



# The Rooster Crows!

## The Scoop from the Coop

September 2025

### Board of Directors

Rich Carlston B8

President

Fred Serena B59

Vice President

Jeff Chin B103

Secretary

Carl Mason B88

Treasurer

Ramesh Thadani B98

CIO

Andy Danver B35

Dir. Mktg/Comm.

John Farcich B1

Dir. Br. Support

Bruce Corwin B159

Dir. State Docs.

Michael Lee B128

Dir. Activities

Fred Serena B59

AR Coord., AR

Jerry Morrow B172

AR

Bruce Corwin B159

AR

Derek Southern B8

State Advisor

Roy Hodgkinson B146

Parliamentarian

**CORRECTION**

At the Annual Meeting I showed the recipients of the **President's Award**. By mistake, I attributed the handling of 450 golf tournaments to the wrong person. The right person is **Gary Bradley**. Sorry Gary and thank you Rob.



### 2025 Annual Meeting

Our Annual Meeting was last month. For me, it was my second as President. It was wonderful to see around 130 of our SIR leaders at the meeting. We covered a lot of ground. Here's a summary:

The 2026 State Officers were elected. We have a terrific incoming leadership group and we can expect that 2026 will be an outstanding year. Wes Howard volunteered to fill the open AR spot on the Board and will be appointed shortly.

Derek Southern received a President's Award for his work with AI as well as his tireless service for SIR both State and Branch 8.

We voted to remove the geographic restrictions in our By-laws so we can now have branches anywhere in California. We also voted to delete the term "retired" from our Articles of Incorporation to ensure that one need not be retired to join or be a member of SIR.

We had several talks from our State leaders during the morning session reporting on the state of SIR and a few of the many accomplishments achieved this year. In addition, Carl reported on our financial position, which is in good shape.

After lunch, we had two separate breakout sessions. Fred held a session with the Area Representatives and interested members in which they discussed many issues impacting our Area Representatives. The other session involved comments from three past Presidents and myself. That session addressed marketing to younger men, training, getting leaders to step forward, suggestions relative to finding speakers and finally a clear acknowledgment that those in attendance are the leaders of SIR in the future and an expression of appreciation for their service.

Note: Proceedings from the meeting will be posted on the State website.

### FISHING is our newest State activity!

Interested, see Brion Beetz - Br. 2



"Sorry. Casting when it's windy isn't one of my strong points."



### 2026 State Officers

Pres: **Fred Serena**

VP: **Nick Feimer**

Sec: **Jeff Chin**

Treas: **Carl Mason**

CIO: **Ramesh Thadani**

D Doc: **Bruce Corwin**

D Br Sup: **John Farcich**

D Mktg: **Neil Wheeler**

D Act: **Michael Lee**

AR: **Jerry Morrow**

AR: **Carl Dawson**

[AR: **Wes Howard\***]

\*To be appointed.

### President's Award

**Derek Southern**







Vision for 2026



The Sir President and the Board have agreed that our Area Representative are a critical component to the success of the SIR organization. The Area Representatives are not just coaches for the branch. ARs now have more flexibility to assist our branches to meet their needs in the future.

I was asked where is SIR heading? The answer is forward. It is my goal to have the State Administration leaner by removing old policies and forms and adopting new important policies. Some of our new policies include a branch document retention policy and a new first aid and safety policy to increase protection of our branch members.

Branches are not islands. There are several methods we can use to get to know other area branches and establish mutual understanding of how other branches operate. How do we start:

- Invite other branch Big Sirs to your luncheon and BEC meetings
- Invite other branch members to your activities
- Read other branch monthly newsletters
- Find common ground with other leaders

I will continue to emphasize having a two-way communication with the branches. I will be asking our State Secretary to distribute the Board meeting agendas to all ARs and the meeting summaries to them as well. We will continue distributing The Rooster Crows! newsletter to all ARs and Big Sirs.

The success or failure of a branch should not be judged on the number of members. It should be judged on whether the branch is fulfilling our mission and vision of SIR.

Thank you.



- SIR Past/ Present/ Future State-Rich Carlston
- Key Elements of a Successful Branch - Andy Danver
- Branch MKT Initiative for 2026 - Fred Serena
- Big/Little SIR Responsibilities/Leader Guide-Fred Serena

#### Recruitment Strategy for Active Senior Men (60-70 Years Old)

##### 1. Executive Summary

SIR faces declining membership due to the advancing age of its current base (average "60"). To ensure the organization's future, sustain its 80 branches, and cultivate new leadership, a strategic shift is required to recruit active senior men aged 60-70. This demographic has different motivations, communication preferences, and expectations than the current membership. This report outlines key strategies focusing on updated messaging, targeted outreach channels, diverse programming, and creating a welcoming environment to successfully attract and integrate these younger seniors. The failure of the traditional "friend-recruiting-friend" model necessitates this proactive, multi-channel approach.

##### 2. Current Situation & Need for Change

- Organization: SIR provides social, mental, and physical activities for senior men.
- Structure: 80 branches across Northern California, 8000 members.
- Challenge: Declining membership; average age "60"; difficulty finding active leaders for branches.
- Current Strategy: Reliance on personal referrals, which is no longer sufficient due to the age of current members and their networks.
- Goal: Recruit 60-70 year old active senior men to revitalize membership, inject new energy, and identify future leaders.

##### 3. Understanding the Target Demographic: Active Men Aged 60-70

This group, often referred to as "Younger Seniors" or "Baby Boomers/Early Gen X," differs significantly from the 80+ cohort:

- Life Stage: Many are newly retired, nearing retirement, or working part-time. They are transitioning from career-focused lives to seeking fulfilling ways to spend their increased free time.
- Activity Level: They identify as "active." This means they seek engagement, physical activity (ranging from moderate to vigorous), mental stimulation, and are generally healthier and more mobile than the previous generation at the same age. They want to "do" things, not just sit.
- Values:



#### 2025 ANNUAL MEETING AGENDA

August 26, 2025

Lafayette Veterans Memorial Center  
3790 Mount Diablo Blvd.  
Lafayette, CA 94549

Commences at 10:00 a.m.

##### Attendees

###### Members of SIR, Inc.

President: Rich Carlston  
Vice President: Fred Serena  
Secretary: Jeff Chin  
Treasurer: Carl Mason  
Past SIR Presidents: All  
Area Representatives: All  
Big Sirs or Appointed Designees: All

Director - Branch Support: John Ferlich  
Director - State Activities: Michael Lee  
Director - Marketing & Communications: Andy Danver  
Director - State Documentation: Bruce Corwin  
Chief Information Officer: Rameah Thader  
President's Advisor: Derek Southern  
Parliamentarian: Roy Hodgkinson

Plus State Committee Chairmen and Invited Guests



#### Attracting and Retaining Baby Boomers in Clubs and Organizations (including SIR)

##### I. Executive Summary

The landscape of club membership in America has undergone significant transformation, particularly impacting Baby Boomers (born 1946-1964) who represent a "transition generation" with participation rates lower than their predecessors but higher than subsequent generations. Traditional club models are struggling due to profound social and economic shifts, including increased women's workforce participation, dual-income households, and generational value differences (leisure, flexibility, and purpose over rigid structures).

To maintain membership and ensure long-term viability, organizations like SIR (as club for senior men in Northern California) must strategically adapt to the distinct motivations and preferences of Baby Boomers. Key strategies include: embracing digital and community integration, active leadership recruitment, and personalized outreach. This report outlines a comprehensive framework for attracting and retaining Baby Boomers through modern digital and community integration, active leadership recruitment, and personalized outreach. Key strategies include: embracing digital and community integration, active leadership recruitment, and personalized outreach. This report outlines a comprehensive framework for attracting and retaining Baby Boomers through modern digital and community integration, active leadership recruitment, and personalized outreach.

##### 2. The Shifting Landscape of Club Membership

1. Historical Context and Decline: Club membership peaked in the 1970s, with a "golden period" of decline that continues today. The decline is attributed to changing priorities of work and economic factors.

- Golden Age (1946-1964): Marked by economic prosperity, suburban expansion, and the emergence of a distinct middle-class "club" membership culture.
- Transition Period (1965-1980): Rapidly changing social and economic conditions, and a rising sense of duty.
- Baby Boomers (1946-1964): Marked by a "transition generation" with a peak participation rate of 75%, "relating better than their predecessors." They showed "less tolerance for hierarchical, insulated organizations and increased preference for more informal, casual-oriented groups that allowed individual freedom."
- Generation X (1965-1980) and Millennials (1981-2000): Continued dramatically reduced peak rates of 50% and 25% respectively, "facing challenges like 'vacant bank' retirement companies, digital alternatives to traditional membership, and fundamentally different expectations about organizational structure and communication."

##### 2. Generational Participation Patterns

As successive generations have grown, reduced club participation:

- Baby Boomers (1946-1964): Achieved "peak participation rates of 75%," characterized by "long-term commitment, formal hierarchical structures, and a strong sense of duty."
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##### 3. Driving Factors for Decline/The decline is linked to the following interconnected social shifts that emerged during the Baby Boomer era:



Help us spread the word about SIR. We have fun. We make friends. We are active. We are happy. We help each other. And we live longer.

**WE Are SIR!**