



Before I Start ... 6 Questions

1. Do you have: a Will, a Trust, a Healthcare Directive ?
2. Are you considering downsizing ?
3. Are you planning for tomorrow ?

4. What will SIR look like in a 2-5 years ?
5. What's the long term plan for your branch ?
6. Who's responsible for this planning ?





**BECs who reviewed Town Hall video
Branches 1, 5, 35, 51, 104
Kevin Moran, Rick Sale, Ron Nakamoto**





Every Structure Needs ...

1. **Strong Foundation**
2. **Solid Framework**
3. **Construction Plan**



The History of Sons in Retirement



Past



Present

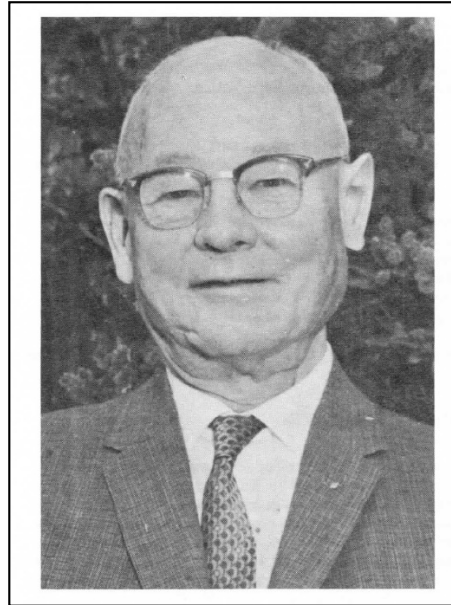


Future

Andy Danver, Branch 35 (Palo Alto)
SIR Inc - Dir of Marketing & Communication
September 24, 2024



The Founder... & Rule Maker in 1958



Damian L Reynolds
1892 - 1965



Royal Order of Jesters
444 Peninsula Ave #5
San Mateo



The Founders... & Rule Makers in 1958



Reynold's Designed Home
451 El Arroya Road
Burlingame



Plummer Hink Reynolds Hansen

- **Original Slogan:**

Promoting the Independence and Dignity of Retirement

- **Original Mission Statement:**

A luncheon club for retired men for the purpose of maintaining old friendships, making new acquaintances and avoiding the boredom of retirement



- **Current Slogan:**

Enhance your Lifestyle and Make Friends for Life

- **Current Mission Statement:**

SIR exists to enrich the lives of its members through fun activities, luncheons and events while making friends for life





What Name Gets Your Vote ?

- Ancient & Honorable Sons of Rest
- Faithful Old Fellows
- Fellow Oldsters
- League of Aimless Fellows
- Restful Sons
- Sons in Retirement
- The Honey Dews
- Work Dodgers Luncheon Club
- Young Oldster



SIR Gains “Standard Rules”



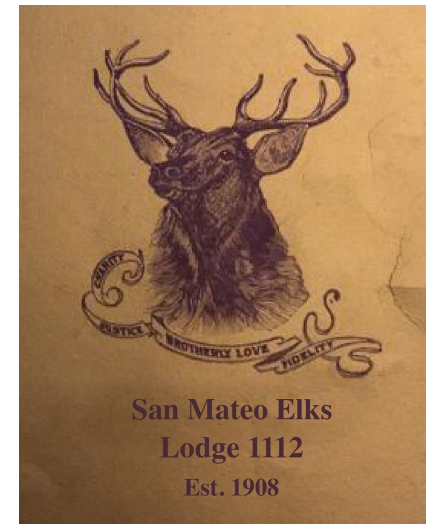
- SIR Inc is the “founding father” of the “corporation” and is legally considered the parent organization.
- The SIR Inc Board of Directors is responsible for establishing the strategic direction and implementation plans for the organization as the annually elected representatives of the official corporate membership.
- Individual/clubs/organization can apply to be a part of SIR Inc by approving and/or editing the SIR Inc’s Branch Bylaws and applying for membership to the SIR Inc Board of Directors which, in turn, can approve or reject the application. If approved the new branch is given a Charter from SIR Inc with further relationship understandings written in them.



The Elk Tradition Begins...



Elks Club #1112
229 West 20th, San Mateo





Typical PR Promo in SF Gate

NEWS

COMMUNITY / To SIR with love: Club for retirees a work in progress

By **Dave Murphy**, Chronicle Staff Writer
April 16, 2004



Tango

TANGO



The ultimate guide to rewards, incentives, and payouts for enterprise companies

2023-Enterprise-Guide-V2.pdf

Motivate participation and adoption with instant, secure, and global payout options. Learn how to deliver effective payouts that meet your...

Download

First 10 Branches - Geographically Close



1	Peninsula	San Mateo	1959-02-03
2	East Bay	Berkeley	1961-01-25
3	Camelina City	Sacramento	1961-10-18
4	San Francisco	San Francisco	1962-06-06
5	Southern Peninsula	Palo Alto	1962-09-26
6	Southern Alameda Cnty	San Leandro	1963-12-26
7	North Bay	San Rafael	1963-11-12
8	Mt Diablo	Walnut Creek	1965-01-11
9	Capital City	Sacramento	1965-02-04
10	Santa Clara Valley	San Jose	1965-03-10

Happenings Travel Bulletin

Editors Note: *Happenings is pleased to begin a new section devoted to SIR travel. We hope to make Sirs aware of the many travel opportunities being offered by the various travel programs operating throughout Sons In Retirement and to give all of our Sirs the opportunity to take advantage of these trips. We hope this new feature in Happenings will encourage our members to do more traveling with their fellow Sirs.*

To the best of our knowledge, the information shown on these travel pages was accurate when this edition of Happenings was published, but there is always the possibility that some trips may be cancelled or sold out.

August 2006

August 17-27 Switzerland at Liesure (offered by: Area 1 Travel)

Three fabulous train rides—up, up, up the mountain—first to Jungfrau (the highest train station in the world). Later the "Mountain Train" from Tasch to Zermatt, and then a final ride on the "Glacier Express." This is a guaranteed to go trip—10 days, 9 nights, \$3526 PPDO. Call **Michael Clark** at (650) 347-0919 for flyers and details.



August 19-27 Yellowstone/Mt Rushmore (Offered by: Area 19 Travel)

Tour includes Salt Lake City, Mormon Tabernacle Choir, Grand Tetons, Devil's Tower, Crazy Horse, Buffalo Bill's Museum, Deadwood, and more. \$1895 PPDO. Includes air, all gratuities and taxes. Call **Ron de Pass** (530) 644-1405 for details.



September 2006

September 1-10 Grand Alaska Land Tour (offered by: Area 1 Travel)

10 day escorted land tour. Roundtrip transportation to SFO Airport. 3 nights Anchorage, 2 nights Valdez, 2 nights Fairbanks, 2 nights Denali—12 meals—Price \$2366 PPDO. Call **George Keeling** at (650) 574-0474 for details.

September 6-15

The Great Cities of Canada (offered by: Area 6 Travel)

Tour Niagara Falls, Toronto, Ottawa, Montreal, and Quebec. The tour will include many, many interesting sights and we should see fall colors. Price \$2750 PPDO. Contact **Hank Listman** at (415) 883-0250.

September 13-23

Alaska Inside Passage Cruise (offered by: Area 14 Travel)

Leave from San Francisco for 10 nights on the Regal Princess. Visit Ketchikan, Juneau, Skagway, and Victoria. May be able to see the Northern Lights at that time of year. Prices run from \$1355 to \$2105 PPDO. Call **Jerry Wisenor** at (209) 334-5181 for more information and reservations.

September 28-October 13, Panama Canal Cruise (offered by: Region 1 Travel)

A 16 day cruise on the 3 year old Floating Palace from Los Angeles to Fort Lauderdale. 3 Mexico ports of call, one in Costa Rica, Panama, Aruba, and Jamaica. Prices from \$2850 to \$3549. For more details Call **George Smith** at (530) 342-3133.

October-November 2006

October 7-14

Hawaiian Island Cruise (offered by: Branches 44, 163, & 178)

Roundtrip air from Bakersfield to Honolulu. 7 nights aboard the new "Pride of America," including stops at Hilo, Kona Maui, and Kauai. Prices from \$1,839 to \$2,439 PPDO. Call **Dave Moore** (661) 832-8945 for details.



October 7-13, 2006

Albuquerque Balloon Festival (offered by: Area 7 Travel)

Witness the world's largest Ascension of balloons...800 in all. Trip includes sightseeing in Albuquerque and Santa Fe, NM with visits to National Parks, Monuments, and other historical sites. Cost is \$1739 PPDO. Call **Paul Peters** at (510) 724-8345.



First Activities in SIR

- Monthly Lunch with close friends
- Speakers addressing retirees' needs
- Travel to local Commercial & Sports facilities
- SIR Golf Club with travel to Hawaii, etc.
- World-Wide travel with friends from SIR

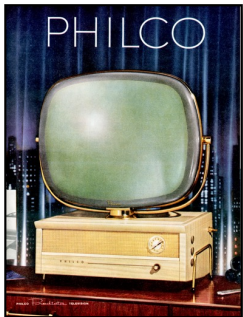


So How Should you look at SIR ?

- Every branch is autonomous and different reflecting its community and current leadership.
- Every Area is different reflecting its branches' personality and geographical dispersion.
- However, **SIR Inc is the parent organization** which sets the strategic direction and develops the implementation plans for the whole organization.



66 Years of Change



1958

2024



1972

2009

8

Branch 37 - Auburn



66 Years of Change



1958

2024



1972

2009



8

Branch 37 - Auburn



One thing remains the Same

SIR is run entirely by volunteers



Without Your hard work
Nothing would get done,
Nothing would work.

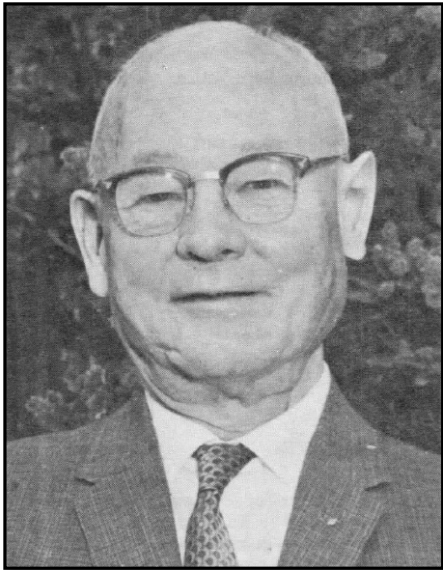
SIR Inc would not exist!

**** Thank You ****





De Facto Executive Directors



Damian Reynolds
1958 -> 1997



Dwight Sales
1997 -> 2021



Dale Decker
2013 -> 2024



Trouble Always on Horizon



After 50 years of begging and pleading...

This year the Board Of Directors decided to lay it all out and honestly review the situation and seek your understanding and advice.

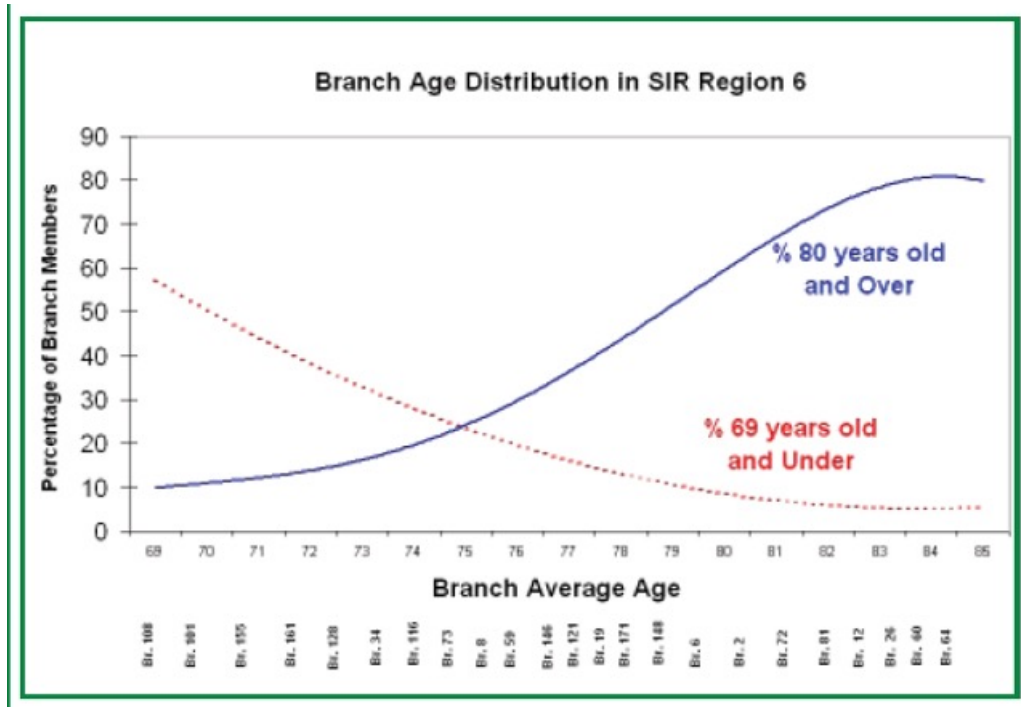
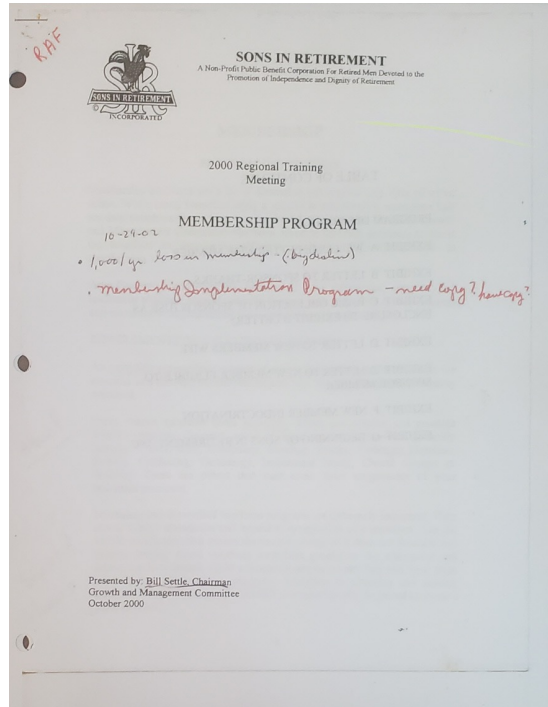


Concern is not new



SIR Membership Program
October 2000

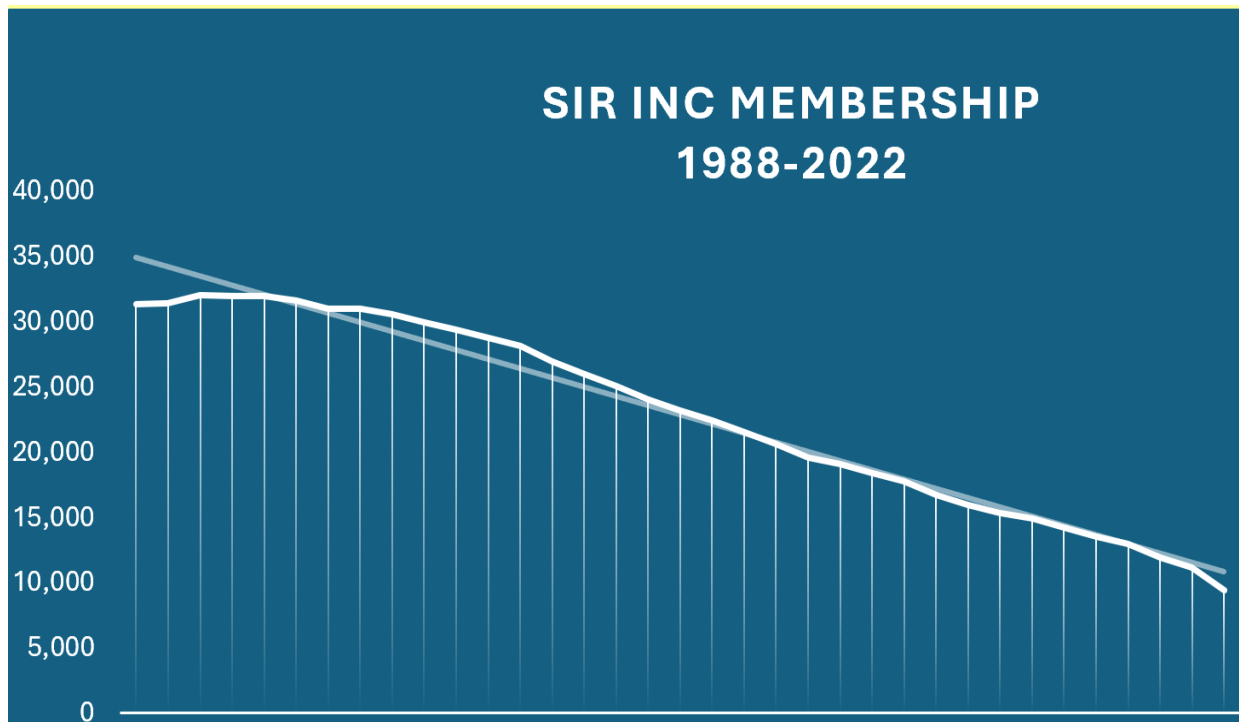
SIR Annual Meeting
Fall 2008





So Where is SIR Inc Going?

How Long can Sir Survive the Loses



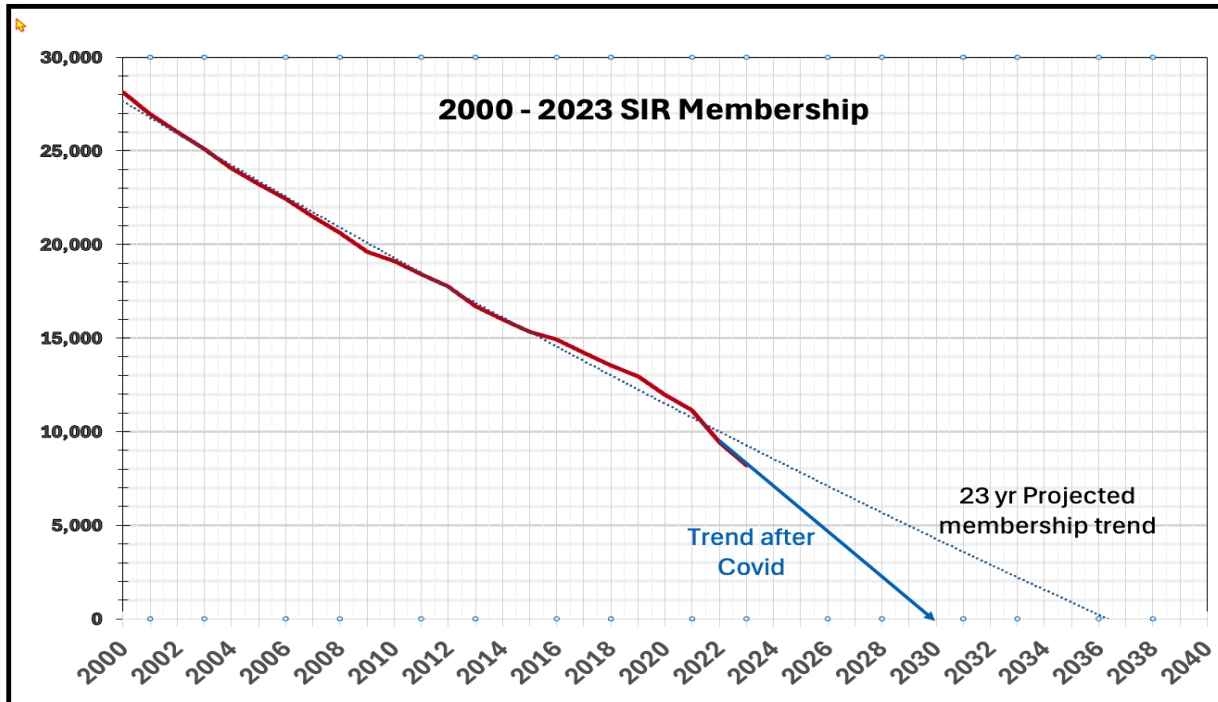
**31,975 members in 1992
8,640 members in 2024**

4% straight line decline



So Where is SIR Inc Going?

How Long can Sir Survive the Loses

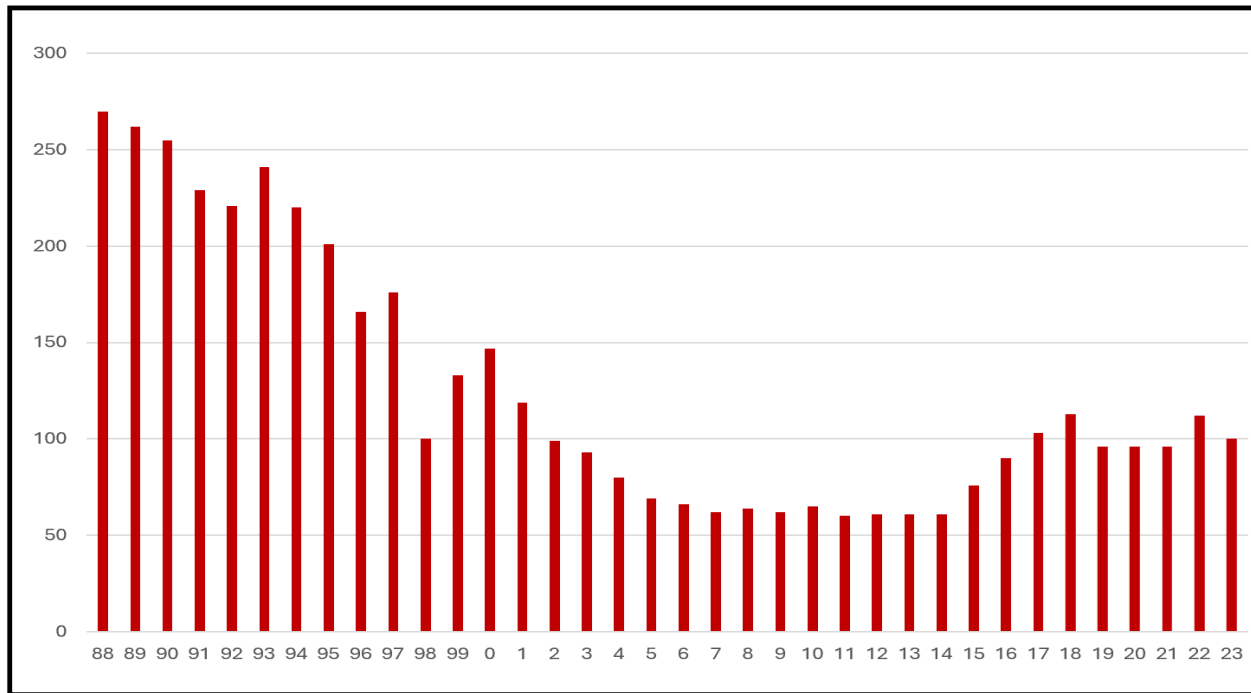


31,975 members in 1992
8,640 members in 2024

4% straight line decline



Change in Membership Typical Branch



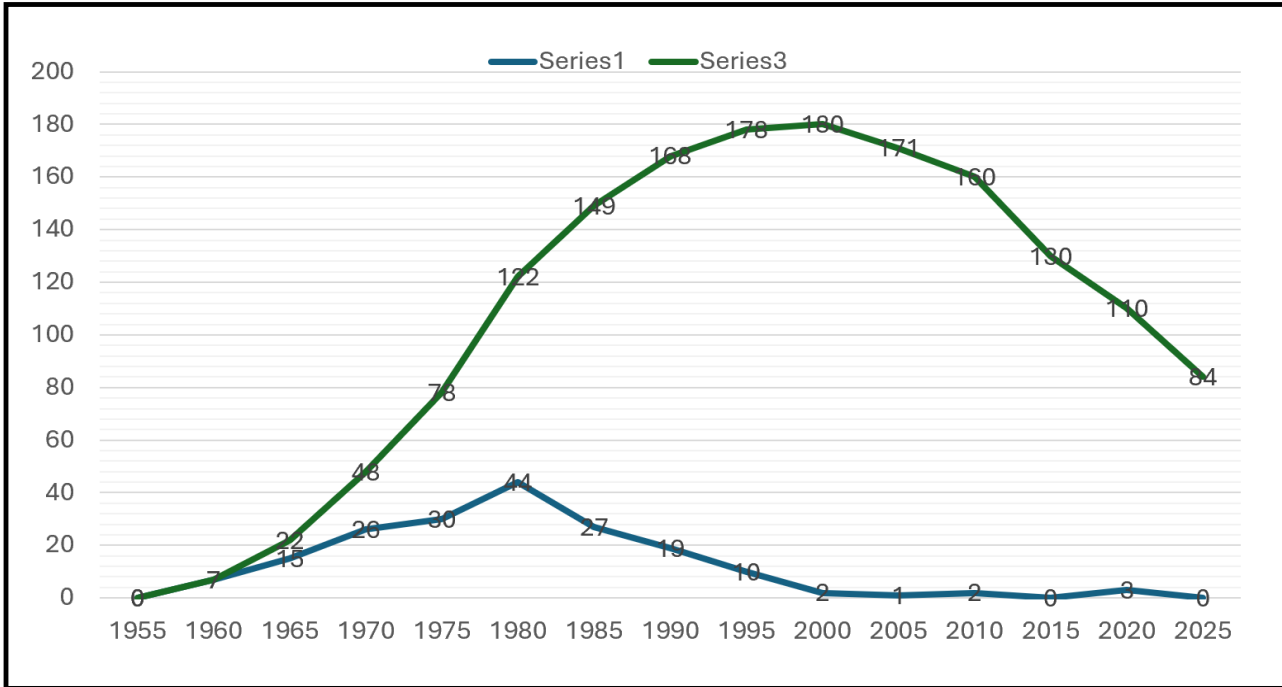
270 members in 1988

100 members in 2023



So Where is SIR Inc Going?

Decline: 4 per year since 2000



Total Branches

New Branches

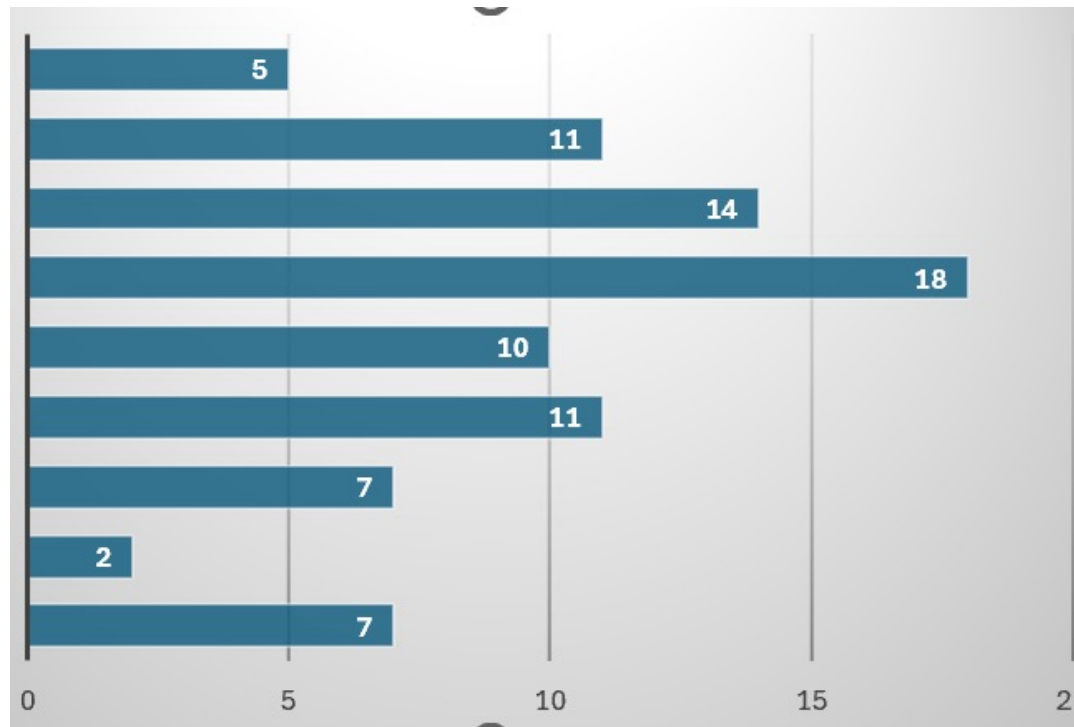


So Where is SIR Inc Going?



Branches by Size (Average = 106)

0 -> 24
25 -> 49
50 -> 74
75 -> 99
100 -> 124
125 -> 149
150 -> 174
175 -> 199
200 -> 336



August 2024

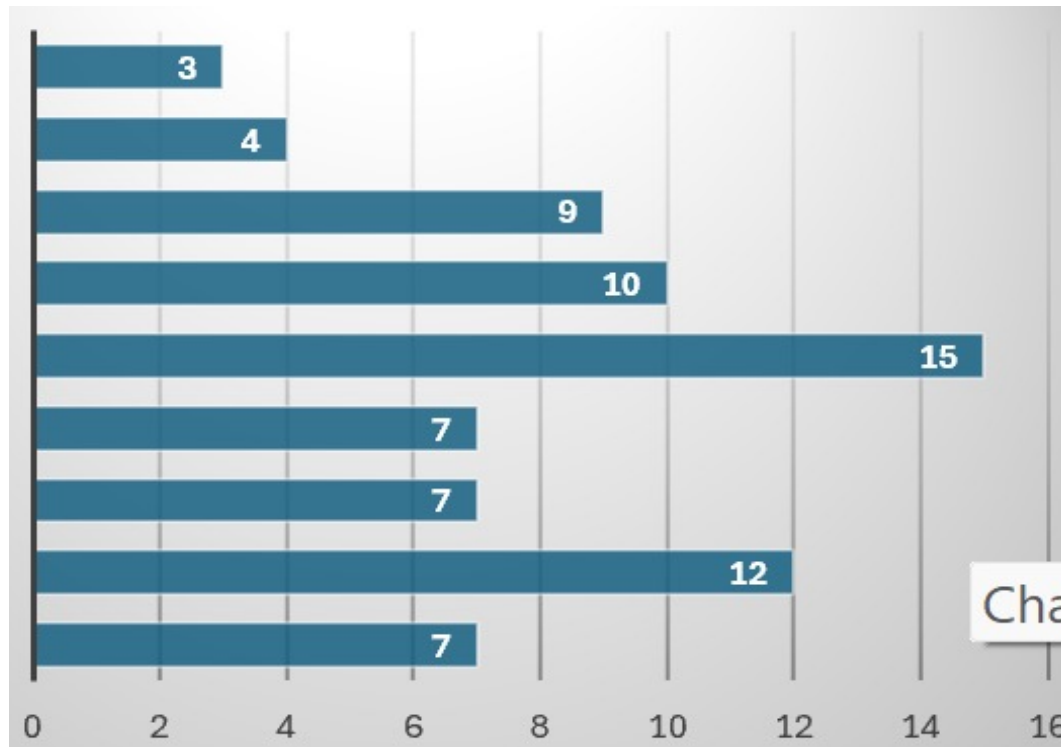


So Where is SIR Inc Going?

Branches by % Change in Membership



- 21 -> -25%
- 16 -> -20%
- 11 -> -15%
- 6 -> -10%
- 0 -> -5%
- No Change
- 0 -> 5%
- 5 -> 9%
- 10 -> 50%

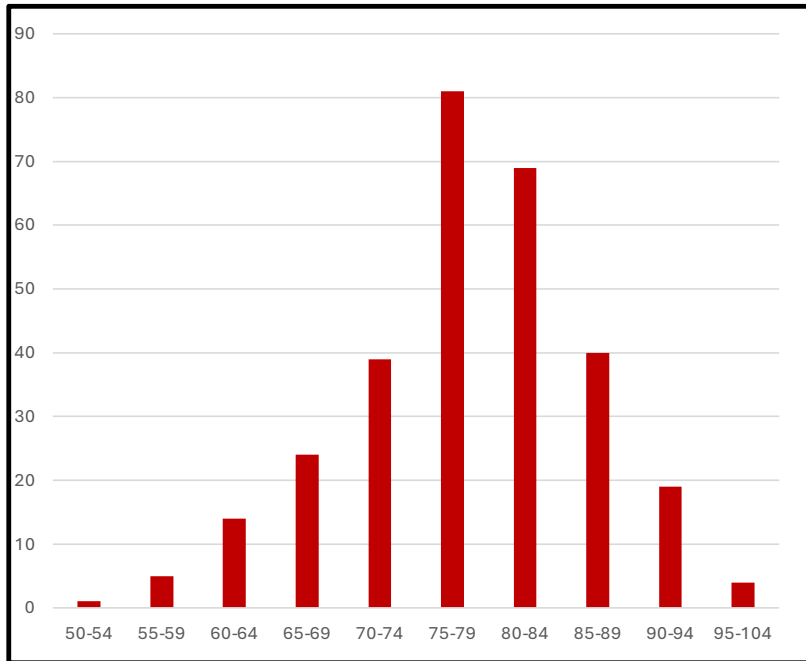


August 2023
To
August 2024

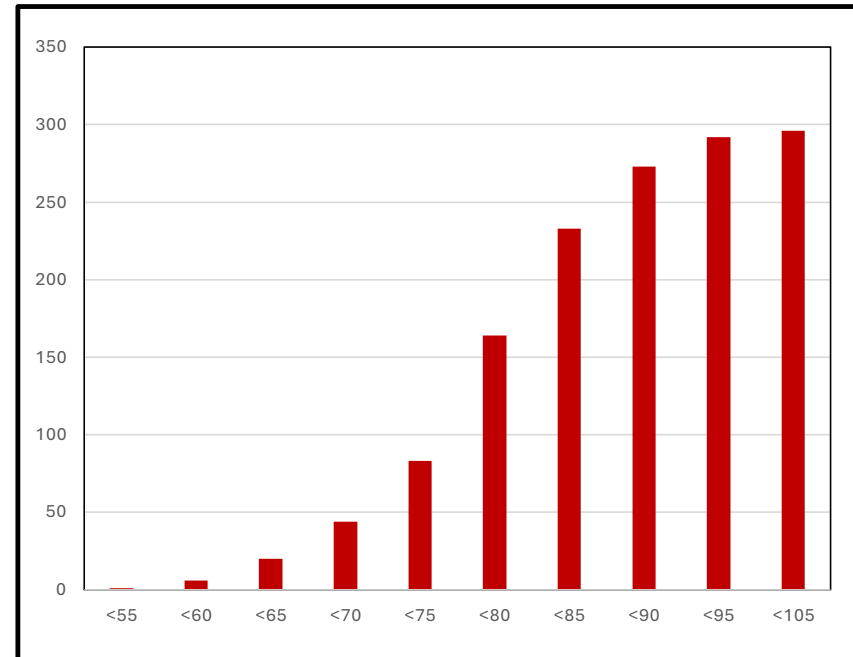


We're Getting Older?

(Branch 35 as an example on July 19, 2024)



Number of Members within an Age Range



Number of Members Younger than an Age



So what are SIR's Alternatives ?

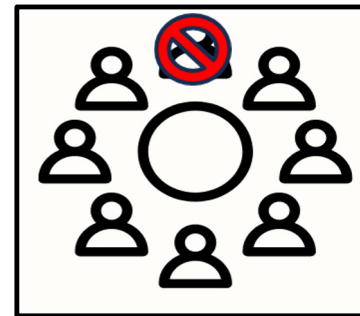
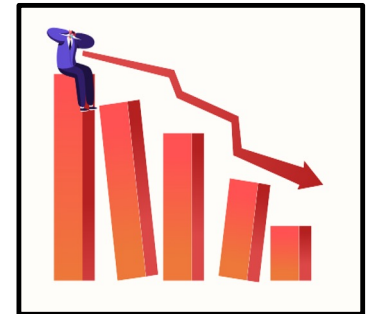
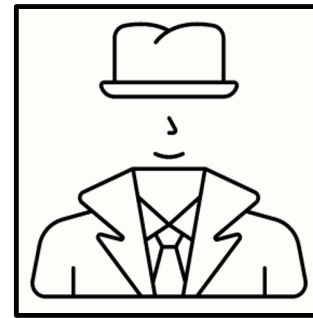


1. Keep on the same declining path with fewer branches and members.
2. Aggressively promote a new image to improve visibility & attractiveness.
3. Find a new way to seek funding, hire leadership and promote SIR digitally and in local media to gain visibility and growth.



The reality is SIR is...

- Lacking energetic new leadership
- Understaffed and underfunded
- Invisible in our communities
- Members 'Aging Out' at 4-7% / year
- Losing 2-5 branches per year by merger or dissolution due to lack of leadership and/or membership





So What are the key issues ?

- Laissez-faire vs Aggressive Recruiting.
- Centralized vs Decentralized Promotions.
- Invitation Exclusiveness vs Open to all Seniors.
- Salaried vs Hourly former employes workers.

The SIR Inc Board of Directors is Asking:

- Fundamentally, what do we want to be in 5 years, 10 years, beyond?
- How do we get there from where we are today ?
- Is SIR's current raison d'être attractive to individuals with leisure time?
- How do we improve our image and visibility in our targeted geographies?
- Are our name and logo reflective of who we want and need to be?
- Are our position titles meaningful today or dated and funny?
- We are race and faith neutral – should we be age and gender neutral?
- Who manages State SIR and its branches when no one volunteers

Questions Branches should be asking

- How visible is our branch in our community – do we care?
- What have we done lately to attract prospects – important to us?
- What is more important to our members: lunches, activities, events?
- How successful have we been attracting new BEC members?
- Do we have a succession plan for all key positions in our branch?
- For what do we look to State to provide – Anything?
- What if State was to go away – where would we get their services?



Marketing 101:

- Expertise: What do you have to offer ?
- Who: Who are you trying to reach?
- What: What is your message?
- Where: Where are the best places to reach your target market
- Where: Are they digital, paper, or audio readers/listeners?



SIR Inc.'s 3 Demographic Groups

- Active (Cognitively & Physically Able to Participate)
- Passive (Diminished Physically or Cognitively)
- Alumni (Unable to Participate but Remember)



SIR Inc.'s 3 Demographic Groups

- **Baby Boomer-II (Age 60 -> 69)**

- Active (Cognitively & Physically Able to Participate)
- Passive (Diminished Physically or Cognitively)
- Alumni (Unable to Participate but Remember)



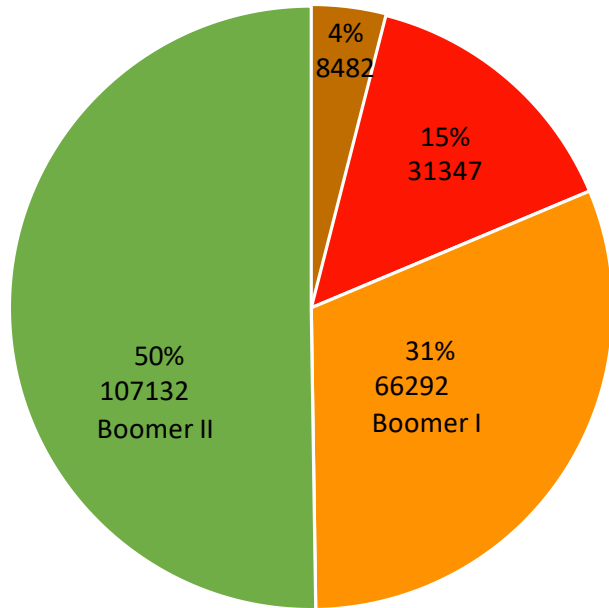
Membership Growth Action Plan

1. Make Membership Growth a Priority
2. Recruit an Energetic Leader
3. Form a “Young Guns” Committee
4. Develop a “Local Visibility” Plan
5. Staff the Plan
6. Fund the Plan from Reserves



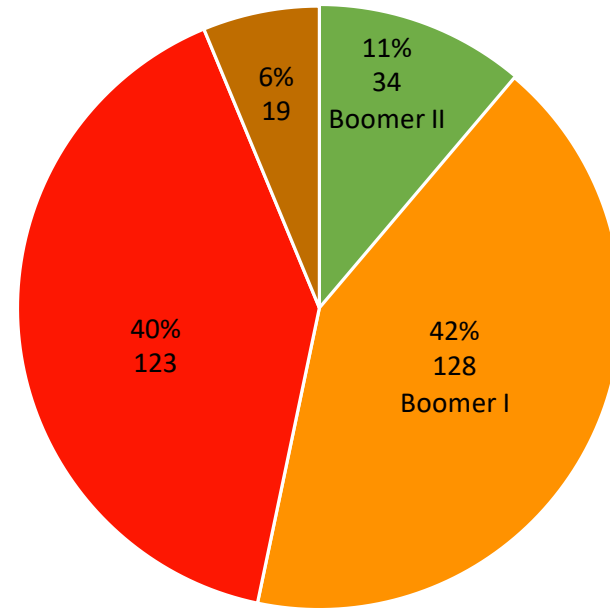
Huge Potential in Santa Clara County

SCC Age Demographic - Male



90+ 80-89 70-79 60-69

Branch 35 Age Demographic



60-69 70-79 80-89 90+



Huge Potential in Santa Clara County

Branch membership is 0.2% of SCC eligible male population

- **213,253 males 60+ vs 304 (opportunity)**

Target demographic by groups:

- Age Group 1 (60-69): 107132 (50%) **BABY BOOMER II (BEST)**
- Age Group 2 (70-79): 66292 (31%) **BABY BOOMER I (Second)**

10 Popular Baby Boomer Activities

Harvard School of Public Health/MetLife Foundation; PMC 2020

- **Staying Fit:** Tennis, Golf, Jogging, Aerobic ... generation known to take exercise to the extreme as hip and knee replacements are on the rise (Life expectancy increase from 0.4-6.9 years)
- **Try Something New:** Tour guide, Entrepreneurial endeavors, DIY
- **Enjoy Music:** Oldies concerts, Tribute shows, bands
- **Extreme Sports:** Skydiving, river rafting, paragliding
- **Volunteering:** Less likely in retirement if they didn't already do it mid-life
- **Aquatic Activities:** Many boomers like to relax near waterfronts in California, Florida, and New York.
- **Dating:** This group has the highest (35%) divorce rate
- **Home Improvement and DIY:** They like to be independent and innovative which leads them to this kind of activity.
- **Exploring Tech:** 50% comfortable with internet; 20% use it confidently; most have cell phones
- **Spiritual and Social Experiences:** Relaxing with friends and family is paramount.

Top 5 Social Networking Sites for Baby Boomers

<https://health.howstuffworks.com/wellness/aging/baby-boomers/5-social-networking-sites-for-baby-boomers.htm>

- 1. AARP:** The site encourages peer discussion about issues and trends affecting those over 55
 1. Home page is built to direct users to discussions of interest.
 2. This site is more about topics vs meeting people
- 2. Facebook:** Strong Boomer presence
 1. 10% (290M) users are boomers
 2. They can keep up with their kids and grandkids and comment on their posts
- 3. LinkedIn:** Social Business Network
 1. 4% (31M) users are boomers
 2. Business focused network
- 4. MySpace:** Social networking site that now primarily serves music fans
 1. 5% (3M) are boomers
 2. Predominantly a Gen X-Y network

(5. Eons went bankrupt)

Early Local Ad Idea!



Enrich Your Life.
WEARESIR.COM

SIR
SOCIAL ACTIVITIES FOR MEN

Enhance Your Lifestyle

SIR can add years to your life and life to your years.
Re-discover Activities you once enjoyed by joining SIR!

Golf, Bowling, Monthly Luncheon, Couple Dine Out, Wine Tasting, Travel, RV Outings, Book Swap, RC Flying, Fishing Chess and much more.
Branches near you, AREA CODE 209

Stockton 46, David Stull, 479-4944		Modesto 103, Bob Kredit, 672-0326	
Turlock 143, Rick Kindle, 652-8608		Modesto 144, Sam Graham, 552-0960	
		Lodi 145, Mark Wahlman, 368-7085	



How Should SIR Inc. Be Funded ?



- Pass the Jug
- Assess the Members
- Encourage Donations
- Seek Grants (Healthcare, Gov'ts)
- Sell Advertising



Two Tracks One Mission One Vision of the Future



Men's Selective Social Club

- Damian's Model
- Personal invite
- No Visibility



Senior's Community Activities Club

- Community Wide
- On-Line Applications
- Recognized & Known



The History of Sons in Retirement



Past



Present



Future

Andy Danver, Branch 35 (Palo Alto)
SIR Inc - Dir of Marketing & Communication
September 24, 2024

Come Join the Fun!



Q&A

Early Local Billboard Idea!

NEW LOGO

Enhance your Lifestyle

Rediscover Activities & Events you once enjoyed by joining US!

We can add years to your life and life to your years



 WeAreFun.Com

John Doe, Branch #XXX
XXX-XXX-XXXX



So Who are SIR's Members ?



1. Baby Boomer-2s with a minimum age of 60 who are just leaving full time employment and have more leisure time to enjoy activities they loved when younger. SIR offers them a chance to “Enhance Your Lifestyle” while “Making Friends for Life”.
2. Existing SIR branch members who are cognitively alert and mobile and regularly participant in both mental and physical branch activities.
3. Existing SIR branch members who are beginning to feel their age cognitively and physically and enjoy less rigorous activities like lunch.
4. Existing SIR branch members who are cognitively and physically impaired who seldom participate but like to remember the old days.

What motivates Baby Boomer – IIs (Ages 60 – 69)

1. **Youthfulness:** Boomers believe that youth is a mindset rather than a chronological age
2. **Knowledge:** As lifelong learners, they have a strong desire to expand their understanding
3. **Reinvention:** Boomers are open to making significant life changes, embracing new experiences
4. **Creativity:** Creativity is a vital aspect of their lives life.
5. **Bucket-listing:** They actively pursue experiences they've long desired
6. **Self-actualization:** Boomers focus on reaching their full potential, gaining wisdom
7. **Community:** Valuing connections, they lean towards forming and strengthening communities
8. **Politics:** They aim to influence public policy and shape the nation's future.
9. **Purpose:** Inclination to give back, find new missions in life, and engage in meaningful activities
10. **Legacy:** Boomers are interested in creating a lasting impact and find happiness in generosity and volunteering.