

**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

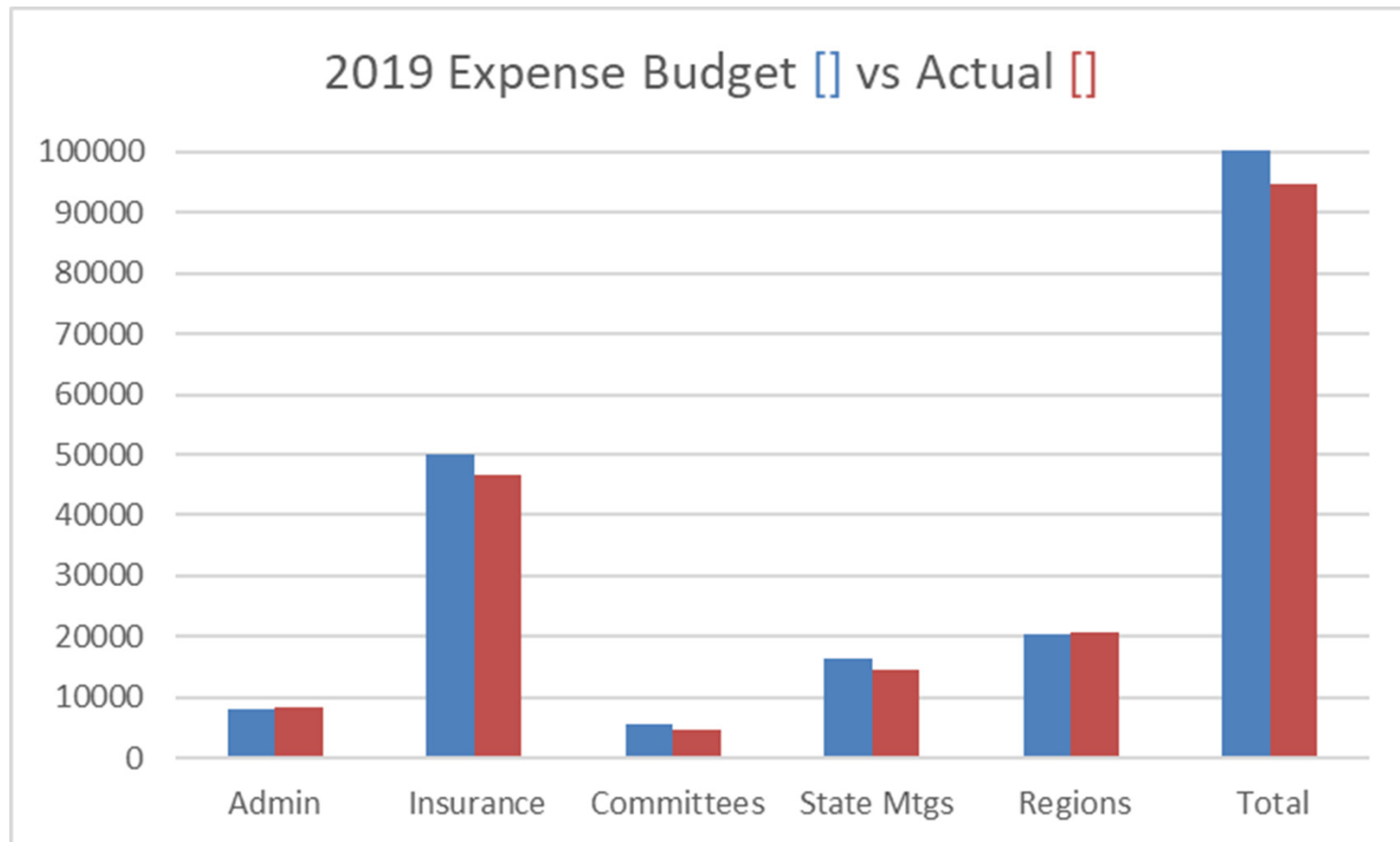
# At-Risk Branch Update (cont'd.)

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

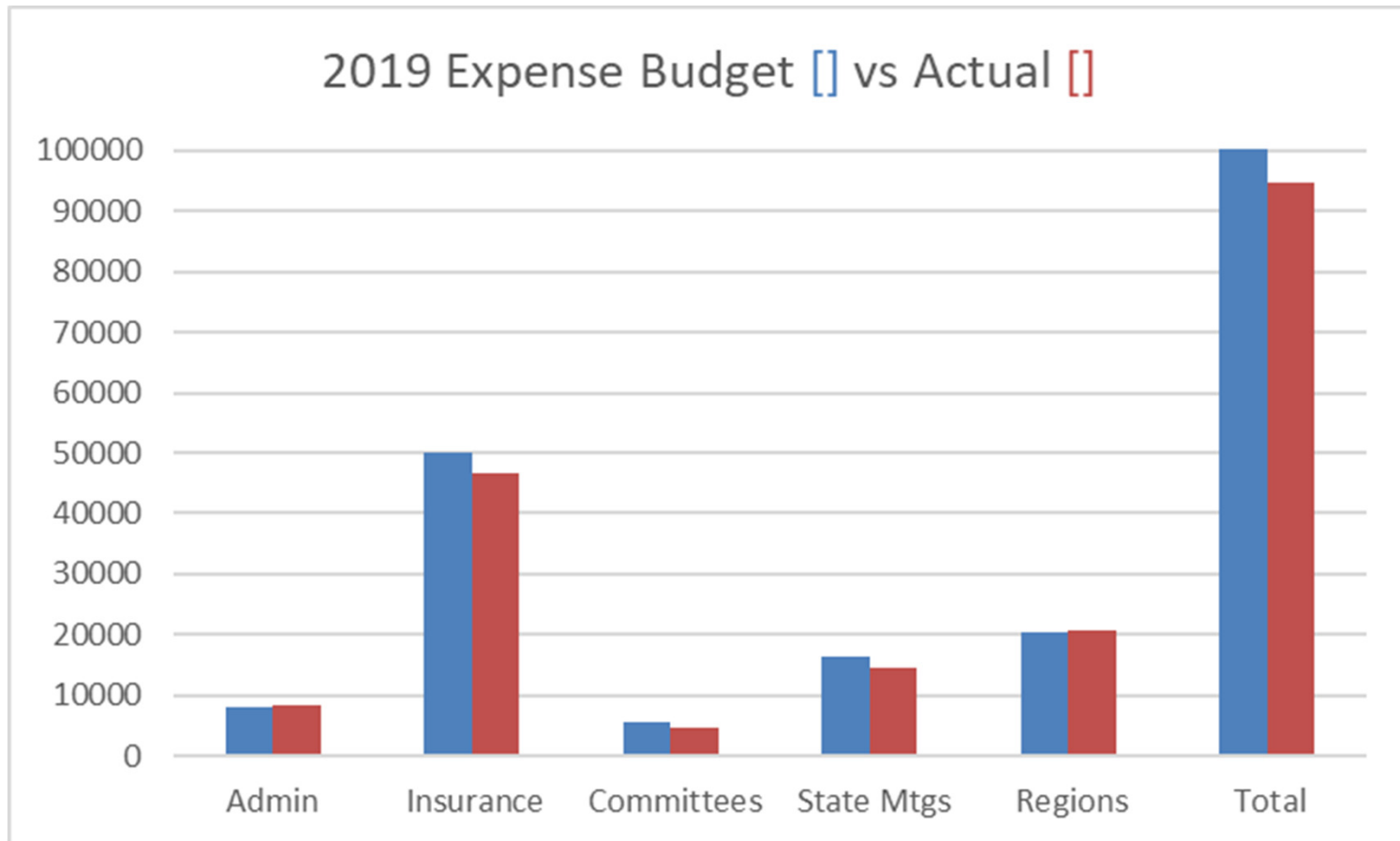
Account	Actual	Budget	Variance	Notes
<b>REVENUE</b>				
Cash on Hand	\$5,864	\$10,864	(\$5,000)	carried into 2020
Assessments	\$83,643	\$83,209	\$434	
Other	\$5,630	\$2,975	\$2,655	
<b>Total Revenue</b>	<b>\$95,137</b>	<b>\$97,048</b>	<b>(\$1,911)</b>	
<b>EXPENSE</b>				
Administration	\$8,304	\$7,950	(\$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**

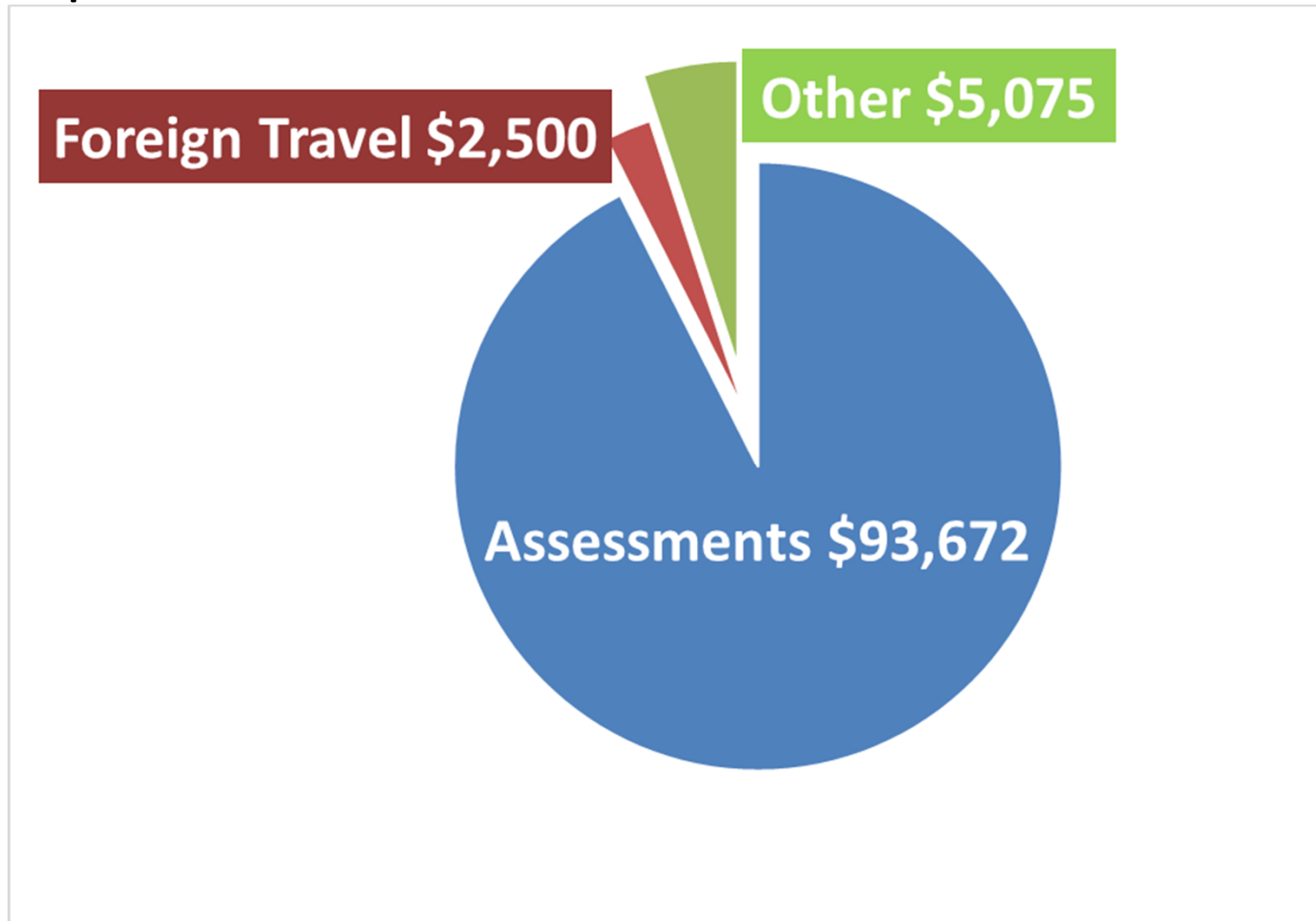
**Golf not audited due to non-response of Golf Treasurer to auditors**

# SIR Inc. 2020 Budget Overview

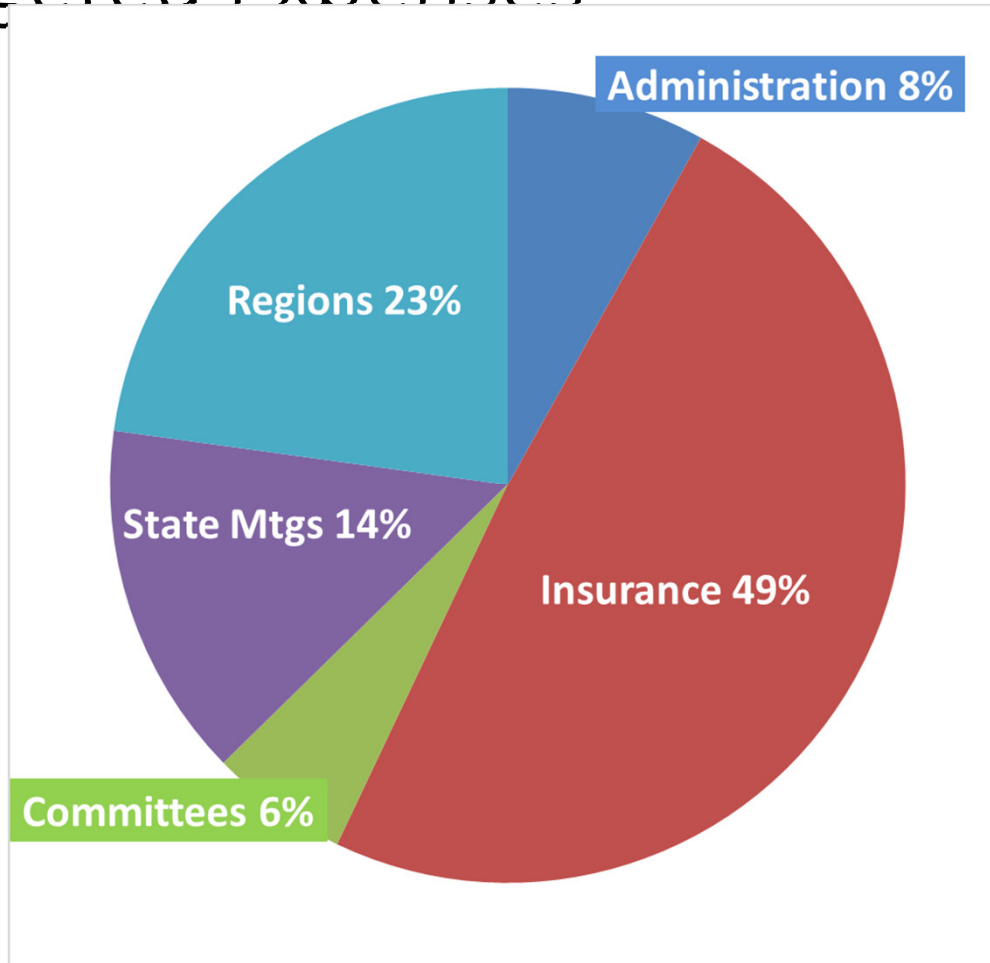
Account	2020 Budget	Total
<b>REVENUE</b>		
Cash on Hand (>\$14k)	\$5,000	
Assessments	\$93,672	
Foreign Travel	\$2,500	
Other	\$75	
<b>Total Revenue</b>	<b>\$101,247</b>	<b>\$101,247</b>
<b>EXPENSE</b>		
Administration	\$8,400	
Insurance	\$51,000	
Committees	\$5,850	
State Mtgs	\$15,100	
Regions*	\$23,750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



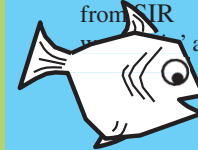
SIR ©2013

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



## A FISH STORY

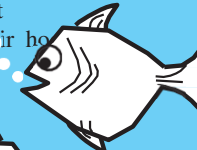
Were you around last week when that group **SIR** from SIR was at this hole?



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**



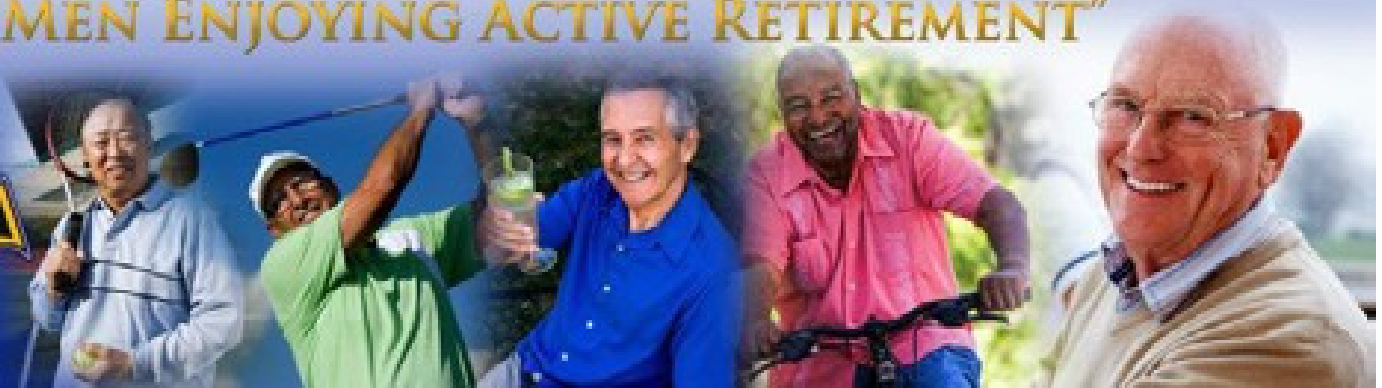
# Revised Recruiting Brochures – Activity Focused

What's <b>MISSING</b> from Your Retirement?	What's <b>MISSING</b> from Your Retirement?	What's <b>MISSING</b> from Your Retirement?	What's <b>MISSING</b> 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>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>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>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>SIR 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>SIR 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>SIR 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>SIR 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**