



**State Board Meeting  
January 30, 2020 – 9:00 to 3:30  
Paradise Valley Estates, Rawlinson Hall, Fairfield, CA**

**DRAFT MINUTES**

**PLEASE CLICK ON AND THEN OPEN THE "POWER POINT SLIDES" BUTTON BELOW.  
THE MINUTES REFER TO SPECIFIC SLIDES**

[Agenda](#)

[Powerpoint Slides](#)

**State Board Members**

President: Ed Benson  
Vice President: Jim Johnson \*  
Secretary: Stu Williams

Assistant Secretary: Ron Fligel  
Treasurer: Roy Hodgkinson  
Assistant Treasurer: Ron Saltgaver  
Chief Admin Officer: Dwight Sale  
(\* Absent)

Director, Region 1: Mark Stuart  
Director, Region 2: Rick Kindle  
Director, Region 3: Dennis Pangburn \*  
Carl Mason (Pro-Tem)  
Director, Region 4: Foster Kinney (Pro-Tem)  
Director, Region 5: Bob Turner (Pro-Tem)

**Invited Participants present**

Past Presidents: Dwight Sale, Derek Southern, Bob Hairston

State Adviser : Stu Williams, Parliamentarian : Dwight Sale, Assistant Parliamentarian: Adckinso Esutoki, Legal : Alan Melnicoe

Area Governors : Dale Decker ( Area 5), Adckinso Esutoki (Area 9), Lee Moy (Area ), Richard Provost (Area 18), Mark Stuart (Acting Area 1 & 2), Dave Gonzales (Area 4), Kevin Mahoney (Area 3), Bob Turner (Area 17) Carl Mason (Area 7), Bob Reuther (Area 10), Foster Kinney (Area \_\_ ).

Committee Chairmen : Barry Leskin (Training), Lee Moy (Sports), Dale Decker (Policy & Procedure), Craig Hoffhines (Insurance) Jerry Hicks (Growth & Membership), Bob Hairston (Recreational Vehicles), Derek Southern (Nomination), Ron Cassano (Audit).

**Call to Order**

President Ed Benson called the meeting to order at 9:00 A.M. and welcomed all attendees, and thereafter the Pledge of Allegiance was conducted.

President Benson reported two vacancies on the Board, and under his powers as President appointed Foster Kinney as Regional Director (Pro Tem) for Region 4, and Bob Turner as Regional Director (Pro Tem) for Region 5, and Carl Mason as Regional Director (Pro Tem) for Region 3, in place of Dennis Pangburn who was absent due to illness.

President Benson then proceeded to swear-in Richard Provost (Area 18 Governor), Adckinso Esutoki (Area 9 Governor, Assistant Parliamentarian), Bob Reuther (Area 10 Governor), Carl Mason (Area 7 Governor), Alan Melnicoe (Legal Advisor), Ron Saltgaver (Assistant Treasurer)

Secretary Williams tendered the minutes from the October 18, 2019 State Board Meeting, and upon motion from Director Kindle and seconded from Assistant Secretary Flagel, the minutes were **APPROVED** Unanimously.

### **President's Remarks**

President Benson Spoke to the following Agenda Items.

- Currently, we as an organization are experiencing two vacancies on the Regional Board of Directors (Region 4 & 5), which has necessitated temporary appointments, and we want to thank our retired Region Directors for Region 4, Patrick O'Keefe, and Regional Director 5, Bill Holly, for their years of service.
- President Benson announced that he was appointing the following State Leaders to consider potential restructuring and appointments of the Regional Directors positions. (Vice President Jim Johnson, Treasurer Roy Hodgkinson, Secretary Stu Williams, Chief Administrative Officer Dwight Sale, Region 2 Director, Rick Kindle, Policy & Procedure Chairman Dale Decker, Past Area Governor Bob Grandey.
- SIR leader guide has been updated and is on the Website.
- The guidelines for meals and lodging expenses (Breakfast \$15, Lunch \$20, Dinner \$25, and for trips over 100 miles one way, check Hotels. Com for the price of the least expensive local 3 star rated single occupancy hotel or motel) the specifics will be on the State Website and State Form 15.
- Town Hall meetings have been scheduled, and encouraged attendance, on February 19, 2020, Paradise Valley Estates, Fairfield, CA. February 24, 2020, The Plaza Room, Yuba City, CA, February 27, 2020, San Jose State University, Lucas Business Complex, Santa Clara, Ca.
- The Status of "permanent" guests was discussed, and has been approved on a trial basis for three years for Bowling and thereafter to be reviewed by the Board.
- The following State Golf Tournament Schedule was proposed and Approved by **UNANIMOUS CONSENT**; 4/20-4/21, Eagle Vines Golf Course, Napa, CA, 6/22/-6/26, Atlantis Hotel & Casino, Rancho Solano Golf Course, Fairfield, CA, 9/15-9/16, Blue Rock Golf Course, Vallejo, CA, 10/12-10/13 Hiddenbrooke Golf Course, Vallejo, CA.
- Sir Merchandise was demonstrated by President Benson who explained that Vista Print has been working with the State Growth & Membership Committee Chairman Jerry Hick, and the mechanics of ordering were being finalized, and a handout was distributed to the Board and information would be on the State Website next week.
- **SIR 2020 STRATEGIC DIRECTION**, President Benson explained, the two major issues confronting our organization in 2020 are a) Stopping Membership Loss, by increasing Sir Net Membership b) Improving Volunteerism. (See Slide 4)
- **Revision to the List of At-Risk Branches**, at the request of President Benson, Regional Directors Stuart & Kindle reported on the Status of their At-Risk Branches, however with the majority of Regional Directors either vacant or absent because of illness, this matter was continued to the next Board meeting. (See Slides 5 & 6) – Down 5

### **Treasurer's Report**

Results: Treasurer Hodgkinson presented and discussed Sir Inc. Financials at Year End 2019, comparing by account the Actual Revenue and Expenses, the Budgeted Revenue and Expenses, and the Variances were on target. ( See Slides 7,8,9 )

### **2019 Audit Findings**

Audit Chairman Ron Cassano reported a completed and successful Audit for 2019. ( See Slide 10 ).

## 2020 Budget

Secretary Stu Williams, on behalf of the Budget Committee, reported that the Committee recommended based upon Projected Revenue of \$101, 247, and a Projected Deficit of \$2,853, the Budget for 2020. ( See Slides 11,12,13 )

Secretary Williams explained that the Committee without prejudice, withheld funding of the November 19, 2020 requested training, pending receipt of the 2020 Insurance premium.

### EXECUTIVE SESSION:

President Benson adjourned the meeting to Executive Session to discuss status of session.

Upon Motion by Regional Director Kindle and Seconded by Regional Director (Pro Tem) Bob Turner, **A Motion to adopt the proposed budget for 2020, after discussion was APPROVED unanimously.**

## 2020 RD/AG TRAINING RECAP

President Benson reported that the following AG's missed the training: AGs Reed, Adams, Johnson and Thomas, and slides of the training will be forwarded to all RDs and AGs, requesting review with the non-attendees.

Training Chairman Barry Leskin reported on his efforts at the January 20, 2020, training and the effective feedback he received from the focus groups and utilizing the case study from the Branch documents.

### Bringing Sir Strategy to life.

President Benson recited the issues of continuing membership loss, and how most of the Branch membership is unaware of the problem.

President Benson reported on past efforts on membership building, and in his opinion, a partial solution requires a Buy-In of Communication, Collateral Material and Recognition and Incentives.

President Benson introduced the "I'm Doing My Part Program" as more fully described in ( See Slides 15,16,17,18,19,20 )

President Benson expected the Sir Branches to do the following.

- a) Publicize the program among their members.
- b) Order the reward pins from their Regional Directors,
- c) Recognize the winners.
- d) Order and distribute the new Sir recruiting brochures and the revised Sir Card.
- e) Provide an introductory free meal to guests.

### Growth and Membership 2020 Plan.

Growth and Membership Chairman Jerry Hicks announced that he was staffing the G&M Committee, and his focus was to Halt Sir net membership loss and improve volunteerism, as more particularly described. (See Slides 29,30)

### Executive Request for Board Approval.

President Benson requested the Board approve 2020 Strategic Direction and I'm Doing My Part Program as described in Slides 17,18 and the 2020 G&M Plan as described in Slides 29,30 , and upon a motion made by Regional Director Rick Kindle and seconded by Regional Director (Pro-Tem) Carl Mason, the Board after discussion, **APPROVED** unanimously the 2020 Strategic Direction, I'm Doing My Part Program and the 2020 G&M Plan.

President Benson requested the Board approve a Non-Budgeted expense of \$3,000, Video duplication if necessary, lapel pins 1,000 at \$2.00 (\$2,000), printing recruiting brochure (\$270.00), printing Hubby Cards (\$100.00), fly-in the videographer to Walnut Creek to revise the video (\$400.00).

A motion was made by Regional Director Rick Kindle, and Seconded by Regional Director Mark Stuart, to approve the Non-Budgeted expense of \$3,000. After discussion the **MOTION PASSED, with ten votes in favor and one abstention from Secretary Williams.**

President Benson then reviewed the 2019 Training, and commented that some of the lessons learned included that when Training was held Area by Area, attendance was greater than when held by Region, and Area Training produces a less consistent and more variable product than if conducted State-wide. President Benson indicated that although no conclusions could be reached at this time, this matter would be subject to further discussion at the April Board Meeting, and that a hybrid may be the solution, and subject to Board approval.

**STATE ACTIVITY COMMITTEE REPORTS FOR 2019;** In the absence of State Bocce Chairman Jack Meylink, President Benson indicated that the State **Bocce** was experiencing difficulty other than limited regional successes. **Recreational Vehicles** Chairman Bob Hairston explained that the Regions have not shown much support as a State-wide activity, although many local Branches have great participation, and that he was planning a State-wide Sir RV Convention, with a date to be announced. **Travel** Chairman Tom Molinari announced that Travel Insurance is a pass-through expense for Sirs, and he had been working with the Branch travel chairmen, and unfortunately 2020 would be his last year as State travel chair, and he was actively looking for his replacement, and without a successor the State Travel activity would fail. In the absence of State **Sirs at the Games** Chairman Lee Moy, State President Benson reported that the Giants vs. A's game had been approved, and another Day at the Races had been scheduled, in light of the tremendous turnout of 350 members and guests at the 2019 event. President Benson further reported that Chairman Moy was willing to help the local Branches with similar activities and publicity.

#### **OLD BUSINESS:**

**PAST AREA GOVERNORS BADGES:** Secretary Williams reported that all Past Area Governors badges requested had been distributed, however additional requests from past Governors had been received after the deadline, and the badges were being ordered by Assistant Secretary Ron Flagel.

**CONSTANT CONTACT UPDATE:** President Benson reported that Constant Contact has not been readily adopted, although it's a wonderful tool for notification and follow-up, and only costs the Branches \$12.00 for their individual Branch.

**STATUS OF MEMBERSHIP LIST COLLECTION;** President Benson reported that Membership Lists are due by March 31, 2020, in an Excel format. President Benson emphasized that this list is important as part of our Corporate Governance, and the list is **NOT SOLD DISTRIBUTED, DISCLOSED OR IN ANY WAY DISEMINATED OUTSIDE SIRINC.** President Benson further indicated that Branches failing to provide this necessary membership information, would be required at the Branches expense, to individually notify their Branch members of all required notifications.

**STORAGE AND RETRIEVAL OF COMMON FORMS ;** Regional Director Mark Stuart said there are no current updates at this time.

**RECRUITING WEBSITE UPDATE:** President Benson and Treasurer Hodgkinson reported their pleasure with the new Website, which had been recently updated and additional edits were being made.

**SIR FOUNDATION UPDATE:** Foundation President Derek Southern reported that the funds collected to assist the Sir Members from the Paradise and Meridian Branches were distributed as requested. Foundation President Southern reported that the Foundation was no longer actively seeking donations for the "Camp Fire", having raised \$43,368.00, and initially distributed \$300 to each Sir applicant requesting a donation, for a total of \$21,300, and of the remaining \$22,068 after the first distribution, a second round of \$250 each was distributed, with four checks remaining uncashed, resulting in a current balance of \$ 4,886.86, which has been designated for insurance and governmental filings.

#### **NEW BUSINESS:**

**PAST RD BADGES.** President Benson announced that with the success of the Past Area Governors Badges, there has been a great deal of interest in doing the same for the Past Regional Directors. Chief Administrative Officer Dwight Sale moved that Badges likewise be offered to the Past

Regional Directors who notify the Assistant Secretary Ron Flagel , thereafter the motion was seconded by Director (Pro-Tem) Carl Mason, and the **Motion passed unanimously.**

**2020 BEST BRANCH AND MOST IMPROVED BRANCH AWARDS.** President Benson further commented that in his opinion, one of the highlights of the 2019 Annual Meeting, was the Best Branch Award, and this year he wanted to continue with the award and include a "Most Improved Branch Award". Chief Administrative Officer Dwight Sale moved that we continue in 2020 with the award and the most improved Branch, named in his honor, and fund the expenses. Assistant Treasurer Ron Saltgaver seconded the motion. Secretary Williams announced that the Budget Committee had funded the award with the cost of a banner that could be displayed at the winning Branch. The **Motion passed unanimously.**

**SIR AND THE SIR FOUNDATION RELATIONSHIP.** Sir Foundation President Southern reported that although similar in name, SirInc. and the Sir Foundation Inc., are separate Corporations, with separate and distinct Bylaws, and Taxable categorizations. President further reported that the Board of the Foundation was working to clarify its "Worthy Causes" statement.

**SI-100 STATUS REPORT-** Chief Administrative Officer Dwight Sale reported that he had consulted with leadership, and NO CHANGES were recommended to SI-100 procedure followed at this time.

**ADJOURNMENT:**

President Benson announced that there being no further business to come before the Board, the regular meeting of the Board was adjourned at 3:20 P.M. to Executive Session to discuss the Status of pending litigation.

**EXECUTIVE SESSION OF THE BOARD:** There being No reportable action taken by the Board in Executive Session, the meeting was adjourned at 3:45 P.M.

Dated: February 29, 2020

**/s/Stuart S. Williams**  
**Stuart S. Williams**  
**Secretary**



**State Board Meeting Agenda**  
Sons In Retirement Inc.



**PARADISE VALLEY ESTATES**  
**RAWLINSON HALL**  
**2600 Estates Drive**  
**Fairfield, CA 94533**

**Thursday, January 30, 2020, at 9:00 am-3:30 pm**

**State Board Members**

President: Ed Benson  
Vice President: Jim Johnson  
Secretary: Stu Williams  
Assistant Secretary: Ron Flagel  
Treasurer: Roy Hodgkinson  
Assistant Treasurer: Ron Saltgaver  
Chief Admin Officer: Dwight Sale

Director, Region 1: Mark Stuart  
Director, Region 2: Rick Kindle  
Director, Region 3: Dennis Pangburn  
Director, Region 4: Patrick O'Keefe  
Director, Region 5: (Pending)

**Committee Chairmen and Guests**

Past Presidents: All  
Parliamentarian: Dwight Sale  
InfoSys: Richard Sale  
Training & Development: Barry Leskin  
Travel: Tom Molinari  
Insurance: Craig Hoffhines  
Golf: Mark Stuart  
State RV: Bobbie Hairston  
Facility: David Heflich

Policies & Procedures: Dale Decker  
Legal Advisor: Alan Melnicoe  
G&M: Jerry Hicks  
G&M:(Sp. Projects) Tony de Losada  
Bowling: Russ Salazar  
State Sporting Events: Lee Moy  
Nominating: Derek Southern  
Bocce: Jack Meylink  
InfoSys: Richard Sale

Preliminary January 30 State Board Agenda  
December 29, 2019

All presenters need to talk to Ed prior to planning their presentation  
All slides, if any, are to be to Ed by January 23

Time	Item	Presenter(s)
9.00	Call to Order <ul style="list-style-type: none"> <li>· Verification of Quorum (7 of 12 needed)</li> <li>· Pledge of Allegiance</li> <li>· Welcome new Officers and Committee Chairman</li> <li>· Welcome Guests – Announce title and Area</li> <li>· Approval of the October 2019 Board Meeting Minutes</li> <li>· Announce the Board Executive Session</li> </ul>	Stu Williams Ed Benson Ed Benson Ed Benson Stu Williams Ed Benson Ed Benson
9.15	Swearing in of 2020 Elected Officers not Covered in October	Ed Benson
9.20	President's Remarks <ul style="list-style-type: none"> <li>· Status of SIR Leader's Guide</li> <li>· Reminder on meal and lodging expenses</li> <li>· Update on Town Hall Meetings</li> <li>· Discussion regarding "permanent" guests at activities other than Bowling</li> </ul>	Ed Benson Stu Williams Ed Benson Ed Benson/Craig Hoffhines
9.35	SIR 2020 Strategic Direction Discussion	Ed Benson
10.05	Review and Discussion of At-Risk Branches	Ed Benson/ RDs
10:00	Treasurer's Report <ul style="list-style-type: none"> <li>· 2019 Results</li> </ul>	Roy Hodgkinson
10:15	2019 Audit Report	Ron Cassano
10.30	2020 Budget <ul style="list-style-type: none"> <li>· Recommendation</li> <li>· Approval</li> </ul>	Stu Williams Board
11.00	Growth and Membership 2020 Plan <ul style="list-style-type: none"> <li>· Development Process</li> <li>· 2020 Plan</li> <li>· Discussion</li> </ul>	Jerry Hicks  All
11.45	2020 RD/AG Training <ul style="list-style-type: none"> <li>· General Comments</li> <li>· Recommendations</li> <li>· Discussion</li> </ul>	Ed Benson/Barry Leskin  All
12.00	Lunch	
1.00	2019 Training Recap and 2020 Planning	

<b>Time</b>	<b>Item</b>	<b>Presenter(s)</b>
	<ul style="list-style-type: none"> <li>· Region by Region Update</li> <li>· Percent of Officers, RAMP and NomComm Chairmen trained</li> <li>· Lessons learned</li> </ul> 2020 Training Plans <ul style="list-style-type: none"> <li>· Is Area by Area training worth the expense?</li> </ul>	RD's RD's  RD's  Ed Benson
1.30	State Activity Committee Reports – 2019 Accomplishments and 2020 Goals (Up to 10 minutes each) <ul style="list-style-type: none"> <li>· Golf</li> <li>· Bowling</li> <li>· Bocce</li> <li>· Recreational Vehicles</li> <li>· Sirs at the Games</li> </ul>	Mark Stuart Russ Salazar Jack Meylink Bob Hairston Lee Moy
2.10	State Administrative Committee Reports – 2019 Accomplishments and 2020 Goals (Up to 10 minutes each) <ul style="list-style-type: none"> <li>· Insurance</li> <li>· Travel</li> <li>· InfoSys</li> <li>· Training</li> </ul>	Craig Hoffhines Tom Molinari Dwight Sale Barry Leskin
2.30	Sir Merchandise Update	Tony de Losada
2.45	Policy and Procedure Committee	Dale Decker
3.00	Old Business <ul style="list-style-type: none"> <li>· Past AG Badge update</li> <li>· Constant Contact update</li> <li>· Membership List update</li> <li>· Storage and retrieval of common forms update</li> <li>· Recruiting website update</li> <li>· SIR Foundation update</li> </ul>	Stu Williams Dwight Sale Dwight Sale Mark Stuart Roy Hodgkinson Derek Southern
3:15	New Business <ul style="list-style-type: none"> <li>· Consideration for Past RD badges</li> <li>· 2020 Best Branch and Most Improved Branch</li> <li>· Potential SIR Foundation request</li> <li>· SI-100's</li> </ul>	Mark Stuart Ed Benson Derek Southern Dwight Sale
3.30	Adjournment	
3.30	Executive Session	Ed Benson



**State Board Meeting**  
**January 30, 2020 – 9:00 to 3:30**  
**Paradise Valley Estates, Rawlinson Hall, Fairfield, CA**



# Agenda Items

## Call to order

- Quorum - Stu
- Pledge - Ed
- Welcome new Officers and Committee Chairmen - Ed
- Welcome guests – Ed
- Induct new Officers - Ed
- Approval of October, 2019 Board Minutes - Board

## Inducting 2020 Officers not Previously Inducted

There will be a short Board Executive Session to discuss  
Branch 127

# President's Remarks

## President's Remarks

- **Appointment of voting Board member for this meeting from Region 5**
- **SIR Leaders Guide status – Ed**
- **Meal expense maximums reminder – Stu**
- **Town Hall meetings update - Ed**
- **Should “Permanent Guests” be only limited to Bowling? - Ed**

# **SIR 2020 Strategic Direction**

## **Stop Net Membership Losses**

- **Inform and energize members through video**
- **Recognize those members bringing in new members**
- **Update recruiting literature**
- **Focus on activities**
- **Reduce avoidable turnover by Improving Branch processes**

## **Improve Volunteerism**

- **Inform and energize members through video**
- **Recognize volunteers**
- **Emphasize SIR's Member Expectations**

# At-Risk Branch Update

Branch	Area	Region	Comments
52	1	1	Working to reconstruct Paradise check 1/31
135	1	1	Working to reconstruct Magalia check 1/31
11	2	1	RD to follow up in October
124	2	1	Likely disband, no officers willing to step up
127	3	1	On probation. Will review in January
156	4	1	<del>Merging with 150 on November 1, 2019</del>
113	6	2	Remaining stable
120	6	2	Making modest membership gains
46	18	2	Good leadership, but struggles continue
87	18	2	<del>Disbanding December 2019</del>
175	19	2	Gained a couple of members
179	19	2	Down to 65. Smallest Branch in Fresno, but wants to continue
65	7	3	Merger with 165 will be discussed with members in October

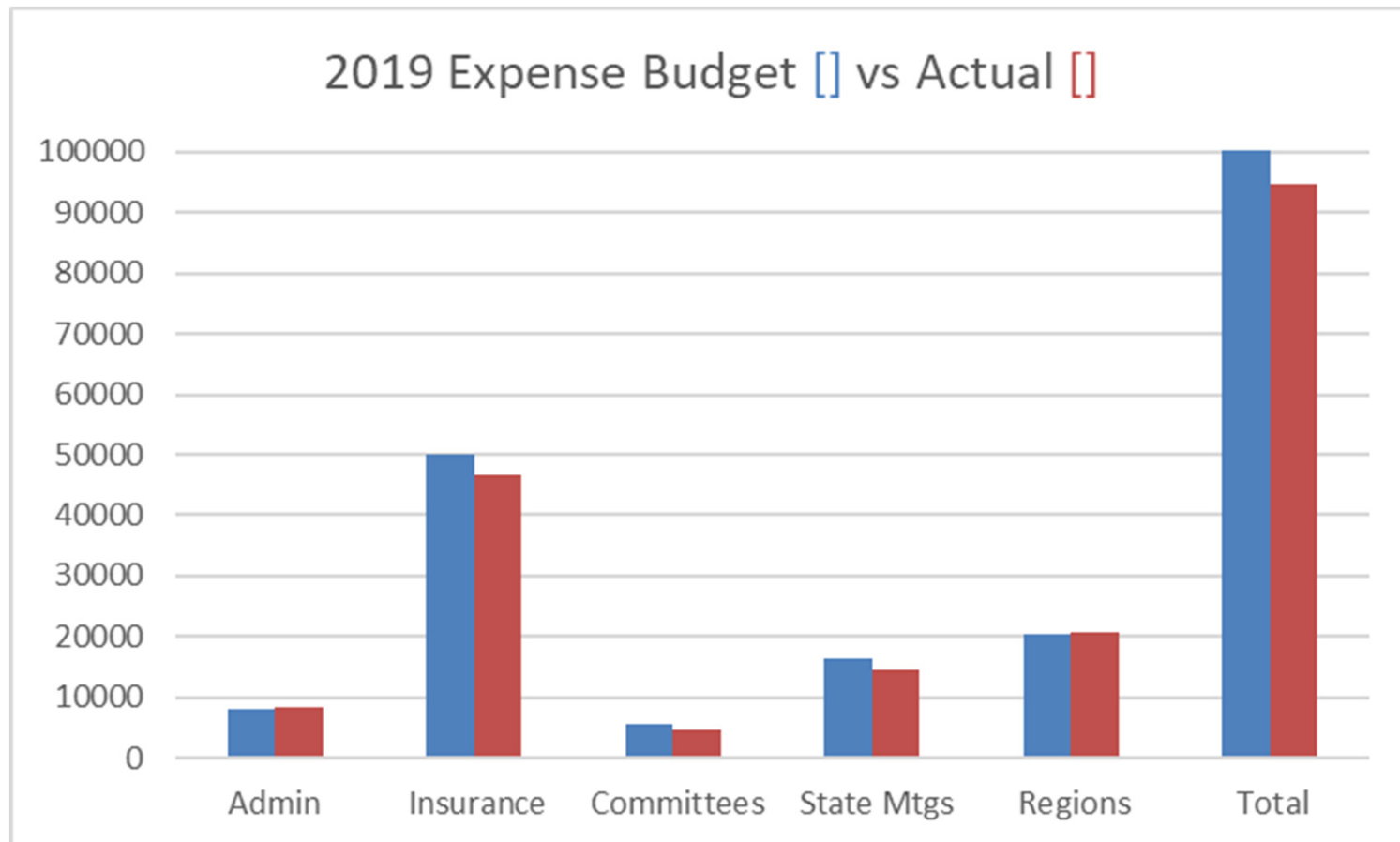
# At-Risk Branch Update (cont'd.)

Branch	Area	Region	Comments
66	7	3	Still hanging on. Few activities low meeting attendance
105	7	3	?
22	8	3	Lost 7, gained 2 this year. Average age is 80
133	9	3	Hit hard by Lake Co fires. Hanging on
132	10	3	Lost 10, gained 8. Average age is 74
<del>156</del>	<del>10</del>	<del>3</del>	<del>May be disbanding in 2019. No info</del>
<del>21</del>	<del>11</del>	<del>4</del>	<del>Closed in Sept. 48 members transferred to other SJ Branches</del>
4	13	4	Lack of members, lack of leaders will eventually dissolve
5	13	4	Lack of members, lack of leaders will eventually dissolve
16	13	4	Lack of members, lack of leaders will eventually dissolve
119	14	4	Remain at risk
131	14	4	Remain at risk
2	15	5	Has new leaders, modest membership gains, but small size risky
73	15	5	Current leaders 3rd year in a row, membership stable, but small size
<del>108</del>	<del>17</del>	<del>5</del>	<del>Will disband on October 22, 2019</del>
155	17	5	Has new leaders, modest membership gains, but small size risky

# SIR Inc. Financials at Year End 2019

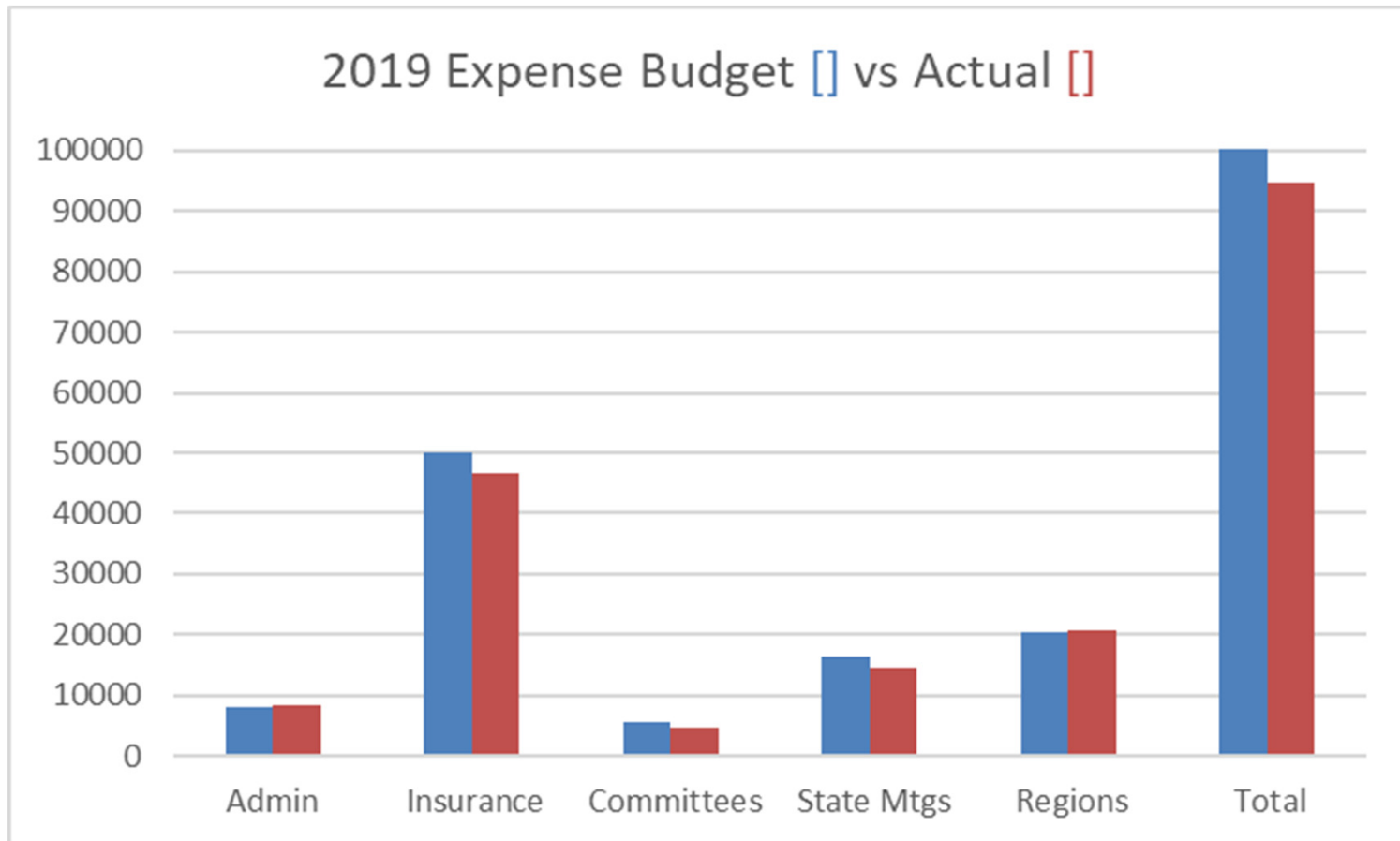
Account	Actual	Budget	Variance	Notes
<b>REVENUE</b>				
Cash on Hand	\$5,864	\$10,864	(\$5,000)	carried into 2020
Assessments	\$83,643	\$83,209	\$434	
Other	\$5,630	\$2,975	\$2,655	
<b>Total Revenue</b>	<b>\$95,137</b>	<b>\$97,048</b>	<b>(\$1,911)</b>	
<b>EXPENSE</b>				
Administration	\$8,304	\$7,950	(\$354)	
Insurance	\$46,654	\$50,000	\$3,346	
Committees*	\$4,675	\$5,550	\$875	
State Mtgs**	\$14,400	\$16,500	\$2,100	
Regions	\$20,605	\$20,500	(\$105)	
<b>Total Expense</b>	<b>\$94,638</b>	<b>\$100,500</b>	<b>\$5,862</b>	
<b>2019 Results</b>				
<b>Variance</b>	<b>\$499</b>	<b>(\$3,452)</b>		<b>On target!</b>

# Income Budget vs Actual YE2019





# 2019 Expenses Through September



# **2020 Audit Findings**

**Lack of segregated financial duties raises control issues**

**State Board should periodically evaluate cash reserves**

**State Treasurer has excellent record of paid expenses**

**Golf and Bowling Treasurers should report to the State Treasurer**

**Resolve custodial account CA reporting issue with tax expert**

**State and Bowling financial records in good order**

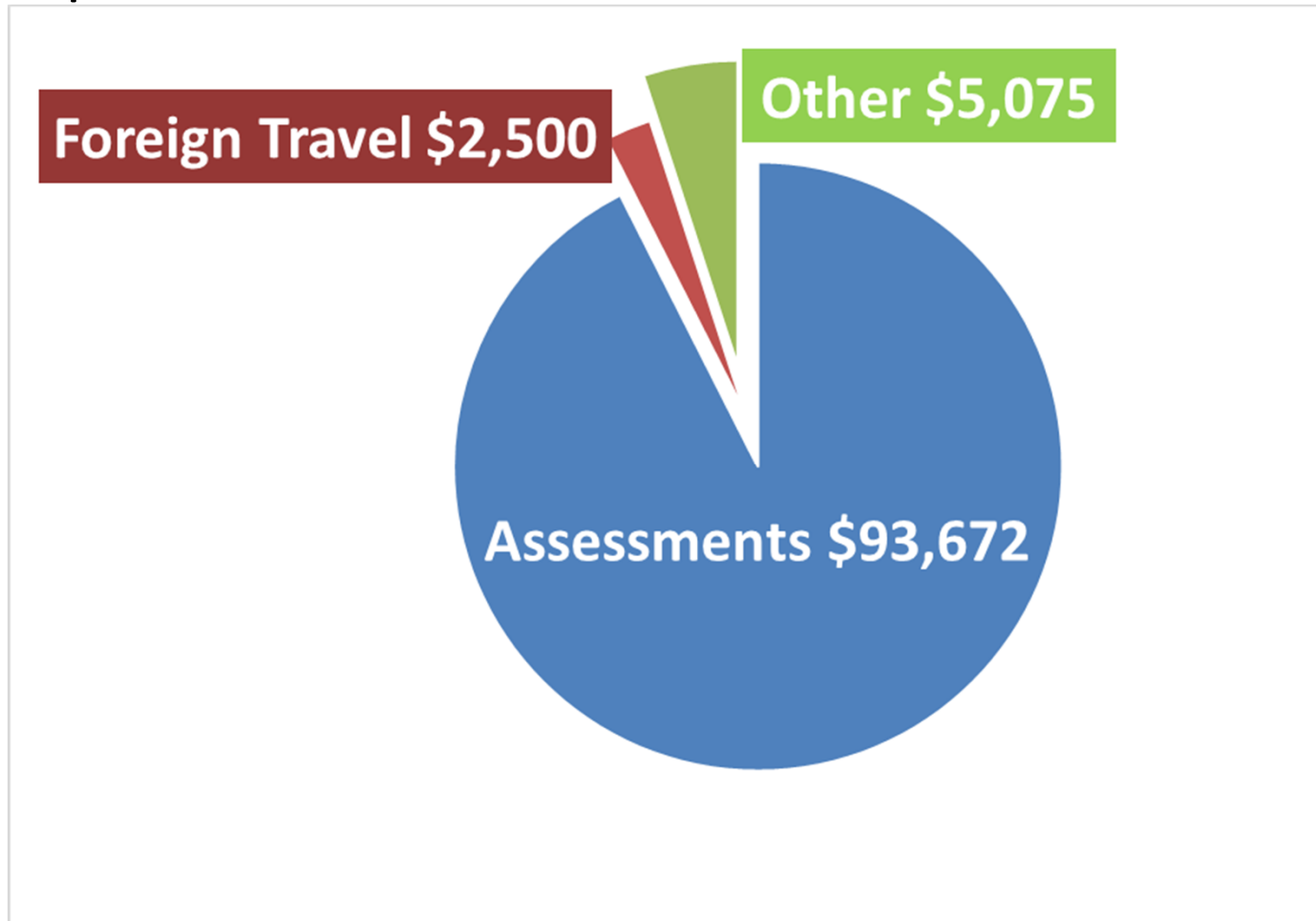
**Golf not audited due to non-response of Golf Treasurer to auditors**

# SIR Inc. 2020 Budget Overview

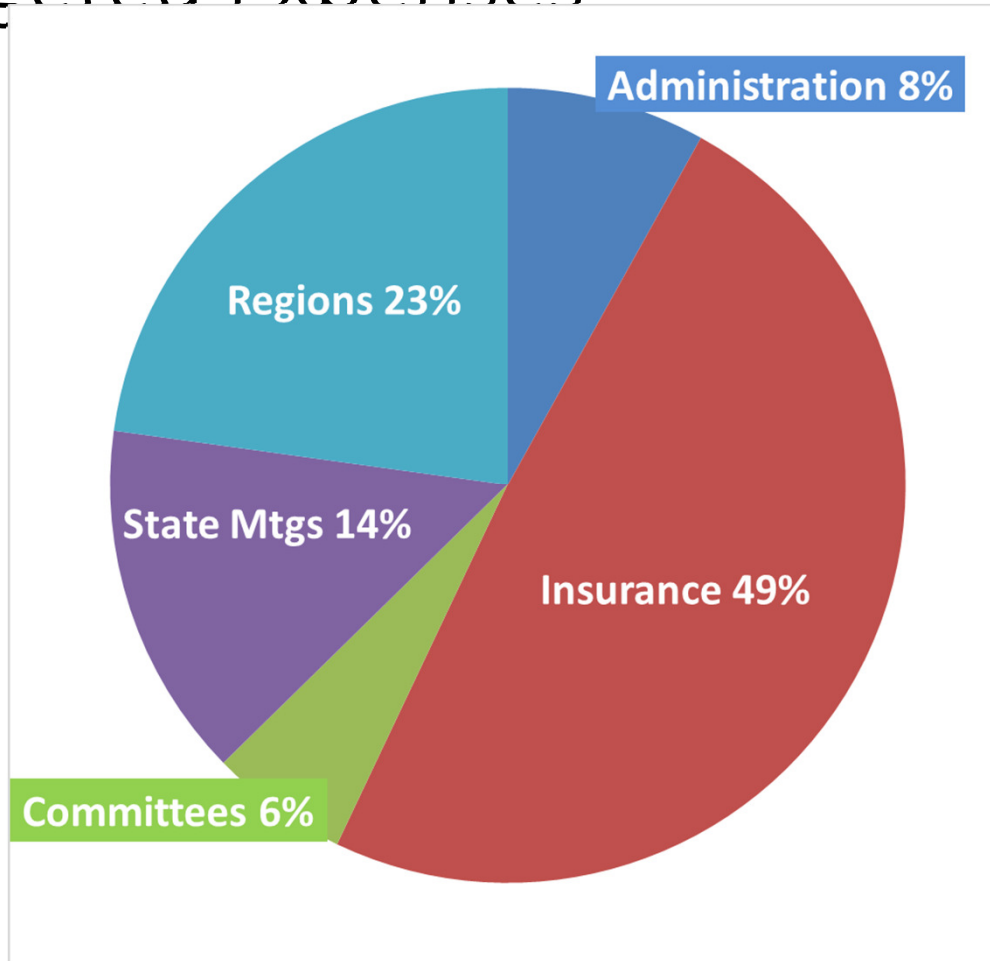
Account	2020 Budget	Total
<b>REVENUE</b>		
Cash on Hand (>\$14k)	\$5,000	
Assessments	\$93,672	
Foreign Travel	\$2,500	
Other	\$75	
<b>Total Revenue</b>	<b>\$101,247</b>	<b>\$101,247</b>
<b>EXPENSE</b>		
Administration	\$8,400	
Insurance	\$51,000	
Committees	\$5,850	
State Mtgs	\$15,100	
Regions*	\$23,750	
<b>Total Expense</b>	<b>\$104,100</b>	<b>\$104,100</b>
	<b>Projected Deficit</b>	<b>(\$2,853)</b>

\* Includes 4Q2020 Branch Officer training expenses

# 2020 Expected Income



# 2020 Budgeted Expenses



# **2020 RD/AG Training**

## **Attendance**

- **The following AGs missed the training: AGs Reed, Adams, Johnson and Thomas**
  - **Sides will be forwarded to all RDs and AGs, and all RDs are requested to review them with the non-attendees**

**Input Was Provided on the I'm Doing My Part Program, Revised Recruiting Materials and the 2020 G&M Plan**

## **Other Topics Included:**

- **Providing effective feedback**

# Bringing SIR's Strategy to Life

## The Issues:

- **SIR has a continuing membership loss**
- **Approximately 90+ percent of our members come from current members bringing guests**
- **Approximately 15 percent of our members are responsible for bringing the bulk of our guests**
- **Newer members are more likely to bring guests and volunteer – few new members = fewer guests and volunteers**
- **Member retention needs more focus in many Branches**
- **Volunteerism has become a critical SIR problem**
- **It is believed that the vast majority of our members are not fully aware of the problems**

# **Bringing SIR's Strategy to Life (cont'd)**

## **A Partial Solution Is at Least Fourfold**

- **Acquaint BECs with their fiduciary responsibilities**
- **Obtain leadership buy-in**
- **Create member awareness of the issues throughout SIR**
- **Initiate a recognition/incentive program**

## **We Tried a Membership-Building Recognition Program in 2011, "The Legacy of One"**

- **The Program was a failure**
  - **Program wasn't sold to the Branches and members – no buy-in**
  - **No communication to the members**
  - **No real incentive**
  - **No associated collateral materials**

## **A Solution Requires Buy-in, Communication, Collateral Material and Recognition/Incentives**



# **Introducing the “I’m Doing My Part Program”**

## **Program Objectives**

- 1. Acquaint BECs with their fiduciary responsibilities**
- 2. Energize our members to recruit**
- 3. Encourage more members to volunteer**

## **Members who recruit a new member or perform(ed) significant volunteering service will receive:**

- Recognition at the Branch luncheon**
- A State-supplied pin indicating that “I’m Doing My Part”**
- Recognition and a picture in the Branch bulletin**
- Branches may expand the reward if they so desire**

# Introducing the “I’m Doing My Part Program”

## Communication Package to Introduce Program at Town Hall Meetings

- Eight minute video to be shown to **all BEC members** on Director Fiduciary Responsibilities
- Twelve minute video to be shown to **all Sir members** on our 2020 strategy, member expectations and why we are implementing the program
- Updated recruiting brochures
- Updated Sir cards
- Prototype “A Frame” boards

# New and Revised Recruiting Collateral

## The I'm Doing My Part Lapel Pin

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# Revised General Recruiting Brochure

**Are You Ready To Join Now?**  
We have Branches throughout  
Northern and Central California

Here's Our Branch Information

OR

You can check us out on our website

**[www.WeAreSir.com](http://www.WeAreSir.com)**

or call us at (925) 331-0444

Email or leave a message; one of our volunteers will get right on it and refer you to a local Branch where you can start having fun and making friends



**The Social  
Organization  
for Men**

Live longer and happier with good  
friends while enjoying many  
activities.



There is ***nothing*** like  
**SIR**

Friendship, social, physical  
and mental engagement and  
the opportunity to increase  
**YOUR** life's quality and length

# Revised General Recruiting Brochure

## Make New Friends for Life!

SIR Branches provide a mix of activities: **Golf, Bowling, Bocce, Card Games, Dining Out, Walking, Travel, Book Groups**, and others...

## Live Longer- Live Healthier

*I was cutting back at work and had a lot of free time, but I was spending it all at home. SIR got me out of the house and involved*  
- Tony D.

*Many of my friends were still working and some had even moved away. Frankly, I was lonely. SIR cured that. I'm a happy, lucky guy!*  
- Bill S.

Studies show there is a 70% less chance of developing cognitive disorders if you have an active social life.

## We have a few member expectations

*Be a friendly, sociable guy  
Have some free time to participate in our activities, luncheons and events  
Volunteer occasionally to help your Branch  
Introduce others to SIR so they can join in the fun ...*

SIR is a Non-Political,, Non-Profit 501c(4)  
Organization.in Northern and Central CA

## Wives and Partners Are Welcome



*When my husband joined SIR it not only gave him a whole new circle of friends and activities, it gave me the same. As a couple, we have met so many new, fun people. There are many activities for couples such as potlucks, dine-out's, golf, day trips, and wine tasting . SIR has added greatly to our enjoyment of life.*

- Donna B.

**Give your wives or partners a chance to make their own new friends for life too...**

**Come join us and be part of the fun**

# Revised Recruiting Brochure – Activity Focused

## How to get Hubby out of the House

Joe isn't enjoying retirement as much as he should



Bill wasn't either until he discovered Sons In Retirement



Maybe I should suggest it to him



And you can get him out of the house!



See reverse side for information on **SIR...For Retired Men**

SIR ©2013

Like to strike up new friendships?



If you're retired and have spare time on your hands, see what **SIR** has to offer.

*You just might find something up your alley.*

SIR ©2013

See reverse side for information on **SIR...For Retired Men**



## FORE!

That lone golfer sure needs some tips *and* ...a partner. Let's invite him to visit SIR and meet our golfing group.



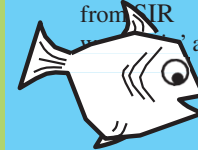
SIR ©2013

See reverse side for information on **SIR...For Retired Men**



## A FISH STORY

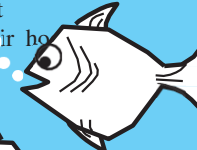
Were you around last week when that group **SIR** from SIR was at this hole?



Can't say that I was ...why?



They were having such a great time telling tall fish stories they forgot to bait their holes!











My kind of fisherman!

SIR ©2013

• See reverse side for information on **SIR...For Retired Men**



# Revised Recruiting Brochures – Activity Focused

What's MISSING from Your Retirement?	What's MISSING from Your Retirement?	What's MISSING from Your Retirement?	What's MISSING from Your Retirement?
<ul style="list-style-type: none"> <li>• Interesting Activities?</li> <li>• New Friendships?</li> <li>• Intellectual Stimulation?</li> <li>• Couples' Activities?</li> </ul> <p>Then <b>Sons In Retirement</b> has just the thing for </p>	<ul style="list-style-type: none"> <li>• Interesting Activities?</li> <li>• New Friendships?</li> <li>• Intellectual Stimulation?</li> <li>• Couples' Activities?</li> </ul> <p>Then <b>Sons In Retirement</b> has just the thing for </p>	<ul style="list-style-type: none"> <li>• Interesting Activities?</li> <li>• New Friendships?</li> <li>• Intellectual Stimulation?</li> <li>• Couples' Activities?</li> </ul> <p>Then <b>Sons In Retirement</b> has just the thing for </p>	<ul style="list-style-type: none"> <li>• Interesting Activities?</li> <li>• New Friendships?</li> <li>• Intellectual Stimulation?</li> <li>• Couples' Activities?</li> </ul> <p>Then <b>Sons In Retirement</b> has just the thing for </p>
Here is a range of interests we offer...	Here is a range of interests we offer...	Here is a range of interests we offer...	Here is a range of interests we offer...
<ul style="list-style-type: none"> <li>• GOLF</li> <li>• BRIDGE</li> <li>• FISHING</li> <li>• DINE</li> <li>• <del>DICKLEBALL</del></li> <li>• <del>WALK GROUPS</del></li> <li>• BOCCE</li> <li>• COMPUTER S</li> <li>• DINE IN</li> <li>• <del>WALK GROUPS</del></li> </ul>	<ul style="list-style-type: none"> <li>• GOLF</li> <li>• BRIDGE</li> <li>• FISHING</li> <li>• DINE</li> <li>• <del>DICKLEBALL</del></li> <li>• <del>WALK GROUPS</del></li> <li>• BOCCE</li> <li>• COMPUTER S</li> <li>• DINE IN</li> <li>• <del>WALK GROUPS</del></li> </ul>	<ul style="list-style-type: none"> <li>• GOLF</li> <li>• BRIDGE</li> <li>• FISHING</li> <li>• DINE</li> <li>• <del>DICKLEBALL</del></li> <li>• <del>WALK GROUPS</del></li> <li>• BOCCE</li> <li>• COMPUTER S</li> <li>• DINE IN</li> <li>• <del>WALK GROUPS</del></li> </ul>	<ul style="list-style-type: none"> <li>• GOLF</li> <li>• BRIDGE</li> <li>• FISHING</li> <li>• DINE</li> <li>• <del>DICKLEBALL</del></li> <li>• <del>WALK GROUPS</del></li> <li>• BOCCE</li> <li>• COMPUTER S</li> <li>• DINE IN</li> <li>• <del>WALK GROUPS</del></li> </ul>
<p>For more information and to attend a luncheon at one of our branches, email us or give us a call.</p> <p>Tel: 925-901-4826</p> <p>E-MAIL: <a href="mailto:tonydelosada@gmail.com">tonydelosada@gmail.com</a></p> <p>WEBSITE: <a href="http://www.sirbr8.com">www.sirbr8.com</a></p> <p>WHAT: Luncheon Meeting 2nd Monday of each month except June and December.</p> <p>WHERE: Concord Hilton Hotel 1970 Diamond Blvd, Concord, CA</p>  <p><b>SIR</b> is a non-profit, non-political, non-denominational group established and incorporated in Northern California in 1958 with a membership of over 17,000.</p>	<p>For more information and to attend a luncheon at one of our branches, email us or give us a call.</p> <p>Tel: 925-901-4826</p> <p>E-MAIL: <a href="mailto:tonydelosada@gmail.com">tonydelosada@gmail.com</a> WEBSITE: <a href="http://www.sirbr8.com">www.sirbr8.com</a></p> <p>WHAT: Luncheon Meeting 2nd Monday of each month except June and December.</p> <p>WHERE: Concord Hilton Hotel 1970 Diamond Blvd, Concord, CA</p>  <p><b>SIR</b> is a non-profit, non-political, non-denominational group established and incorporated in Northern California in 1958 with a membership of over 17,000.</p>	<p>For more information and to attend a luncheon at one of our branches, email us or give us a call.</p> <p>Tel: 925-901-4826</p> <p>E-MAIL: <a href="mailto:tonydelosada@gmail.com">tonydelosada@gmail.com</a> WEBSITE: <a href="http://www.sirbr8.com">www.sirbr8.com</a></p> <p>WHAT: Luncheon Meeting 2nd Monday of each month except June and December.</p> <p>WHERE: Concord Hilton Hotel 1970 Diamond Blvd, Concord, CA</p>  <p><b>SIR</b> is a non-profit, non-political, non-denominational group established and incorporated in Northern California in 1958 with a membership of over 17,000.</p>	<p>For more information and to attend a luncheon at one of our branches, email us or give us a call.</p> <p>Tel: 925-901-4826</p> <p>E-MAIL: <a href="mailto:tonydelosada@gmail.com">tonydelosada@gmail.com</a> WEBSITE: <a href="http://www.sirbr8.com">www.sirbr8.com</a></p> <p>WHAT: Luncheon Meeting 2nd Monday of each month except June and December.</p> <p>WHERE: Concord Hilton Hotel 1970 Diamond Blvd, Concord, CA</p>  <p><b>SIR</b> is a non-profit, non-political, non-denominational group established and incorporated in Northern California in 1958 with a membership of over 17,000.</p>

**F R E E L U N C H**

# SONS IN RETIREMENT

"MEN ENJOYING ACTIVE RETIREMENT"



Branch 149

Napa, CA

Members Name \_\_\_\_\_

**FREE LUNCH** is good on \_\_\_\_\_ # 1234



**What to do?** We have a monthly meeting with a speaker. 9 & 18 hole Golf, Fishing, Cards, Travel, Hiking, Bocce Ball, Walking, Dining Out, Theater, Ladies' Day Events, Roving Rooster RV and more.

**What don't we do?** We have No Fundraising, Political nor Religious Agendas. No Surprises!

Visit us at the Napa Elks Lodge (2840 Soscol Ave., Napa, CA 94558) 11am, First Tuesday of each month for lunch and guest speaker. Contact the member on the face of this card for more information.

[www.branch149.sirinc2.org](http://www.branch149.sirinc2.org) SIR Branch 149

# Sandwich Boards

A frame, double-sided

Total cost ~ \$130



# **Introducing the “I’m Doing My Part Program”**

## **The Following Are State Expectations of Our Branches:**

- **Publicize the program**
- **Order the reward pins from their Region**
- **Recognize the winners**
- **Distribute the new Sir recruiting brochure and the revised Sir card**
- **Provide an introductory free meal to guests**

# **Introducing the “I’m Doing My Part Program”**

## **Implementation Steps**

- 1. Obtain Board approval for mandatory program**
- 2. Develop program documentation**
- 3. Introduce at our three February Town Hall meetings with the video and ppt slides**
- 4. Follow up by AGs with Big Sirs not at Town Halls**
- 5. AGs/Big Sirs present to Branch BECs for buy-in**
- 6. BECs determine which SIRs should get initial batch of volunteerism and 2020 new member recruiting awards**
- 7. Schedule video at each Branch**
- 8. Branch orders pins, new brochures and Sir cards**
- 9. Present video at each Branch**
- 10. Praise recipients, take pictures, include in Branch bulletin**
- 11. Repeat monthly throughout 2020**

# 2020 Preliminary G&M Plan

**Fully staff the Committee with active and knowledgeable Sirs**

**Halt SIR net membership loss**

- **Explain the situation to ALL Sir members – Member video**
- **Improve recruiting tools – Need approval to revise and print**
- **Develop a recommended Branch guest protocol – G&M & P&P**
- **Improve public awareness of SIR – Publicity Handbook for Branches**
- **Reduce preventable turnover**
  - **Encourage member surveys – Ed & Derek**
  - **Revise orientation template – G&M & P&P**
  - **Develop 4 to 6 month member feedback session – G&M & P&P**
  - **Develop a sponsor responsibility checklist – G&M & P&P**
  - **Encourage more activities – G&M**

# **2020 Preliminary G&M Plan – cont'd.**

## **Improve volunteerism**

- **Include volunteerism in the I'm Doing My Part program**
- **Continue to work with NomComms on succession planning – Regions and Areas**
- **Ensure SIR Member Expectations are included in Branch initiation oaths – G&M and Areas**
- **Explain the situation to ALL Sir members – Member video**
- **Include volunteerism in the I'm Doing My Part program**
- **Train Branch leaders on how to recruit – Town Halls, Regions and Areas**
- **Encourage consolidation of leadership positions in small Branches – Regions and Areas (As opportunities are presented)**

# **Board Approval Needed**

**2020 Strategic Direction**

**2020 G&M Plan**

**The I'm Doing My Part Program – Mandatory Or Not?**

**Non-Budgeted Expenditures (~\$3000)**

- **Video duplication and distribution (if necessary)**
- **Purchase of lapel pins (maybe 1000 @ \$2.00 each = \$2000)**
- **Printing of 500 copies of the new recruiting brochure (~\$200)**
- **Updating of the “Get Hubby Out of the House” card (~\$100)**
- **Printing 250 of the “Hubby” cards (\$200)**
- **Flying the videographer to Walnut Creek if necessary to revise the video (\$500)**

# 2019 Training Recap and 2020 Planning

- **Region by Region update**
  - **Percent of officers trained**
  - **Percent of RAMP and NomCom Chairmen trained**
  - **Lessons learned**
- **2020 Training Plans**
  - **Area-focused v. Region-focused**
    - **Is it worth the effort and expense to train by Area?**



# **State Activity Committee Reports**

## **Bocce**

- **2019 accomplishments**
- **2020 goals**

## **Recreational Vehicles**

- **2019 accomplishments**
- **2020 goals**

## **Travel**

- **2019 accomplishments**
- **2020 goals**

## **Sirs at the Games**

- **2019 accomplishments**
- **2020 goals**

# Sir Merchandise Update

# **Policy and Procedure Committee**

**Nothing to report**

# Old Business

- **Past AG Badge Update – Stu**
- **Constant Contact Update – Dwight**
- **Status of Membership List Collection – Dwight**
- **Storage and Retrieval of Common Forms – Mark**
- **Recruiting Website Update – Roy**
- **SIR Foundation Update - Derek**

# **New Business**

- **Consideration for Past RD Badges – Stu**
- **2020 Best Branch and Most Improved Branch – Ed**
- **Potential request from the SIR Foundation – Derek**
- **SI-100 - Dwight**

# **Adjourn**

# **Executive Session**

# **Introducing the “I’m Doing My Part Program”**

## **Objective 1. Acquaint BECs With Their Fiduciary Responsibilities**

- **Show a video to all Sir BEC members that covers the responsibilities**
- **Respond to questions**

## **Objective 2. Energize Our Members to Recruit**

- **Show a video to all SIR members eliciting their support and introducing the “I’m Doing My Part” program**
- **Develop a Branch recognition program and award**
- **Develop and distribute new collateral materials**

## **Objective 3. Encourage More Members to Volunteer**

- **Include volunteer recognition in the Branch recognition program and award**

# 2020 RD/AG Training Recap

**Participants Agreed With the 2020 Strategic Direction**

**Agreed to Follow Up with NomComm training and coaching**

**Agreed to Support I'm Doing My Part Program Objectives**

- **Agreed to Show BEC Fiduciary Responsibility Video to All BECs**
  - Suggested Big Sir sign off that BEC has seen it
- **Made Recommendations for Change to All Member Video**
  - Explain why it's being shown
  - Video should be shorter
  - Branches without recruiting problems didn't need to see video
  - Remove President's last comments
  - More focus on "Don't Let the Old Man In"
  - Less presentation, more text
- **With loss of videographer, only minor editing changes can be made**