



# SONS IN RETIREMENT

A NON-PROFIT PUBLIC BENEFIT CORPORATION FOR  
 RETIRED MEN DEVOTED TO THE PROMOTION OF  
 INDEPENDENCE AND DIGNITY OF RETIREMENT

Gold Country Branch 95 - Bulletin 314 - January 2015

## Gold Country Branch 95 2015 Elected Officers

### Big Sir

Jay Guertin..... 916.939.8037

### Little Sir

Terry Privott..... 916.933.6342

### Secretary

Tim Herdt ..... 916.939.1405

### Asst. Secretary

Terry Starkel ..... 916.817.1524

### Treasurer

Keith Hepler ..... 916.933.7779

### Asst. Treasurer

Rich Christensen ..... 916.817.1838

### Directors at Large

Dennis Callahan ..... 530.620.6908

Dan Cockcroft ..... 916.933.6462

Dennis Petersen..... 916.467.7748

Brian Upton ..... 916.939.6601

Bill Yeager ..... 916.941.6632

### Region III Director

Jimmie Johnson..... 916.961.8092

### Area 31 Governor

Open.....

### Honorary Life Members

Al Kaiser      Ross Walter

### Chairmen

Attendance ..... George Simko

Attendance Asst..... *Open*

Badges/Raffle ..... *Open*

Bowling..... Don Weick

Bulletin..... Jon Jakowatz

Chaplain..... Ray Retallack

Fishing..... John Ramsey

Golf ..... Brian Upton

Asst Golf ..... Dennis Petersen

Historian ..... *Open*

Membership & E-mail ..... Mike Mohr

Photography ..... *Open*

Property ..... *Open*

Publicity ..... Bill Yeager

Sunshine..... *Open*

Travel ..... *Open*

Webmaster ..... Al Schmidt

## BIG SIR — Jay Guertin

Happy New Year! This is the start of my adventure of being the BIG SIR! I am looking forward to working with the Executive Committee and all our great members. In 2014, we had our challenges but thanks to Dan's leadership, we recommitted to holding our meetings at the Elks Lodge, moved to a sandwich menu for lunch for \$5.00 less, and started annual dues of \$20. From feedback from the most important people, YOU, you are happy with these changes.

We still have one major challenge ahead of us. Our challenge, starting in 2015, is to stop and then reverse our loss of membership. In February of 2009, Branch 95 had our largest membership of 169 members. It is my understanding that the peak was due to the consolidation of two branches into Branch 95. Just 6 years later, our membership is 82! It is pretty obvious that if this steep decline continues, we cease to exist in the not too distant future. Our shrinking size is more than just numbers. It impacts the quality of the SIR experience. Large branches will have 8-10 successful activities going on. We have just two. It should be mentioned that most SIR Branches are losing members and only nine gained members in 2013. That said, our rate of loss is one of the steepest.

Today's meeting is dedicated to one, making all members aware of our declining membership problem and two, setting some goals to reverse this trend. Members of the Executive Committee met last week to brainstorm some ideas. We will present those ideas to you for your input. We also want to hear any ideas you may have. At the end of the meeting, we hope to have a game plan for 2015. One thing I am absolutely sure of, we have a lot of talent in Branch 95. If we set our minds to it, there isn't anything we can't accomplish.

Jay

## LITTLE SIR — Terry Privott

Happy New Year fellow SIR 95 members. 2015 looks to be an exciting year and hopefully we can put the drought behind us filling our year with growth and enjoyment. As your new Little Sir in this New Year I hope to be of assistance for Jay and our executive committee in making this a year filled with joy, camaraderie, and fellowship, along with wishing each of our members good health. We should have fun along the way in whatever activities we choose to participate. We have all worked hard and deserve some fun time. Our new year is one filled with challenge, as with any nonprofit group and as in the past I am sure we will meet the needs as a team.

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