Addresses)- These Bylaws specify the addresses of four SIR entities, for reference. It was m/s/a that they be voted on at the Annual Meeting. See Appendix B.
3. Bylaws Section 110 (SIR Geographical Limitations)- Membership of Branch 160 in South Lake Tahoe is a mixture of California and Nevada residents, including Branch Officers. To have flexibility in their meeting place location it is appropriate to expand the Geographical Limitations. It was m/s/a to be voted on at the Annual Meeting. See Appendix B.

### **Nominating Committee**

Chairman Rich Dettmer reported the following members were selected as nominees for election to these State offices: President- Bobbie Hairston; Vice President- Donald Dill; Secretary- Derek Southern; Treasurer- Karl Ryden; Assistant Secretary-Ronald Flagel; Assistant Treasurer- Harold D'Ambrogia.

### **Growth & Membership Committee**

Training & Development Chairman Derek Southern reported on training details:

- Area Governor/Regional Director Training- Tuesday Sept. 30, Vallejo.
- Big Sir-Elect training- 3 locations: Sacramento Tuesday, Oct. 7; Napa Thursday, Oct. 9; San Jose Tuesday, Oct. 14.

It was m/s/a to fund the Big Sir-Elect training expense as follows: Sacramento \$1800, Napa \$1950, and San Jose \$1500. An agenda, assigned branch locations, and directions will be distributed to invitees. Current Big Sirs will be surveyed to obtain feedback on topics they have identified in practice as being most important to a new Big Sir.

A 3-year analysis of branch growth shows 12 branches maintaining or growing membership each of the last 3 years; 34 branches in 2 of 3 years, 54 branches in 1 of 3 years; and 38 branches with losses each of the 3 years. No adjustment was made for growth or loss due to members transferring to another branch.

Form 27 analysis through May shows 43 of 134 branches maintaining or increasing membership. Throughout SIRinc, there has been a net loss of 249 (-1.5%) in that period (797 new members, 1046 lost members). 41 branches achieved 70+% luncheon attendance in April.

Form 27 reports have not been received from eight branches for the year. Each of the branches is being contacted to find the source of the problem and to correct it.

G&M Publicity plans to spend ~\$630 on magazine ads in Today's Senior Magazine. The balance of \$1000 is planned for promotional testing in as yet unidentified SIR areas.

### **Golf Committee**

Chairman Don Andrews reported there are about 4800 SIR golfers contributing nicely to the local economies where they regularly play.

The two-day golf "Spring Time in Napa" tourney is so popular members had to be turned away (144 men and 36 ladies on the two courses). The Reno Tournaments will be 6/6-6/20 and 6/23-6/27 at the Atlantis and 3 great courses. The State Team Championship Tournament is Aug. 11 at Rancho Solano GC. The Fall Classic will be at Solvang 9/14-9/18. October 27-28 will be the annual Individual Championships to be held at the newly re-designed Poppy Hills GC.

### **Old Business- Raffles**

Vice President Hairston referred to the last Board Meeting in which he distributed information on raffles, particularly regarding obtaining State of California permits. He requested Regional Directors to ensure any branches having or considering raffles are in compliance and to contact him with questions.

### **Adjournment**

The next State Board meeting will be Tuesday, Nov. 4, 2014. The Annual Meeting will be Monday, Aug. 4, 2014. The meeting was adjourned at 2:15pm.

Respectfully submitted,  
Dick DeVoe- Secretary

## **APPENDIX A**

### **REGIONAL DIRECTOR REPORTS ON BRANCH RESPONSES TO MEMBERSHIP-RELATED ACTIONS SINCE THE 3/7/14 SPECIAL MEETING**

#### **Region 1- Robert Roberts, Regional Director**

The net membership change has been a loss of 6 in the 6 branches of Area 12 (3 branches had net gains) and 10 members in the 3 branches of Area 26. The general membership situation in the region has improved this year and he expects to overcome the loss and show a regional increase by year-end. The lack of an Area Governor in Area 12 has been an ongoing problem, and hopefully will be resolved this summer.

He plans to continue presenting his membership improvement program for all branches this year. He strongly believes the most effective ongoing means for recruitment is that each individual member personally invite a potential candidate to a branch luncheon at least once per year.

## **Region 2- Regional Director Russ Salazar**

He has attended the meetings of the three strongest and the three weakest branches, to find some commonality in each of the two groups.

### **Strongest branches:**

1. Strong leadership team- The BEC is comprised of a balance of newer and older members, appearing to add new ideas and enthusiasm. These branches seem to also have fewer problems in recruiting members to serve on the BEC and in committee chairs.
2. More activity choices, in addition to summer picnic/Christmas party- While all three strong branches center around one or two main activities (golf/bowling/fishing), they also offer a variety of other activities that are mostly coed (live theater, wine tasting, River Cats, day trips). Many new members join to socialize with their bowling, golfing, and fishing buddies and also qualify to compete in SIR-only tournaments.
3. Recruitment- Branches with a variety of activities have a more complete product to sell to prospective members. Most guests and new members come by the invitation of a friend, neighbor, or relative that is an active member. The strongest branches use the contacts made through their main activity such as bowling, golf, and fishing.

### **Weakest branches:**

1. Leadership difficulties- The BEC is comprised almost exclusively of past Big Sirs and members that have served on the BEC for many years. Most are only serving “to keep the seat warm” until they can be replaced and/or “to just keep the branch alive”. There is little enthusiasm. They continue to do the same things and seem to expect different results. They have great difficulty recruiting members to serve on the BEC or in committee chairs. Younger branch members drop out or transfer to other more active branches. The average age of branch members is among the highest in the region.
2. Few activities- All branches in the region offer a summer picnic and Christmas party. The weaker branches offer little or nothing more. They have no central activity such as bowling, golf, fishing. Members satisfied with these limited activities are getting fewer due to natural attrition- illness, death, relocation, loss of interest.
3. Recruitment- All six branches do newspaper advertising in their local papers– with little or very few results. In addition, all these branches recruit, with more success, prospective members by personal invitation. The weaker branches have less to offer and are less successful. Younger retirees appear to gravitate toward the branches with more activity options.

### **Plans for the next few months:**

1. Visit the remaining three branches and complete the data gathering for a regional assessment of the leadership, activity, and recruitment characteristics of each branch and begin to design a strategy to address individual and common problems.
2. Continue to preach the wearing of SIR logo'd hats, shirts, jackets as advertising tools.
3. Bring a custom-embroidered SIR hat (with branch number) and personalized business card with the SIR story on the backside (with digital template) to the branch's Big Sir.

## **Region 3- Regional Director Jimmie Johnson-**

In April he and State Marketing & Publicity Chairman Walt Schick conducted a membership improvement meeting with 25-30 leaders from 9 of the 10 branches within Sacramento Areas 3 & 9 and from some adjacent areas and regions. The meeting focused on improving membership and the various means of assistance available for that effort.

Walt presented some of the tools available on the SIR website and through state sources, both material and personnel. He distributed several instructional documents that the attendees could refer to in their pursuit of new members.

A supply of the trifold advertising brochures was provided to all branches for their members, along with instructions on how best to use them. Plastic holders for the brochures were also distributed, and some leaders accepted the challenge to place these in local venues (golf courses, bowling alleys, etc.) and to insure they were refilled as needed. Subsequent feedback from some of the attendees has been quite positive. At least one participant had been unaware that there was this kind of assistance available from the State- something the Board may need to address.

A similar meeting for Area 27 foothill branches was initially planned, but there was little interest; the travel time to a central location makes this unappealing to members from the various branches. He is considering distributing a package of tri-folds, SIR business cards, along with instructional materials similar to those provided at the Sacramento meeting. This would be reinforced later when the AG has his training meeting. Area 14 has no AG so he is considering a similar package for those branches; there is unlikely to be a follow-up meeting since he would have to put it together.

On June 12 he and the Vice President will go to Sonora to present the charter to Branch 77. This should have been done some time ago; they plan to make a big deal of it now to demonstrate its importance.

#### **Region 4- Regional Director Bob Staib**

Since the March Special Meeting, he has met with his 3 AG's and Big Sirs of 7 branches. The message and details of items from that Special Meeting were, for the most part, greeted with enthusiasm. There was also some undercurrent of "we've tried all these things, and we're still losing members." The most significant improvement is luncheon attendance, especially in Napa and Solano County branches. He continually stresses the relationship between luncheon attendance and a stable and/or growing membership.

All the branches are making an effort to increase activities that include the ladies. Example: A Travel Chair acting for Branches 68 and 133 arranges a variety of day trips to shows, sightseeing, etc.; member growth in both branches is trending upward.

Napa Branch 149 reigns supreme in the Region for membership growth, including a large number of luncheon guests each month. Branch representatives point to three primary reasons for the branch' success:

1. Members are on average younger retirees.
2. Several individual members initiate activities commensurate with their own interests while attracting others to form new activity groups.
3. Several activities involve spouses such as dining-out, occasional travel, and wine tasting.

Every branch needs to encourage their members to bring a guest; an incentive plan with a competition factor is being discussed in several branches.

Though both Vallejo branches encourage their members to bring guests to their luncheons, results are spotty. Vallejo is an aging community. Most retirees worked at Mare Island Naval Shipyard that closed in the mid-nineties. Nearby Benicia offers an opportunity for younger potential members, and Branch 88, with some members living there, is expected to tap this opportunity.

Branch 99 in Vacaville is promoting their attractiveness to retirees in northern Solano County. They purchased their own SIR G&M Promotion display kit that they use (and man) in community senior events and in their own meetings, and take out occasional ads in the Vacaville Reporter. Dining out, annual picnic, and an annual Sacramento River Cats baseball game are big hits with their ladies.

There is a certain amount of resignation in some branches to do all that could be done to improve vitality and attractiveness for membership growth. A disturbing "non-happening" he sees this year is the difficulty some branches are having finding a Little Sir for 2015. His most significant advice to his branches: "Ask a friend face to face to join you at your next SIR meeting."

### **Region 5- Bob Fox, Regional Director**

He has now visited 6 of his 9 branches, noting that high “noise level” at a luncheon typically is a symptom of a happy branch. The branches outside his former Area have had little-to-no personal contact from a higher level for a long period; it will take time for some of those branch leaders to feel comfortable with his involvement and to accept him as a positive influence. He has found some negativity in that regard from one branch, no doubt due to their self-containment and their little understanding/knowledge of SIRinc responsibilities for its branches.

There is considerable work to do with branches whose membership continues to decline. A large part of that effort will be for those branches to consider changes that can help ensure their longterm survival. The RD has a commitment from the branches to return in 3 or so months to assess progress.

### **Region 6- Dean Steichen, Regional Director**

The Region 6 Membership Plan distributed to all branches in March has been explained to BEC’s by the AG’s. The seven Area 2 Branches are all doing well, with an aggregate membership increase. They all have adopted the +1 Membership and the +1 Activities goals; have Recruiting Committees and Retention/Publicity Committees; and two have Activities Chairmen to coordinate/promote new activities. These Branches all have completed Branch Self-Assessments and an Area Roster, and have websites and good newsletters. They generally use the SIR tri-fold brochures, business cards, and banners/posters to brighten up meetings.

Branches in the other two Areas generally have not adopted the Region 6 goals or created Recruitment and Retention/Publicity Committees; don’t have an Activities Chairman; and utilize few of the tools available to them. There are no short term solutions to Branches in need of improvement. Our greatest challenge is to motivate those Branch leaders to initiate the necessary changes- beginning now.

### **Region 7- Roland Rempel, Regional Director**

He has visited six of the 21 branches in this quarter. Recruitment is close to goal over the 1st five months, but there is still a membership loss of about 1%. Attendance is 70+% for nine branches; however, seven range from 50-65 %. One branch may close if it cannot fill key positions for 2015.

Branch 62 changed its luncheon facility from the Elks Lodge to a nice restaurant with elegant-looking tables and superb service. This luncheon experience is an example of what can be done to make a Branch appealing to its members and guests. Branches should all have a banner(s)/rooster symbol on the podium/SIR logo clothing wearers, to indicate the facility is definitely “SIR territory” during that time.

Branch 32 leaders were elated to find three members stepping up to volunteer for important Branch positions. In some Branches it may take only one member to make things good happen in a Branch.

### **Region 8- Jerry Strain, Regional Director**

He is meeting with AG’s to discuss what is going on in their areas and to find more improvement ideas that work. His nine branches have inducted 48 new members since January, and expects this uptrend to continue.

Branch 103 has started an HLM Council with a number of HLM’s, who would assist branches in need for any one of a number of problems/difficulties.. Hopefully this will expand into an HLM Society SIR wide.

A publicity center is next on his agenda for Area-wide publicity. Comprised of a member from each of the branches in the area, it is hoped to better serve SIR to spread its wings.

The Sunshine program is being looked at as an avenue to bring members to meetings and functions, and not just to announce sickness and death. With multiple members in the Sunshine group, they can be contacted to help members who can’t drive or would otherwise miss a meeting.

New Branch 164 is now up to 45 members. Good things are beginning to happen, including a dine-out group with spouses and the possibility for 9-hole co-ed golf. As with many small branches, the biggest problem is getting volunteers to step up to Little Sir and Big Sir.

He would like to see Areas with “Lieutenant Governors” who would materially assist Area Governors in various important ways on an ongoing basis.

A 2015 replacement for the Area 29 Governor is necessary now due to the AG’s health.

### **Region 9- Don Dill, Regional Director**

Area 33 leaders met to focus on “Building Healthy Branches”. Each Branch reviewed it’s individual Branch grade on all 10 “Areas that need improvement”. The issues that had failing grades were:

1. Not using existing tools such as tri-folds and business cards. Corrective action: each branch was given tri-folds and asked to have the business cards made.
2. Lack of Branch Publicity and the appointment of a Publicity Chair Person. Two of the six branches had key persons in place making it happen.
3. Lack of Recruiting Focus by Branch Recruiting Team and discussion by the team at monthly BEC meeting. “Just getting started”! This will take a year of pounding by an Active Governor.
4. Coed Activities have not been greeted with much enthusiasm, particularly in the more rural areas.

The other six “Areas that need improvement” were all graded 4 or 5 on a 1-5 scale, probably too high but with some degree of accuracy. The effort did get us all focusing on these issues and hopefully become more of a branch effort. The remainder of the meeting was his Power Point presentation to sell the Branch Recruiting Team (BRT) concept. His and his AGs’ job is to convince the BS, LS and Membership Chairman that the BRT, once up and running, will provide continuity from one year to the next and get newer members actively bringing in new members. The data on ten year decline in their individual Branch membership, developed by G&M, was used.

He noted the strong positive impact only one member can have on a branch, giving a recent example of a branch in his Region. He has cautioned leaders that the 1st six months membership performance is typically better than the last six months, so recruiting efforts must continue and even improve wherever possible.

### **Summary of Region 9 Membership Performance as of June 1:**

#### Area 33

Branch 37 Auburn up 3.2%  
Branch 79 Auburn down 1.6%  
Branch 124 Alta Sierra up 9.5%  
Branch 138 Auburn up 18%  
Branch 170 Lake of The Pines, up 5%  
Branch 11 Lake Wildwood down 8%  
Total up 2.5%

#### Area 15

Branch 13 down 2% (107)  
Branch 45 Up less than 1% (285)  
Branch 98 up 5 people (232)  
Branch 109 down 30, (60)

### **Region 10- Jim Filippo, Regional Director**

He and his 3 Area Governors have developed and implemented the region’s 13-point branch improvement plan requested of the region’s branches. Responses from all branches to improve has been very good.

**Area 6-**Branches 7, 22, 47 and 134 have basically implemented all requests, including having a 70+% luncheon attendance. Branch 68 and 122 are having some problems that will be discussed with their BEC’s later this month. Membership is a major topic and there have been some good results.

**Area 13-** This area with Branches 17, 53, 76, 92,157, 158 and 176 is healthy. Branches have implemented all 13 items and are very active. Branch 158 has been a leader in membership for the past two years. All report about 70% luncheon attendance.

**Area 25-** This area has some problems and needs more help. Attendance is down. They are having difficulty getting officers. The Area Governor is having to step down next year to again become his branch’s Big Sir. Branch 58 has no new members, but has good attendance at meetings. Branch 66 (2013 merger of Br. 27 & 41) has 3 new members, but many inactive members (31); good luncheon attendance. Branch 100 appears healthy with 3 new members and good

attendance. Branch 132 has declining membership, with -5 for the year so far; it is having problems with volunteers. Branch 147 is a healthy branch, best in the area for membership and attendance.

In general, volunteers for leaders and membership remain the big problem. All branches responded to the 13 point program and seem willing to work out problems. He intends to attend all BEC meetings in the next two months and hope to be able to help.

## APPENDIX B

### RULE REVISION AND PROPOSED BYLAW ADDITIONS/REVISION

(Additions/revisions in bold, plus any ~~striketthroughs~~)

#### RULE 26a (Presidential Awards)

RULE 26. Presidential Awards.

a. Senior, Super Senior and Century SIR Certificates.

SIR active members upon attaining the age of 90 are entitled to be awarded the Senior Sir Certificate; upon attaining the age of 95 are entitled to be awarded the Super Senior Sir Certificate; and upon attaining the age of 100 are entitled to be awarded the Century Sir Certificate. The Big Sir of the Branch must submit a Form 6 - Senior Certificate Order Form - directly to the State Certificates Chairman for processing. The Certificate will be sent back to the Big Sir for framing. The Big Sir **should present** ~~contact the Area Governor for presentation of~~ the Senior Certificate, **contact the Area Governor** for presentation of the ~~Regional Director for presentation of~~ the Super Senior Certificate and the **President Regional Director** for presentation of the Century Certificate. The awards shall be presented at a suitable SIR function or regular monthly luncheon. (Revised (6/10/08) (6/7/11) (6/3/14))

#### Bylaws Section 110 (SIR Geographical Limitations)

(to be submitted for action at the Annual Meeting)

Section 110. The activities of the Corporation in the formation of Branches, and in the acceptance of members therein, shall be confined to the northern portion of the State of California that lies within the geographical limitations; north of the southernmost boundaries of the counties of Inyo, Kern and San Luis Obispo, ~~and~~ including the metropolitan area of Santa Maria; **and including environs of South Lake Tahoe that extend into Nevada.** (Revised 8/4/14)

#### Bylaws Section 9,10,111,112 (Corporation/Branch Addresses)

(to be submitted for action at the Annual Meeting)

Section 9. **The Principal Office of the Branch Corporation shall be the address of the "Agent For Service Or Process" as named in the Branch Articles of Incorporation or subsequent biennial statements to the California Secretary of State.** (New 8/4/14)

Section 10. **The mailing address for the Branch shall be address of the current Branch Secretary.** (New 8/4/14)

Section 111. **The Principal Office of the Corporation shall be the address of the "Agent For Service Or Process" as named in the Articles of Incorporation or subsequent biennial statements to the California Secretary of State.** (New 8/4/14)



**Section 112. The mailing address of the corporation shall be the address of the current State Secretary. (New 8/4/14)**