



**Sons In Retirement Inc.**  
**MINUTES - State Board Meeting**  
**Veterans Memorial Building,**  
**420 Admiral Callaghan Lane, Vallejo, CA**  
**Tuesday, November 4, 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 Participants**

Past Presidents  
Rich Dettmer  
State Advisor/ Parliamentarian Dwight Sale  
Director-Elect, Region 7- Patrick Misener  
Director-Elect, Region 9- Mark Stuart  
Ass't State Treasurer-Elect- Hal D'Ambrogia  
Meeting Arrangements Chair- Bob Toney

Rules Chair- Larry Powers  
G&M Training Chair- Derek Southern  
Golf Chair- Don Andrews  
Hardware Chair- Nat Lord  
Bowling Chair- Del Locke  
Reg. 6 Area 2 Support Chair- Tony de Losada  
Audit Committee Member- Don Merson

**Call to Order, Welcome**

Vice President Bobbie Hairston called the Meeting to order at 9:35am and welcomed the Board Members, Past Presidents, and other attendees.

Secretary Dick DeVoe verified there was a quorum.

Region 8 Director Jerry Strain led us in singing "God Bless America".

Region 1 Director Bob Roberts gave the Invocation.

The Minutes of the June 6, 2014 Board Meeting and the Minutes of the Aug. 4, 2014 Annual Meeting were approved as submitted.

**Installation of 2015 State Board Members**

Past President Dwight Sale installed the State Board Officers for 2015, except for Region 10 Director Jim Filippo who was absent. He will be installed at the January 2015 State Board meeting.

**Vice President's Remarks**

Vice President Hairston reported that President Maynard Rodland was unable to attend this meeting for health reasons.

**President's Appreciation Certificates-** The President's Appreciation Certificates were awarded to recognize the dedication and contributions of State Officers and State Committee Chairmen who have served in 2014.

**2015 Board Meetings-** Incoming President Hairston designated the following State Board Meeting dates and locations, starting at 9:30am (November's date and location is not yet finalized):

- Tuesday, Jan. 13, 2015- Chardonnay Golf Club, American Canyon.
- Wednesday, April 8, 2015- Chez Shari Manteca Golf Club, Manteca.
- Tuesday, June 2, 2015- Hiddenbrooke Golf Club, Vallejo.
- Monday, Aug. 3, 2015- Concord Hilton, Concord.

**2015 Annual Meeting-** It was m/s/a to hold the Annual Meeting on Monday, Aug. 3, 2015 at the Concord Hilton, Concord with a budget not to exceed \$6,000. It was also m/s/a to waive the Annual Meeting meal assessment

normally charged to the branches. The Annual Meeting cost will be a minimum \$2900 up to the estimated maximum depending primarily on the number of attendees.

### **Treasurer's Report**

Treasurer Mike Berry forecasts a year-end deficit of \$7,500, although assessments may be \$2500 higher than expected while promotional and SAT expense could be lower by \$3600 and \$3000, respectively. The one-time cost of reinstating the lost IRS exemption status (up to \$3800- see below) will also have an effect on year-end results.

**Non-Profit Tax Exemption Status Report-** Treasurer Berry reported the automatic revocation of SIRinc's tax exempt status posted by the IRS on August 12, 2014. The IRS's records mistakenly had not shown any tax return from SIRinc over a 3-year period, which triggered the revocation. The IRS has not yet responded to correspondence from SIRinc on the matter. In the meantime, a so-called "Streamlined Retroactive Reinstatement Process" must be applied for by Nov 12, 2014 or the application process becomes more complex and less attractive to SIRinc.

Therefore there will be an application made by Nov. 12, 2014; the \$850 application fee is expected to be reimbursed once the IRS realizes its error. At this time, there has been no IRS posting revoking the branches' tax exemption status in light of the "parent" being revoked.

**External Auditor-** At the Annual Meeting the Treasurer and President agreed to place the question of having an outside auditor on this meeting's agenda. After discussion, it was m/s/a to have the Budget Oversight Committee at the January Board meeting:

- recommend on the need for an External Auditor, including the scope and cost.
- recommend on any improvements to the financial procedures designed to strengthen the internal audit and other controls.

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

Assistant Treasurer Karl Ryden reported that monthly Form 28 errors by some branches continue to be a problem. One issue involves preparers deleting cells, which then deletes the automated formulas within the cells. He plans to look into locking the formulas. He is also working on a simple check by AG's/RD's when receiving the Form 28's to more easily recognize when there is an error(s).

### **Regional Director Reports**

Vice President Hairston had requested that Regional Directors report on their regions in a uniform format. These report summaries are found in Appendix A.

### **INFOSYS Committee**

Chairman Dean Steichen reported no changes in Committee membership nor significant changes to the [siring.org](http://siring.org) website. Significant progress has been made in developing the new Database using CiviCRM. Marty Owen has defined a good portion of the new Database and has populated it with test data. A meeting of the new Database Committee was held in August to communicate progress and design. Testing portions of it are underway. An excellent edition of SIR Happenings was recently released by Don MacGregor, Dwight Sale, and John Skarpelos.

### **Travel Committee**

Chairman Bob Spellman reported that all Big Sirs whose branch has no Travel Chairman receive a monthly Travel Bulletin, so they are aware of what other branches are doing with Travel. A number of rule revision proposals involving Travel are planned for the January Board agenda. The Travel Committee is considering a "Travel Guide" with applicable travel-related rules all in one place for Travel Chairman. This should be a helpful tool in the recruitment and retention of Travel Chairmen.

### **Rules Committee**

Chairman Larry Powers presented the following rule proposals:

- **Rule 38 and 46 (Form 15 Expense Claims)-** The Rule 46 proposal to have separate Form 15's for State and Branch use was disapproved. Rule 38 was m/s/a with the condition to have the Executive Committee approve the final wording for the Minutes (see final wording in Appendix B).
- **Rules 55 and 55.1 (Emeritus Membership Status)-** At present the only option for a member that cannot consistently attend meetings is inactive status which precludes attendance at SIR events. Emeritus excuses him

from attendance requirements so that he can participate in SIR events. These new rules were m/s/a as shown in Appendix B.

It was m/s/a to defer action on other rule proposals until the January Board meeting.

### **Growth & Membership Committee**

Vice President Hairston announced the appointment of Jerry Strain as the 2015 Growth & Membership Committee Chairman.

Training Chairman Derek Southern reported for the G&M Committee that there is no significant change in the declining membership pattern of the past several years. Also, only 20% of the branches meet the monthly luncheon attendance goal of 70% of active members.

The Promotions & Publicity Subcommittee reports interest in forming a new branch in The Woodland area and a commitment to forming additional Area Support Groups In Region Six.

The survey results from the AG/RD and the 3 BSE-Elect training sessions were very positive. Lots of knowledge and ideas were shared among participants. The training emphasized that because each branch is unique, BSE-Elects should focus specifically on those ideas being presented that could work for their own branch. It was mentioned that AG training next year should consider placing emphasis on how-to's for Branch Officer training.

Comments at the Training indicated that communication is still a weak point in SIR. Many branches do not forward correspondence from State leaders to their BEC members or report correspondence at BEC meetings. It was suggested that with the ease of e-mail address distribution, Area Governors should distribute appropriate correspondence to all BEC members as a routine matter, an Area Roster would simplify this task.

He also reported on a recent G&M review concerning the number of guests at each branch in 2013. There were 32 branches which had less than 10 guests, 24 of which showed declining membership in 2013. 10 guests - at a typical 50% membership conversion rate - turn into only 5 members annually. The data also showed 15 guests or less were reported by 60 branches (45% of all active branches), 47 of which suffered a decline in membership in 2013. Attrition alone can run as high as 25% for some of these branches! Bottom line- with insufficient guests, there are insufficient new members- and those branches clearly will not survive in the long term.

He recommends that membership is so important that Branch Membership Chairmen (whatever their title) should be on the BEC as a Director to emphasize the importance and stature of the position, and report monthly on the membership status of the branch.

### **Bowling Committee**

Chairman Del Locke reported that there are 18 State-sponsored tournaments scheduled during this year, all with a separate Bowling Manager and differing locations throughout SIR. The last two tournaments in 2014 are in Concord Nov. 6/7 and Modesto Nov. 18/19. The SIR Bowling Schedule for 2015 will be presented for approval to the State Board in January. He estimates that the number of SIR bowlers is over 500.

### **Golf Committee**

Chairman Don Andrews reported that the last State tournament of the year was the Individual State Championship Oct. 27/28 at Poppy Hills for 70 qualifiers- 7 flights with 10 golfers per flight. SIR currently has over 5000 golfers. He announced that Bill Wilhelm will replace him as Chairman in 2015.

### **Insurance Committee**

Insurance Committee Chairman Angelo Coero advised that he requires by Jan. 15 the following information:

- Revenue of those branches selling or serving alcohol, including Br. 49 (Reg. 3); Br. 81, 171, and 174 (Reg. 6); and Br. 17, 53, & 92 (Reg. 10).
- Year end SIRinc financial statement.
- Year end SIRinc. member count.

He is also looking for a member experienced in commercial lines of insurance to replace Roger Borgerson on the Committee.

### **New Business- Reorganization of Regions 2, 3, and 8**

Vice President Bob Hairston presented a proposed reorganization of certain Areas and Branches within Regions 2, 3, and 8 mutually agreed upon by the leaders affected. The purpose is for a more compatible geographical alignment and for a better balance in the number of Branches within each Region. The proposal was m/s/a, and is detailed in Appendix C.

### **Adjournment**

Vice President Hairston expressed his deep appreciation for the work done and being done by the 2014 Board Members and Committee Chairmen, and thanked the 2015 Board Members and Committee Chairmen for their leadership commitment to serve for the next year.

The next State Board meeting will be Tuesday, January 13, 2015 at the Chardonnay Golf Club, 2555 Jameson Canyon Road, American Canyon, CA 94503.

The meeting was adjourned at 2:30pm.

Respectfully submitted,  
Dick DeVoe- Secretary

## **APPENDIX A- REGIONAL DIRECTOR REPORTS**

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

- 1. Areas:** Area 12 has 6 branches; Area 26 has 3 branches.
- 2. Reports:** Form 27's and 28's are current with only one exception; I meet with that branch this month. The Big Sir Quarterly Report is prepared by about half the branches; a model has been sent for them to follow.
- 3. Training:** All 2015 Big Sir-Elects attended the training session in Sacramento, with one exception. The new Area Governor in Area 12 and I are planning an area training meeting this month.
- 4. Membership:** For the year, Area 12 is down 32 members and Area 26 is even. Two branches show an increase and two are even for the year. More than half of the loss in Area 12 is in one branch, which continues to have problems that are gradually getting resolved. I feel fairly certain that they will be back on solid ground in 2015.
- 5. Area 12 Governor:** We have not had an Area 12 Governor for the last three years, but we now have one recently elected in August and he is from my branch so we will be working together to improve things in Area 12.
- 6. Visits:** I visit every branch in my Region at least once a year and will have this year's visits completed in December.

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

- 1. Finances:** All branches appear to have adequate funds to sustain operations. 8 of 10 branches are current with Form 28 submittals.
- 2. Attendance:** The average branch attendance for the 3<sup>rd</sup> quarter in Region 2 was 65% with two branches exceeding the 70% goal.
- 3. Membership:** 7 of 10 branches are meeting or exceeding the 10% new member goal. The other three branches are at the 2%-7% new member level.
- 4. Activities:** Five of ten branches in Region 2 offer only their monthly luncheons, summer picnic, and Christmas Party with no other activities. The other five offer additional activities and are generally more successful in recruiting and retaining new members. We are preparing an action plan at the regional/area level to promote more activities at the branch level. We currently promote inter-branch competitions among neighboring branches including bowling, horseshoes, 8-ball pool, and golf.
- 5. Goals & Action Plans:** We are currently developing area and regional action plans to address recruitment (new members, officers, committee chairs), membership retention, and recreational activities. We anticipate completion of a draft plan in January 2015.

- 6. Meetings:** All Region 2 branches conduct monthly BEC and general membership luncheon meetings (with guest speakers) in accordance with prepared and pre-distributed agendas. Minutes of all BEC meetings are prepared and distributed timely (generally), as required. Two branches are spotty in their distribution of BEC minutes.
- 7. Form 40 Speakers:** There is no formal speakers' bureau in Region 10. There is an occasional referral of speakers between branches but there is no established process.
- 8. Travel:** Most Region 2 branches do not have a Travel Chairman. State SIR travel offerings are published monthly in several branch newsletters and only occasionally in several others. There are two branches that have active RVs that offer several RV group outings during the year.
- 9. Innovations:** Branch 113 in Area 19 is aggressively implementing a recruiting plan that revolves around individual member involvement. All members have personalized business cards and at least one item of wearing apparel that has the SIR logo on it including caps, polo shirts, jackets, golf/bowling shirts, belt buckles. Each member can be a walking advertisement for SIR.
- 10. Branch Reporting:** Most branches are current and timely. Two branches are usually late in their Forms 27 and 28 reporting but will submit with a phone reminder. We are focusing on these branches for training in January/February 2015.
- 11. Needs:** More specific "How To" training for branches to also include subjects that are usually ignored in State training sessions: monthly newsletters, meeting minutes, planning and conducting recreational activities, inter-branch competitions, annual branch rosters, publicity, and others. Examples and downloadable templates could be included in the sirinc website....perhaps a whole section to include this stuff.
- 12. Other:** We should reopen discussion of an annual convention/meeting in Reno or Las Vegas.

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

**Areas:** Area 3- 4 branches in Sacramento; Area 9- 6 branches in Sacramento; Area 14- 4 branches on Hwy 99 Corridor (Elk Grove thru Stockton); Area 27- 6 branches in Foothills (Jackson thru Sonora).

- 1. Finances:** All of the branches appear to be in good condition. One of the foothill branches is holding a balance below what is recommended, but not by much. I ask the AG to monitor this and watch to see there is no further decline. At my meetings, I have stressed to the treasurers to get their financial reports in by the 10<sup>th</sup> of the month regardless of when they have their meeting or when they receive their bank statement. Time will tell whether this admonition has been effective.
- 2. Attendance:** Luncheon attendance has been a problem for the summer months particularly for the smaller and older branches. There is some indication that it is picking up now that vacations and travel are declining. It has become clearer that there is a close correlation between luncheon attendance and declining membership, particularly in older branches.
- 3. Membership:** There is nothing new to report here. Overall, there is appears to be a slight decline, but it is not equal among the branches. There has been a gradual shift to trying new approaches, but the branches that need it the most are the least likely participants.
- 4. Activities:** Several of the branches are instituting new activities, but it is too early to determine their effect. I am going to see if we cannot get greater interest in Area and Region activities. This may be of particular help to the smaller branches that do not have the manpower to support many activities. The proposed reorganization of Region 3 should help in this effort as the branches will be in the same general area.
- 5. Goals & Action Plans:** Most of the Regional efforts are pending the approval of the branch reorganization and attempting to find AG's for Area 3 and the possible replacement for an ineffective AG.
- 6. Meetings & Reports:** Though not perfect, most branches are getting their reports in on time and generally accurate. There is a wide range of computer skills among the secretaries and treasurers (from highly killed to

computer illiterate). I am concerned about the fact that the treasurers of several branches have been in place for multiple years. Is the annual audit by a branch member enough of a check? I just don't know.

We have had more multi branch meetings this year and will try to continue this because it appears to promote interest and inter branch coordination. Sacramento has had a speaker forum for several years and it is popular and well attended. The chairman told me that they had 18 people at one meeting and ran out of chairs. The foothill branches were discussing a possible electronic version at their recent meeting. They are too far to meet physically, but have common interest and this could prove useful.

**7. Travel:** Not a lot of activity, but some branches are more active than others. This is an area where inter branch communication might be useful.

**8. General:** Any new activities will not be undertaken until after the November meeting and the board approval or disapproval of the proposed branch reorganization. The activities of this region are dramatically different if we continue as currently configured or as proposed. If the branches are realigned, the 4<sup>th</sup> qtr. will be a busy one.

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

##### **Area 18:**

**Branch 88, Vallejo-** Membership in this branch has remained steady the past several months, but members must bring more guests to exit the loss column. BEC meetings have been upbeat and the officers are encouraging members to bring guests and engage in activities.

**Branch 99, Vacaville-**Branch 99 is actively promoting SIR through occasional local media news releases, use of SIR canvas posters, brochures, table cover, business cards at Senior events, and at their own meetings. They maintain excellent luncheon attendance. Membership gain vs. loss is holding steady. Members need to be reminded to bring guests to the luncheons. Activities are increasing and well attended.

**Branch 106, Fairfield-** In July Branch 106 endured the loss of 8 members, who, for a very long time were closely tied together socially. Suddenly, they found a disconnect and conflict regarding the meetings and all resigned at once--this having nothing to do with SIR or branch function. But--- on the positive side, 7 guests attended in August and September, and 5 new members came aboard in July and September. The branch could improve on publicity and promotion. They are striving to add activities; golfing is very popular, as is Day at the Races 2X year.

**Br. 123, Vallejo-**Though membership remains fairly constant, this branch of older members must try harder to bring guests to their luncheons to avoid an inevitable serious decline. Only 2 guests have appeared so far this year. The officers repeat in their positions or recycle themselves. Bowling and bocce ball are favorite activities. On the positive side, this is one Happy Branch!

##### **Area 17:**

**Br. 65, Napa-** Branch 65 is at least staying the course in membership and attendance. They encourage members to bring a guest/s, but a greater effort is needed. They promote their own and share activities with other Napa branches.

I wish to thank outgoing Area 17 Governor, Harvey Durrett, for his council and cooperative responsibilities among Branches 65, 105, and 149 in Napa. He has been well received by each of them, and attended most all of their BEC meetings.

**Br. 105, Napa-** Branch 105 is consciously striving to grow membership, but only one new member is on board so far this year. On the positive side, with three guests in June and 3 more in the 3<sup>rd</sup> quarter, they are making the effort. They share in a coed travel/RV activity with Br. 149. Luncheon attendance has been consistently good.

**Br. 149, Napa-** Branch 149, the flagship branch in Region 4, continues its upward trend in member growth, activities, and good luncheon attendance. Its officers and committee chairmen are dedicated workers and leaders.

Through the 3<sup>rd</sup> quarter, the branch, now with 212 active members, has added 24 new members against 14 out. The branch is open to other Napa area SIRs to share certain activities, e.g. travel and local entertainment

I look forward to my relationship with Ed Suden, Past Big Sir of Branch 149, and incoming Governor of Area 17. Ed has been the recent membership chairman of his branch. His experience in this position will undoubtedly be most helpful.



### **Area 32:**

**Br. 133, Hidden Valley Lakes-** Branch 133's ratings re membership and attendance numbers have remained fairly constant except for one aspect---a woeful lack of guests in the last two quarters. Golf and shared activities with Br. 168 do well. The branch will have new officers next year. It is important that members be reminded to bring a guest/s beginning now.

**Br. 168, Lakeport-** Branch 168 continues to trend slightly upward in membership, but this is against a slightly steeper decline in members out. Both luncheon and guests attendance should be targeted for improvement to jumpstart membership growth. Golf, travel and shared activities with Br. 133 go well with both branches under the guidance of these activities' coordinators. I attended the branch's annual picnic Friday, October 10. The new Area 32 Governor, Dean Faris, a past Big Sir of Branch 168, is eager to assume his duties. I look forward to our relationship.

I wish to express my appreciation to Area 32 outgoing Governor, Adckenjo Esutoki, for his leadership and guiding liaison between Branches 133 and 168, and in cooperation with SIR Inc. He has been very helpful in keeping me informed of happenings in this outlying area of Region 4.

### **Personal Comment:**

Each branch is fully aware of their status in as far as their vitality is concerned. My number one concern is the lack of guests members that could or should be brought to their luncheons. I am glad to see that certain branches are seriously addressing this problem. I hope by the end of the year, more will show improvement.

The SIR Leaders Guide is a helpful tool in running a smooth BEC meeting. The branch assessment form should be used and discussed at each BEC meeting. It is especially valuable to Area Governors to help them help their branches, determine where the problems area, and relate to me how best we in SIR can help, also.

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

**Areas:** Area 1 is San Francisco and San Mateo; Area 16 is San Mateo and mid-Peninsula.

1. **Finances:** All branches have adequate funds and are current with Form 28.
2. **Attendance:** Branch attendance for the quarter was 62%. None of the branches are exceeding 70%. An SAT evaluation with action steps with each branch is in place to achieve the goal.
3. **Membership:** There have been 5 of the nine branches that have been remiss in letting members go that have had over 4 months of non-attendance. I have instructed those branches to bite the bullet and delete them. This decrease in membership in the short term is having a negative effect on membership. Four branches met or exceeded the 1% goal. One branch was flat. Four branches decreased membership by more than 1%. Two of those branches decreased membership 3%. Again, the SAT evaluation with action steps should have a positive effect on membership recruitment.
4. **Activities:** 7 branches have not added new activities. Two branches have added 1 activity. One branch is at risk with one activity, golf. Each branch with 5 or less activities have a goal to reach 7 or more.
5. **Goals & Action Plans:** I have introduced an action plan for each branch modeled from the Branch Assessment when I attended each BEC meeting. I am now doing a follow-up visit to evaluate how effective that is. Form 27 reflects two of the goals of membership count and lunch attendance. Feedback from the Big SIR training has been very positive and reinforces the action plan.
6. **Meetings:** All branches have a BEC and lunch agenda they follow. BEC meeting minutes are published.
7. **Speakers:** Each branch recruits lunch speakers independently. When attending lunches I find most speakers have good delivery and content. I have created an evaluation form that I recommend each branch completes where I will store the forms and make it available to the branches. Branch response will be evaluated in the coming months.
8. **Travel:** State travel needs more emphasis by the branches. I recommend they publish it in the monthly bulletin.
9. **Innovations:** 3 branches have gone together to host a summer picnic to cut costs and compete in bocci. Four branches are proactive in advertising in local papers. Two branches are folding in wives in some activities. Four branches are putting a colorful sticker on new member badges and encouraging existing members to welcome them. More work needs to be done here.

10. **Branch reporting:** All but one branch is current with preparing Forms. I am working with that branch's incoming Big SIR to address that problem.
11. **Needs:** Big SIR's need to identify a recruitment and activity chair. My key responsibility is to reinforce the branch improvement tasks and visit each branch three times yearly. Additionally I need to recruit at least one Area Governor (Area 16) to assist in working hands on with the branches.
12. **Other:** I am enthusiastic about one branch's incoming Big Sir with only one activity and a leadership problem of one branch in December with one activity and a leadership problem. I have discussed this with the incoming Big SIR who seems motivated to deal with these issues and to develop a plan of action. I will visit the BEC in January to further review the situation.  
I host a bi-monthly breakfast with Big SIRs to allow them to exchange ideas and problem areas as well as success stories. This allows them to extend thinking beyond their own branch and be part of a team that they can bring back good ideas to their own branch. Also, a sample branch improvement action plan is available that I developed for each branch.

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

1. **Finances:** All Branches have adequate funds and are current with Form 28's.
2. **Attendance:** Most branches are doing ok on attendance.
3. **Membership:** 5 Branches out of 19 are reaching the +1 Goal for ytd 2014. The September net for Region 6 is -71 members. This is a very disturbing trend in light of the emphasis placed upon recruitment in Region 6. Some of it is due to roster purging of Inactive members.
4. **Activities:** Most branches are not creating many new activities although they claim to be creating activities when the opportunity occurs. Most do not have an Activities Chairman who promotes creating new Activities.
5. **Goals & Action Plans:** All have adopted the +1 goal for membership and activities but are not making the goals.
6. **Meetings:** Most branches use agendas and are reasonably well run and publish minutes.
7. **Form 40 Speakers:** Only Area 2 Branches use a Speakers Bureau Dropbox application to facilitate exchange of potential Speakers info.
8. **Travel:** State Travel info is posted in most newsletters along with local Branch Travel opportunities. Area 2 Travel Chair is quite active.
9. **Innovations:** Most branches in Area 2 have websites but only a few from Areas 8 and 24 have them. A Few get their meetings published in local newspapers regularly. Area 2 is using Dropbox to collect and distribute Speakers info. Area Rosters for all 3 Areas have been created by the Region 6 Support Team to provide a convenient contact resource for the Branches. It also serves as a stimulus for Branches without some functions to implement them.
10. **Branch Reporting:** All Branches are current on Form 28 but 3 of Area 24 are delinquent on Form 27. Most do not create reports for the Area Governor on a regular basis.
11. **Needs:** A few branches need computer training for Form 27 as evidenced by the copies I receive. A few Branch Officers could use basic computer and email training. The biggest problem I see is apathy. Many Branches are just not motivated to improve their Branch or don't want to do the work necessary.

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

**Region/Areas:** Region 7 has 21 branches covers the South Bay from Sunnyvale south to Monterrey. Area 5 (six branches); Area 10 (four branches); Area 20 (6 branches); Area 21 (5 branches).

1. **Finances:** All branches report a comfortable reserve of cash reserve of cash balance. Without any basis for comparison, the overall average reserve is about \$40 per active member.
2. **Attendance:** Whereas the average could be improved, all branches report more than 60% with a few branches reaching 70% or more, our universal goal.
3. **Membership:** The two leading branches are located in The villages what is a residential community for retirement age adults. These two branches represent nearly half of all the new members in the remaining 19 branches. As a region, new members simply offset the losses due to voluntary resignation and health problems. One branch (Br.



153) finally dropped to critical mass that could not sustain itself with less than 50 members. In my opinion, this branch failed when only a few members were willing to carry the load for the entire branch and thus the branch became an eating club- not bearing the character of other branches in Region 7.

4. **Activities:** Without a doubt, bocce ball is the new source of entertaining members choosing an outdoor activity. Branches have begun intramural competition and this will continue to encourage more branches to develop bocce ball teams. Bof, as usual, brings many of Silicon Valley branches together for weekly tournaments on 18 and 9 hole courses.
5. **Goals & Action Plans:** Many branches give lip service but few are motivated to implement well-defined objectives as long as everyone is comfortable with the way things are.
6. **Meetings:** An informal speakers bureau for 3 Areas in San Jose provides a database of 100+ active speakers for the branch speaker chairman. What was once a monthly get together (meeting) has become simply a listing of speakers with contact info provided. Each branch chairman can choose to use the data base or solicit their own source of speakers.
7. **Travel:** An ad hoc Travel committee coordinates travel packages for the benefit of all branches within Region 7. travel Coordinators come from the individual branches with advertising and bookings conducted as a SIR event sponsored by the specific branch. There are no RV travel groups.
8. **Websites:** Whereas websites provide specific information for branch activities, it misses on of the purposes to develop potential candidates for membership. the websites should be listed in directories and/or publications distributed to our communities. Region 7 has 13 out of 21 branches that maintain a URL website.
9. **Branch Reporting:** Reporting is about 60% successful- that is, four branches do reporting only when pushed. the data is captured, but the forms present a barrier that needs to be overcome to have it distributed to the State as well as the AG and RD and BEC. When the branch officers realize that the forms are to maintain our tax exempt status (Form 28), the lights start to turn on. More effort to “sell” the benefits for timely reporting is needed. And properly reviewed, it gives the BEC evidence of the branch strengths and weaknesses when used correctly.
10. **Other:** with all the meetings, administrative duties, and planning/promoting for membership, we must take into account that there are some members we are not going to willingly get them to volunteer to be active members. Having an older age branch this is not going to change until the younger age members take charge. How we do that is important, even if I don't know how.

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

1. **Finances:** All branches appear to have adequate funds to sustain operations. One branch has recovered from being almost broke to a balance of \$800.
2. **Attendance:** The average branch attendance for the 3<sup>rd</sup> quarter in Region 8 was 62%.
3. **Membership:** Branch 164 has added 9 new members to achieve their Charter. They have gone from 45 to 54 this quarter. Almost all of my branches have purged membership over this last quarter, and membership shows that it is down.
4. **Activities:** Two of the branches in Region 8 only have lunch and golf. The rest have multiple activities. In Area 22, there are several activities that are as an Area function (golf, bowling, pickle ball, and bocce ball). The Fresno branches have a large golf activity.
5. **Goals & Action Plans:** I, along with my Area Governors, we are creating a plan to use HLM Members to promote growth and to help others. We are coming up with a Marketing and Publicity Center along with a Speakers type bureau.
6. **Meetings:** All of my branches use an agenda, publish minutes, and are orderly.
7. **Form 40 Speakers:** The branches occasionally call each other, but no formal process is in place at this time. (see goals and action plans).
8. **Travel:** Area 22 has an extensive travel plan with many members participating. Usually sells out and has a waiting list. Area 29 does not seem to travel much.
9. **Innovations:** Area 22 bowling members have Logo Shirts for almost all members. The big Sir at branch 144 wears a logo shirt to each meeting. We are currently looking into social media as a way to recruit new members.

10. **Branch Reporting:** I have only 4 branches that report on time. It is like pulling teeth to get some of them to send in Form 27 and 28. My new Area Governor for Area 29 has made it a promise to get them motivated.
11. **Needs:** I think that all branches have a need for more training. We simply need to motivate others to want to volunteer for positions. They need a sense of belonging and not "What's in it for me".
12. **Other:** I do not think that you can run a business on just one meeting every quarter.

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

1. **Finances:** Area 33- All branches have adequate funds. One branch was lagging but is now over \$15 per member. One branch may want to spend some of its surplus on member rewarding events like Christmas parties and barbecues or picnics.
2. **Attendance:** Area 33 luncheon attendance was at 61% over 3rd Qtr. held down by 3 branches; the others are in the mid-60's. Our fastest growing branch is only at 60%; lunch costs are a big issue and next year will be driving members away from SIR.  
Area 15 has two branches with significant drop in attendance; a new location for one might revitalize. Two branches are in mid 60's to almost 70+%. Phone trees work. The lunch attendance requirement is becoming a coat issue for senior members.
3. **Membership:** Area 33 is up 2% on the year, 698 total; one branch has a serious problem with lunch location rebuild in this gated community. The two big branches in Auburn are down 1% with a chance of recovery by yearend. Lake of the Pines Branch 170 is up 24 as of first week in Nov.  
Area 15 has one branch down 6% on the year; a new location may help, plus new LS. Br. 45 is up 5% , 3rd largest in SIRinc @ 297. Br. 98 is up 13%, and is 5th largest SIRinc branch at 258. Br. 109 is down 58 members after mass exodus; SAT visited and kept branch open.
4. **Activities:** Area 33's six branches have their own personality and all are searching for new activities to attract new members. Br. 170 is a gated community with hundreds of activities and yet they are up 24% because of effort. Area and Region should make bocce grow.  
Area 15's two largest branches have plenty of activities and have assisted in some Area activities such as golf and bocce ball. One branch is predominantly beige and until this changes with new Big sir this branch can't grow- a challenge for the RD and AG.
5. **Goals & Action Plans:** Area 33: Region 9 has had one key goal for 2014 and that was to build branch BRT's than can sustain membership growth regardless who is Big Sir or who was in charge. Three branches paid attention and progress has been made; three took a let's wait and see approach with no success.  
Area 15: The goal is to build a 2nd strong branch in Roseville/Rocklin. Sirinc deserves two 200+ branches in this Area by building up a current branch or starting a new one.
6. **Meetings:** Area 33: All branches using the recommended agenda need to keep speakers to 25 minutes with 5 minutes for Q&A. Members' attention span is limited.  
Area 15: I have attended all four meetings this year and found both the food and the speakers acceptable. Branch 45's lunch is almost too crowded and this should be Br. 109's goal to win back some of the transferees and start to grow again.
7. **Speakers:** Branches are sharing information whenever possible. I recommend more member presentations but Big Sir must review presentation beforehand.
8. **Travel:** Limited travel may try to revitalize with Areas/Region travel in the future.
9. **Innovations:** Area 33: Branch 170 should be used as an Area innovator specifically for Br. 11 and 124. New branches in Grass Valley/Nevada City and a 2nd strong branch in Roseville are planned.  
Area 15: Branches 98 and 45 are full of innovation. Branch 109 has done some statistical analysis to determine what needs to be changed in recruiting to prevent SIR from sliding down the slope.
10. **Branch Reports:** All branches but one have been on schedule and Region 9 was recognized by both Stedman

and Milano for Form 27 compliance. Form 28's are almost perfect.

**11. Needs:** AG's and new RD need to work with certain branches, using kid gloves but be persistent.

**12. Other:** Region 9 needs to start a new branch in Grass Valley/Nevada City once proper research has been done. We need to use some seed money to target areas that show promise.

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

**Areas:** Areas 6, 13 and 25 have about 1702 active members. The Region goes from San Rafael to Healdsburg along Highway 101 and includes Sonoma and Sebastopol and all of Santa Rosa.

1. **Finances:** All branches appear to be financially Solvent. There are actually a couple that I believe have too much in reserve.

2. **Attendance:** Seven branches fall below the 70% goal. The average for them is about 66%.

3. **Membership:** Only about three of my branches have gained membership after attrition is factored in. Most get new members, but lose members due to deaths and illness. My observation is that all are very actively trying to recruit.

4. **Activities:** Many branches do not actively create new activities. I have been encourage branches to join each other in activities. Has been somewhat successful, but takes leadership. I am trying to get all branches to have an active activity chairperson and get them to communicate with each other. I an going to try and set up Area meetings for this. Have the first scheduled in Area 6 for early January.

5. **Goals & Action Plans:** Need to focus on this in the coming year. Goals are set but not always met. Area involvements might help. A real need for improvement.

6. **Meetings:** All branches have very good BEC meetings. Minutes and forms seem to be , with a couple of exceptions, on time and presented in a good and timely manner. At all of the luncheon meetings that I have attended the members all seemed to be enjoying themselves.

7. **Speakers:** All attempts are made to share Speaker information and this seems to be working very well. I have attended branch lunches and seen the same speaker again. All of the speakers that I have heard were very well received and the topics were very well received.

8. **Travel:** I have appointed a Regional Travel Chairman in hopes of having all Regionally branches given the information on all Area and branch travel plans. Mixed results so far, but still working very actively to get in implemented.

9. **Innovations:** Many branches have recruiting type of business cards. A couple of branches have booths at The Senior Fair and at the Local fairs. Mixed results, but worth the continuing efforts. Have posters at several restaurant and gold courses that tell all about SIRS with contact information.

10. **Branch Reporting:** I have a couple of branches that lack a passing grade here. With new leadership I hope to improve on that. I general all branches do a good job.

11. **Needs:** Much more participation in membership participation. Training is improving and this could be a key into getting more members involved.

12. **Other:** I have two branches asking for a merger. I have been very activity working with them both in order to help, but it seems that this will become inevitable. A few other branches have issues because of small membership, but continue to function even though the are unable to get a sufficient turnout for outside activities, Again joint functions will help.

### **APPENDIX B- RULE REVISIONS/ADDITIONS**

#### **(Additions/revisions in bold, plus any strikethroughs)**

**RULE 38.** State-related expenses incurred by SIR members must be authorized by the State and be filed on Form 15 - Expense Claim Voucher during the year of expenditure, by the quarter, preceding April 15th, July, 15th, October 15th, and not later than January 15 of the following year except with prior authorization, and submitted to the State President or his designee per Rule 816. Approved vouchers will be sent to the State Treasurer for payment.

Approved vouchers will be sent to the State Treasurer for payment. Revised (1/17/12, 6/4/13)

a. All reimbursable expenses except mileage must have receipts or explanations for more than \$15.00: Revised 6/4/13

1. Mileage: Personal motor vehicle usage at the reimbursable rate shown on the Expense Claim Voucher.  
(Revised 6/10/08), (6/5/12), (6/4/13)
2. Tolls: Bridge and road tolls.
3. Lodging: For trips over 100 miles one way, **and early morning meetings requiring night driving.**  
(Revised 6/4/13) **(11/04/14)**
4. Meals: Actual cost including gratuity, but not including alcoholic beverages.
5. Telephone: Long distance charges. (Revised 6/4/13)
6. Other items as follows:
  - (a) Postage: Mailing and other delivery charges. (Revised 6/4/13)
  - (b) Copies and Printing: Purchases of printed supply pursuant to one's SIR responsibilities. Copies or documents produced on personal copier or printer, at \$0.10 per side. Explain. (Revised 6/4/13)
  - (c) Supplies: Such as envelopes, blank labels, etc. (Revised 6/4/13)
  - (d) Area meetings and Branch Training: Coffee and donut holes purchased by the Area Governor for Branch personnel attending the annual Branch Officer Training session and the Area meetings required by Rule 895, and meeting room rental fees when a free meeting room is not available. (Revised 6/4/13)
  - (e) Miscellaneous: (Revised 6/4/13)
- b. Non-reimbursable expenses include the following:
  1. Attendance at own Branch meetings or other functions.
  2. Meals for spouses.
  3. Alcoholic beverages.
  4. Set-up or printing of personalized stationery.
  5. Computer hardware, software or supplies unless pre-authorized by the State President or his designee.
- c. Expenses of committee members must be approved by the Committee Chairman either by signature on the expense report, or by electronic approval such as e-mail.** (Moved from Page 3.5 - 11/13/07)  
Revised (6/4/13), **(11/04/14)**

**RULE 55. A Branch BEC may award Emeritus status to a member who cannot consistently attend monthly meetings, for reasons of health, caregiving, or being unable to drive. Emeritus status may be conferred to a requesting active SIR who has been a member for at least 10 years, and is 80 years old or older, or a member for at least 15 years and is 75 years old or older. (New 11/04/2014)**

**RULE 55.1 Emeritus members attending branch luncheon meetings shall count toward the total number of members present, but absent Emeritus members would be exempt from Branch attendance requirements and would not count against the percentage reported on form 27. Emeritus members are considered active, and therefore shall be eligible to participate in any SIR Branch activity. (New 11/04/2014)**

#### **APPENDIX C- REORGANIZATION OF REGIONS 2, 3, and 8**

This three-Region reorganization was approved to have a more compatible geographical alignment and a better balance in the number of Branches within each Region. Region 2 changed from 9 to 11 Branches, Region 3 from 20 to 15, and Region 8 from 9 to 12. One Area (with a vacant Area Governor position) was eliminated, and two Areas changed Regions:

#### **Reorganization of Region 2 with two Areas (including one transferred in/one transferred out), and eleven Branches (up from nine) :**

- **Area 19** is comprised of five branches with the addition of Placerville Branch 70 from Area 31 (Region 2). Br. 70 was added since this Area already has a Placerville Br. 137.  
Area 19: Branches 70, 113, 120, 137, and 160. Area Location-Along Hwy 50 corridor from South Lake Tahoe to Placerville.
- **Area 27** is transferred in from Region 3. It has six branches- in Sonora (3) , Pioneer, Jackson, and Arnold. This change complements the other essentially rural areas of Region 2.  
Area 27: Branches 15, 77, 96, 136, 152, 172.
- **(Area 31):** transferred to Region 3. See Area 31 explanation below)

**Reorganization of Region 3 from four Areas to three (including one transferred in, one transferred out, and one eliminated), and fifteen branches (down from 20):**

- **Area 3** has five branches with the addition of Sacramento Branch 50 from Area 9 (Region 3). Br. 50 was added to Area 3 since Area 3 branches all meet in Sacramento, and now Area 9 branches all meet in Carmichael. This change results in an equal no. of branches (5) for each of those Areas.  
Area 3: Branches 50, 69, 93, 107, 117 in Sacramento.
- **Area 9** has five branches with the transfer out of Branch 50 to Area 3. Area 9: Branches 14, 23, 33, 102, and 127 in Carmichael.
- **Area 31** is transferred from Region 2. It has five branches with (1) transfer out of Placerville Branch 70 to Area 19 (Region 2) (see Area 19 explanation above), and (2) the transfer in of Elk Grove Branch 156 from the eliminated Area 14 (Region 3). The Branch 156 transfer to this Area and this Area's transfer to Region 3 consolidates the Sacramento/Sacramento environs more effectively into one Region.  
Area 31: Branches 49, 95, 112, 150, 156. Area Location : Along Hwy 50 corridor from Shingle Springs to Rancho Cordova, plus Elk Grove.
- **(Area 27)**: transferred to Region 2. See Area 27 explanation above).
- **(Area 14)**: eliminated as a result of Branches 46, 87, and 145 transferred to Area 22 (Region 8) and Branch 156 transferred to Area 31 (Region 3). The Area 14 Area Governor position has been vacant since yearend 2012.

**Reorganization of Region 8 with two Areas and twelve Branches (up from nine):**

- **Area 22** has seven branches with the addition of three branches from eliminated Area 14 (Region 3). These three are Stockton Branches 46 and 87, and Lodi Branch 145 (which meets in Acampo). The Lodi/Stockton territory is more akin to Region 8 than to Region 3.  
Area 22: Branches 46, 87, 103, 143, 144, 145, and 164. Location: Along Hwy 99 corridor from Acampo/Lodi to Turlock (which meets in Denair).
- **Area 29** remains as is, with five branches in Fresno and Bakersfield. Branches 159, 163, 169, 175, and 179.