

# Attracting A Little Sir



Guest Speakers

# Schedule of Branch Operations

- Historically, branches have felt that the Little Sir is responsible for lining up the speakers.
- “Identify guest speakers for the new year. May establish a committee to assist. Identifying guest speakers may be an ongoing effort throughout year.”

**APPENDIX A**  
**Annual SIR Schedule of BRANCH Operations 2025**

When	BIG SIR	LITTLE SIR	SECRETARY	TREASURER	OTHER
<b>It is important to start preparing for the following year as soon as the Big Sir and his team are elected.</b>					
Previous September	Big Sir Elect begins selecting Nominating, Audit Committee and all Branch Committee Chairmen and members - See Bylaw 25 ( <a href="#">SIR Manual</a> ) for minimum Branch Executive Committee members.				
Previous December	Big Sir Elect confirms Nominating, Audit Committee and all Branch Committee Chairmen and members prior to January 1st.				
Routine	<p>Hold regular monthly luncheon meetings as established by the Branch BEC. Ladies Day, Picnic &amp; Christmas Inviting ladies may be held in lieu of regular luncheon meetings each year.</p> <p>Check calendar for future holidays that may necessitate changing regular luncheon meeting day.</p> <p>Big Sir may call special meetings of Officers or members with at least 5 days written notice.</p> <p>Confirm Luncheon Greeters are in place to Greet new members, guests and others</p>	<p>Identify guest speakers for the new Year. May establish a committee to assist.</p> <p>Identifying guest speakers may be an ongoing effort throughout year.</p> <p>Review SIR Schedule of Branch Operations monthly to ensure compliance and report any non-compliance to BEC</p>	<p>Send minutes to Area Representative (AR) by the end of the month or send memo to them when a BEC meeting is not held.</p> <p>Send notice of Branch Records transfer to Area Representative by 1/3</p> <p>Report to BEC monthly on correspondence received and upcoming submittals due</p> <p>Review State Roster on Website on a regular basis &amp; ensure it is correct for your Branch - If not, submit updated on-line Form 20 Branch Roster Form to correct <a href="#">FORM 20</a></p>	<p>Form 28 is sent to Recipient@sirinc.org and to the Area Representative (AR) by the end of each month.</p> <p><a href="#">FORM 28</a> <b>CRITICAL</b></p>	<p>Bulletin Editor - Ensure Branch bulletin is sent to all Branch members, Big Sirs of Area Branches and Area Representative</p> <p>Bulletin Editor - Send articles and photos from the Branch bulletins as separate items or the entire bulletin as a text document to Sir Happenings</p>
January	<p>Confirm Nominating and Audit Committee Chairmen appointments have been made.</p> <p>Complete installation of Officers and Directors not previously installed.</p> <p>Communicate Goals and Action Plans for coming year to membership. Include in BEC minutes, Newsletter, and website.</p> <p>Secure approval of the year's Branch activities and record in BEC minutes.</p> <p style="text-align: center;"><b>ESSENTIAL</b></p>	<p>Verify SIR State assessment was paid by 1/15</p> <p><b>CRITICAL</b></p> <p>Review SIR Schedule of Branch Operations monthly to ensure compliance and report any non-compliance to the BEC</p>	<p>Send BEC meeting minutes to Area Representative by the end of the month or send memo to them when a BEC meeting is not held.</p> <p>Report to BEC monthly on correspondence received and upcoming submittals due</p>	<p>Pay SIR State assessment by 1/15, basis is October member numbers.</p> <p><b>CRITICAL</b></p> <p>Form 28 is sent to Recipient@sirinc.org and to the Area Representative (AR) by the end of each month.</p> <p><a href="#">FORM 28</a> <b>CRITICAL</b></p>	<p>Former Branch Officers transfer all records to the Incoming Officers by January BEC meeting.</p> <p>Audit Committee Chairman completes Branch Audit of books and records of all financial transactions including branch activities like Golf, Bowling, Travel, etc. By the Branch Audit Committee.</p> <p><a href="#">FORM 29</a> <b>ESSENTIAL</b></p>



# Branch Little Sir Position Description

- “The primary purpose of the Little Sir position is to **prepare to become the Big Sir. ...**”
- The list of responsibilities **does not** say the Little Sir is responsible to find the guest speakers for the year.
- Instead: “Have such other powers and perform such other duties as may be prescribed by the Big Sir or the Executive Committee.”
- The Big Sir or the Executive Committee **can assign the responsibility to another person or committee** in the appropriate circumstances.

## BRANCH LITTLE SIR POSITION DESCRIPTION (REVISED)

### POSITION PURPOSE

The primary purpose of the Little Sir position is to prepare to become the Big Sir. The Little Sir is a Branch Officer and a member of the Branch Executive Committee.

### PRIMARY RESPONSIBILITIES

- Perform In the absence or inability of the Big Sir, or at his request all the duties of the Big Sir.
- May be a member of any committee except the Nominating and Travel Committees.
- Have such other powers and perform such other duties as may be prescribed by the Big Sir or the Branch Executive Committee.
- Represent his Branch at the yearly SIR Training Session as The Big Sir Elect..
- Prepare for the opportunity to lead all of the affairs of the Branch, subject to SIR bylaws, Policies, Procedures, Branch regulations; and to lead the Branch Executive Committee.
- Appoint chairmen of Branch administrative and activity committees to serve during his term, including an Auditing Committee and Nominating Committee prior to the end of his Little Sir term.
- Understand the responsibilities of all committees.
- Vote in the election of the Area Representative as a member of the Area's Election Committee.
- Perform other tasks and duties as assigned by the Big Sir.

### SIR Leader Expectations, Skills and Knowledge Required:

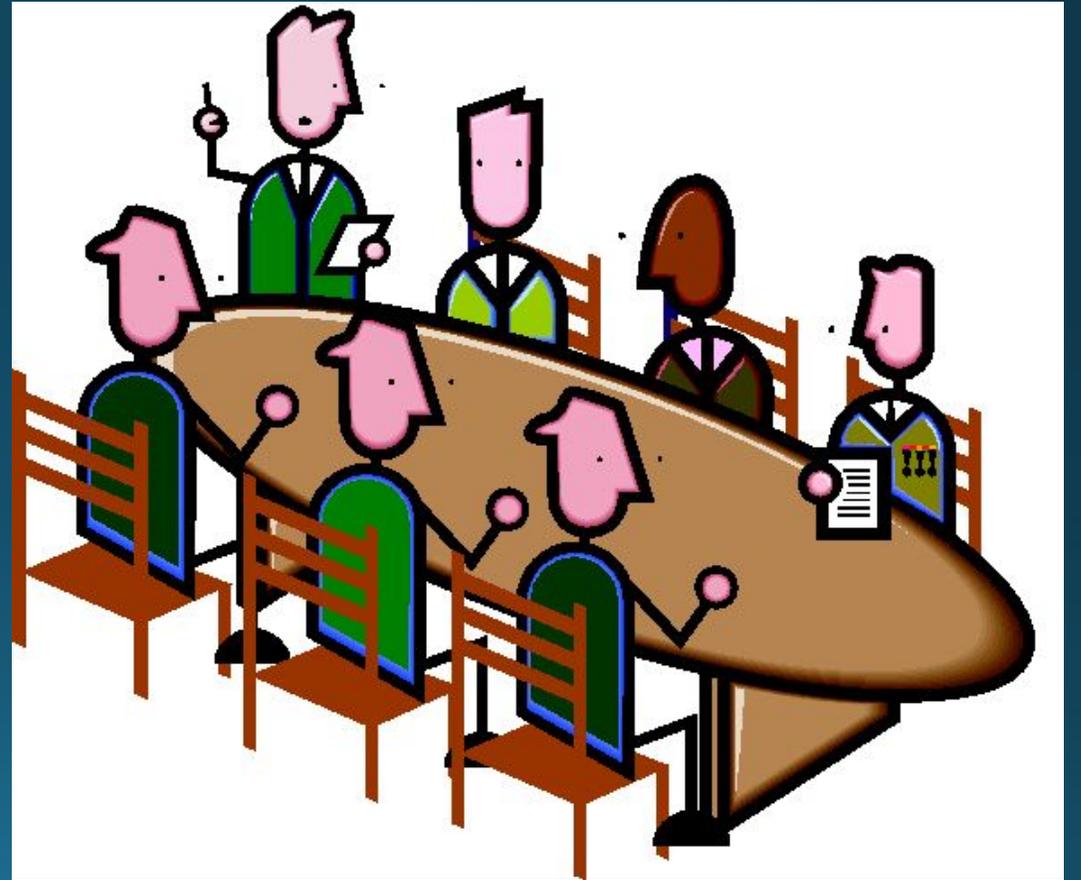
- Understand the Bylaws, Policies, Procedures, and SIR Leaders Guide applicable to branch operations
- Understand the SIR Leader Expectations.
- Utilize goal setting, action planning and follow-up principles effectively
- Understand and support the principles of
- Build close relationships with key branch leaders and volunteers
- Apply effective leader and volunteer recruiting principles
- Working knowledge of common word processing, spreadsheet, power point and email software
- Understand the SIR organization and whom to contact for specific information and advice
- Has knowledge of the contents of the SIRINC.ORG website with particular emphasis on the Branch Information Section

(Updated 9/11/23 Dir. State Documents)



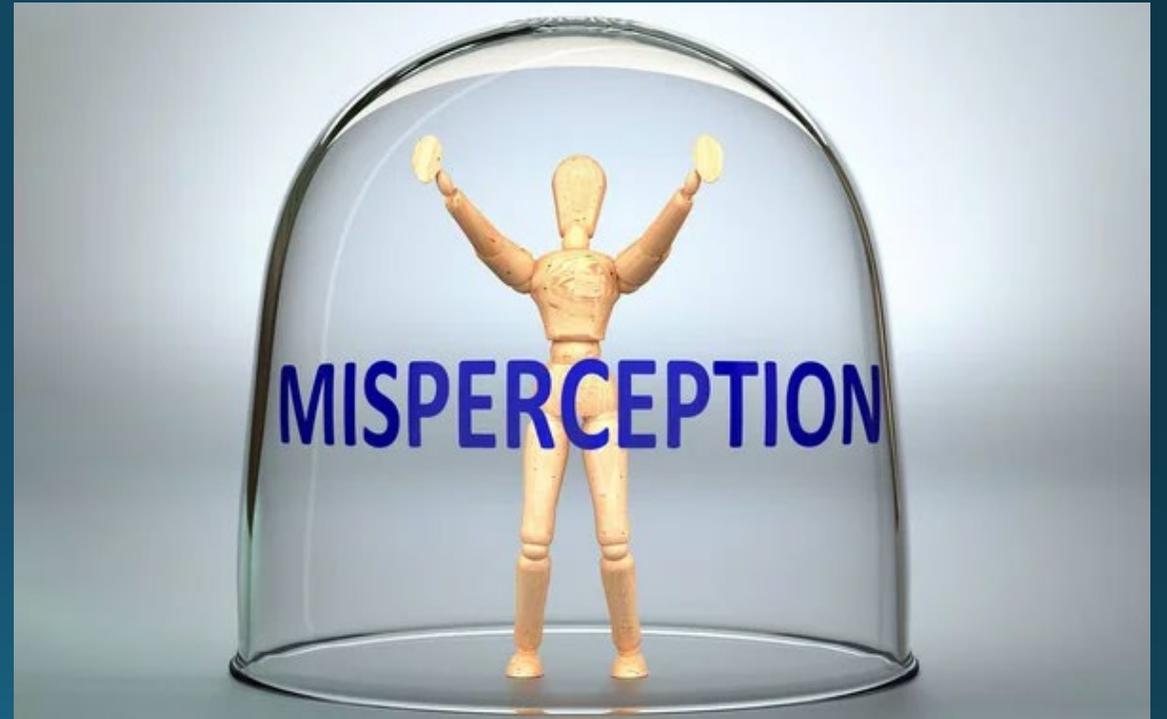
# Speaker Committee

- Assign the responsibility to find and work with the speakers to the Speaker Committee.
- The Little Sir should be on the committee but is not required to be the Chair of the committee.



# Common Misperceptions

- It takes a hours of work to find lunch speakers.
- I don't know anyone to ask.
- I'm uncomfortable asking because they may say "no". Who wants to talk to senior men?
- I need 12 speakers.



# Number of Speakers – Do The Math

- Number of months 12
  - **minus** Women's Lunches - 2
  - **minus** Business Meeting -1
- Max. no. of speakers 9
  - **minus** activity lunches -2

**Actual no. of speakers**

**7**



# Insert “Activity” Lunches - Add Variety



- Bingo
- Trivia
- Get to know each other activity
- Entertainer (not just music)
  - Comedian
  - Magician
  - Author
  - Short play – murder mystery
  - Short Movie
- Dance
- Travel program
- Activity day or demonstration

# Recipe Cards

## Finding A Speaker

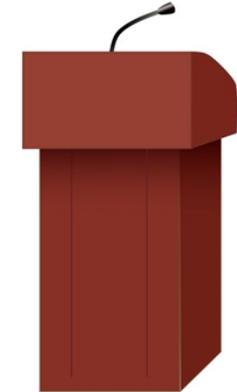


### MONTHLY LUNCH CHALLENGES

#### Speakers

Are you having difficulty finding the right speaker?  
Here are some tips:

- If you can, set up a speaker's committee with the responsibility of finding speakers. Share the work.
- Poll your members to determine what type of topics they would like to learn about.
- Would any of you members be a good speaker?
- Consider people within your broader community.
- Consult the SIR Speaker Exchange Repository at the State Sir website. You will find a list of previous speakers from many branches and how they did.



### MONTHLY LUNCH CHALLENGES

#### Speakers



- Possible pools one can look for speakers: Sports figures, network personalities, government officials, park rangers and docents, professors, non-profit organizations, people from utilities, chamber of commerce, prominent community members, people from the theater, local historians, military and former military, newspaper reporters, transportation officials, conservationists, and hobbyists.
- Speakers should be scheduled months in advance.
- Is you need assistance or suggestions finding speakers, you can touch base with Rich Carlston, Branch 8. [rich.carlston@icloud.com](mailto:rich.carlston@icloud.com).

# Recipe Cards

## Speaker Exchange



### FINDING A SPEAKER

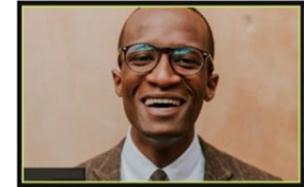
#### The Speaker Exchange Repository

The Speaker Exchange is designed to help Little Sirs find excellent luncheon speakers.

Your luncheon speaker is one of the most important elements of a luncheon. He or she will be instrumental in attracting, retaining and reactivating members.

To find the Speaker Exchange, go [sirinc.org](http://sirinc.org). Then scroll down until to find Branch Luncheon Speakers and click on the link.

You will find a link for finding a speaker from a google spreadsheet. You will find a second link for rating a speaker.



### FINDING A SPEAKER

#### The Speaker Exchange Repository

The google spreadsheet contains relevant information about each of the speakers that are listed on the exchange, including a description of their talk, as well as information about the branch at which he or she spoke.

At the end of the spreadsheet is an evaluation from the branch of the speaker's presentation.

The Exchange lists over 160 past speakers and is an excellent tool to assist in finding great speakers.

If you have questions about how to use the Speaker Exchange Repository, contact Kevin King at [kmking00@gmail.com](mailto:kmking00@gmail.com).



# Determining What Speaker To Ask

- Ask your members what type of speaker they would like.
  - They also make great speakers.
- Ask other branches for recommendations.
- Check the Speaker Exchange.

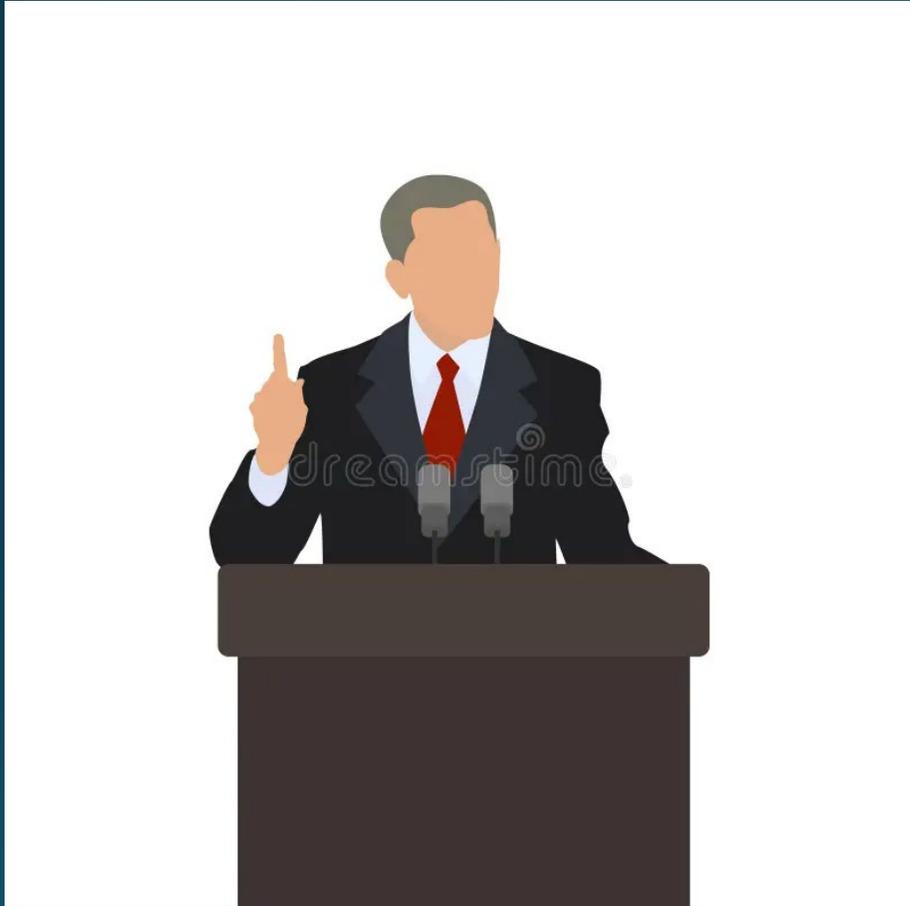


# Community Resources



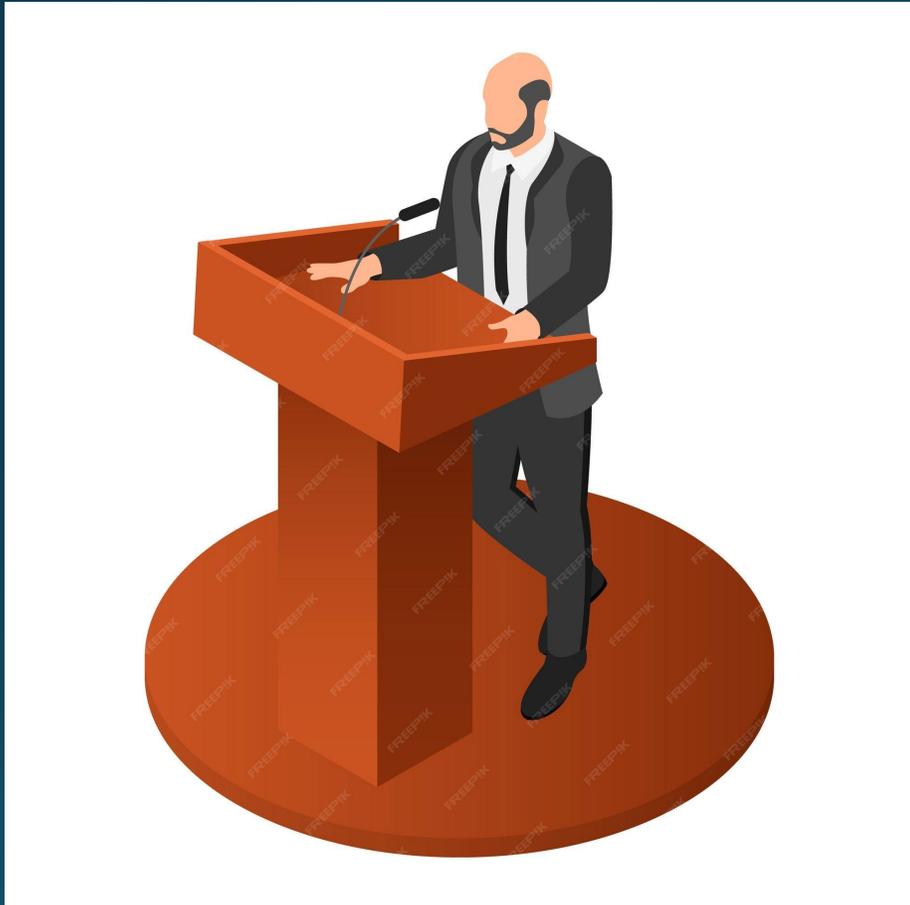
- Community and business leaders welcome the opportunity to address groups like your branch.
- Don't limit to one type of community leader – **everyone has stories.**

# Community Leaders To Consider



- Elected officials
  - Mayor
  - City Council
  - Supervisors
  - Governor's Staff
  - Members of the Assembly
  - State Senators
  - School Board
  - US Representative's Staff
  - US Senator's Staff

# Community Leaders To Consider



- Government officials
  - City
  - County
  - Police
  - Fire
  - Transportation
  - Parks & Recreation
  - Senior Programs
  - Various Departments
  - Medicare

# Community Leaders To Consider



- **Museums** – curators & docents  
USS Hornet / Nike Hercules  
Missile Site
- Local **historians**
- **Theater** groups
- Network **personalities**
- **Chambers of Commerce**
- **Reporters**
- **Attorneys**

# Community Leaders To Consider

- Sports figures – reporters - coaches
  - Professional
  - High School
  - College
- Scientists – e.g. Lawrence Livermore Lab, Chabot Observatory
- Wineries, Agricultural Groups
- League of Women Voters



# Community Leaders To Consider

- Hospital – **doctors**, Hospice – end of life service providers
- Non-profits – **service organizations**, such as Sierra Club, Save Mount Diablo
- **Teachers - Professors**
- **Hobbyists**
  - Wood
  - Stamp
  - Pottery
- **Authors**



# Our Challenge – Improve Lunch So More Members Come.

