



The Rooster Crows!

The Scoop from the Coop

May 2025

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A Message Of Remembrance

May contains important dates that we need to recognize. Mother's Day on the 11th and Memorial Day on the 26th.

Focusing on Mother's Day, I'm hoping that all of our members recognize the service that our wives and significant others perform for us and the sacrifices that they make to enable us to participate and serve in SIR. We need to stop and take a few minutes to express our appreciation for them and recognize the importance they play for us and our families.

It is difficult for me to express the importance of Memorial Day. Like me, many of our members served during the Viet Nam "conflict". That was a time of turmoil and protest in our country. Consequently, when we completed our service, little or no appreciation was expressed for the sacrifices made and required in the service of our Country. Indeed, it was often indifference or hostility. Fortunately, attitudes changed over time for the services and sacrifices of our service members.

It is as important today for us to recognize and to remember the sacrifices made by so many over the years for us and our country. Most families, if they review their genealogy, will find one or more family members who sacrificed their life for our country. This month we have the opportunity to honor, remember and to recognize the service and sacrifices and to rededicate ourselves to the principles for which those sacrifices were made.

At our branch luncheons, please have a moment of silence for those who are not longer with us and to recognize and thank those members of our branches who have served, or are serving, in the armed forces.

From State SIR

We are continue our efforts to prepare and present materials to assist branch leadership. For example, Jim Walton is assisting in the drafting of a short "how to" guide for running a branch.

We are also working on revising and clarifying policies such as our guest policy.

Finally, we have hired an attorney to provide legal assistance as required.





From time to time, I get asked what does State SIR do and what value does it provide to me or my branch? Let me partially address that. As members we enjoy our activities and socialization. But the real benefit from our SIR lifestyle is that we live longer while enjoying a great quality of life. SIR is worth preserving and that is the primary work of State SIR.

State SIR is the “parent company” of each of the branches through a branch Charter system. State SIR policies apply to all branches to ensure (i) uniformity and consistency and (ii) compliance with both legal and insurance requirements. Visit any branch, you will feel comfortable and at home.

“Change is inevitable” as we live in a changing political, social, and legal environment. State SIR must anticipate and accommodate changes that strengthen our organization to ensure its survivability. It does this through changes to its policies.

State SIR is the administrative center for the organization. Among many other things, it:

- Prepares and files State and Federal taxes, which includes collection and maintenance of the required information.
- Prepares and files forms required by California to enable branches to be in good standing with the State while also making filings for branch organizational changes.
- Obtains insurance and adopts policies in compliance with them.
- Provides guidance and training, much of which is found on the State SIR website. Additional guidance is given through training programs and communications during the year.
- Maintains various databases and programs. Every organization needs up-to-date data about its members and the ability to communicate with them. While simple to describe the need, accomplishing it requires significant resources and constant vigilance and maintenance. Indeed, what most people see is only the “tip of the iceberg.”
- Manages our Area Representative programs.
- Manages our State Activities.
- Maintains its own website with a multitude of resources and has assisted branches in developing their own website.

So, now you know part of what State SIR does. **Want to come help?** Let me know.



Humpback whales communicate through acoustic signaling and can communicate with others that are more than 5,000 miles away? But wait, so can sperm whales. Wish our communication was that good.



Help us spread the word about SIR.
We have fun. We make friends. We are active. We are happier. And we live longer.


Thank you SIR!




Advertising

Nick Feimer, Bill Brown, his brother-in-law Mike Scherfen (a retired Ad Agency Creative Director) and Andy Danver have developed a new form of SIR advertisement for the Counties of San Mateo and Santa Clara. These ads are being published in the Daily Journal (San Mateo) and in the Los Altos Town Crier. It is anticipated that it may be published more widely in May. The QR code takes the responder to a dedicated State SIR "Landing Page". After follow-up, the leads are passed on to the four branches in San Mateo County. In addition to golf, similar ads have been developed for Bocce and Pickleball. Congratulations for an outstanding job!!


Meet Us On the Tee



Balls Are On Us



One of Many Recreational and Social Activities for Men



<https://www.sirinc.org/sanmateocounty>

For a Personal Introduction

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