



Gold Country Branch 95

2018 Elected Officers

Big Sir

Joe Giacomini 916.939.2060

Little Sir

Tim Irish 916.933.3466

Secretary

Terry Starkel 916.817.1524

Asst. Secretary

Bob Mello 916.939.2223

Treasurer

Bob Birgbauer 530.677.5627

Asst. Treasurer

Don Brooks 530.295.9236

Membership Chairman

Mike Mohr 530.676.2495

Asst. Membership Chairman

Dennis Petersen 916.817.1149

Directors at Large

Rich Turoff 916.934.0176

Terry Privott 916.933.6342

Dennis Petersen 916.817.1149

Jay Guertin 916.939.8037

Dan Cockcroft 408.781.0714

Ken McCoy 916.933.2537

Region II Director

Jerry Morrow

Area 6 Governor

Gary Johnson

Honorary Life Members

Ross Walter

Chairmen

Attendance Jim Purcell.. 916.358.5251

Badges Bill Yeager.... 916.941.6632

Biking Rich Christensen.....

..... 916.817.1838

Bocce Dan Cockcroft408.781.0714

Bowling Don Weick.... 916.933.2980

Mike Wilke ... 916.833.5008

Bulletin Jon Jakowatz 916.941.6792

Chaplain Ray Retallack 916.933.3704

Golf Terry Starkel 916.817.1524

Asst Golf Dennis Petersen

..... 916.817.1149

PickleBall Dan Cockcroft408.781.0714

Publicity Bill Yeager.... 916.941.6632

Skiing Bill Yeager.... 916.941.6632

Webmastr Jon Jakowatz 916.941.6792

SONS IN RETIREMENT

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

BIG SIR - Joe Giacomini

Our meeting today is being held on the birthday of a great storyteller and jokester. That BE me. All kidding aside, our summer is fading, and I am looking forward to the autumn season. The changing color of the trees is so beautiful this time of year. We all should take the time to enjoy this with our family and friends. Enjoy your last BBQ's while the weather holds out. (I still BBQ in the winter months.)

We also are celebrating Columbus Day in honor of Christopher Columbus discovering the Americas in 1492. We all use to go to parades when we were kids and have fun looking for sales at the big stores. Sears was big in my day and I loved to go there as a kid. I watched the beachball being suspended in mid-air by the vacuum cleaner and was fascinated by it. The good old days.

Before we know it, Thanksgiving and Christmas will be here. Do not forget about our Christmas get-together on Monday, December 10th. Mark it down; we want a great turnout. Fun for our ladies. Great prizes and a wonderful time for all. We always welcome any of your friends who would like to attend our Holiday party. We will be swearing in our new officers for the following year. Looking forward to seeing you all soon. Stay safe.

LITTLE SIR – Tim Irish

Speaking to us today will be Gabe Kirschner of Wild Things, Inc., a wildlife rescue foundation in Colfax. They provide a worldwide voice to wildlife by providing a permanent home for displaced, abused, abandoned or permanently injured wild and exotic animals. If we are lucky, Gabe will bring a few of his "friends" to the luncheon for us to see.

SIRinc President – Derek Southern

A message from SIRinc President – 6 September 2018

"One of the major responsibilities of your SIRinc Board is to plan for the future, not just for the coming year. To focus on this task I set up a Task Force to consider strategies to ensure the best possible future for the SIR organization. My instructions to the team were to consider all possibilities, so I expected a mix of obvious, as well as some controversial, recommendations and was not disappointed! A copy of the report has recently been circulated to the Board and Area Governors and is copied at the end of this message."

Note – The full text of the President Southern's message follows page 2 of the emailed Bulletin.

Sand Traps

by Terry Starkel, Golf Chair
SIR Branch 95 Results
2018 Tournaments:

September 4 – Empire Ranch

First: Terry Privott
Second: Bill Drummond
Third: Tie Malcolm Ramsay
Mike Wilke
Closest to pin: Mike Wilke
Longest Drive: Dan Link

September 11 – Diamond Oaks

First: Dennis Callahan
Second: Tim Irish
Closest to pin: Mike Wilke

September 18 – Wildhawk

First: Jay Guertin
Second: Tie Bill Yeager
Bob Carlson
Closest to pin: John Ashley

September 26 – Ancil Hoffman

First: Tim Irish
Second: Ron Waisner

Tournament coordinators:

- Empire Ranch – Terry Starkel
tstarkel2000@yahoo.com
- Mather/Diamond Oaks – Dennis Petersen
mrpetepetersen@aol.com
- Wildhawk – Kevin King
kmking00@gmail.com
- All others – Ken McCoy
mccoycocodog@aol.com



Palino Putters
by Dan Cockcroft
408-781-0714

Branch 95 Sirs play in EDHCSD Bocce Leagues. For information contact Dan.



by Dan Cockcroft - The "Big Dill"

For info on SIR's 95 Pickleball contact Dan at 408-781-0714.

SIR Branch 95 Golf

by Terry Starkel

September was an interesting month. We had our share of hot weather, a shotgun start, some low scores, some rounds with smaller than usual participants.

I would like to thank all of the tournament directors that work week after week to make things run smoothly. It doesn't always happen. I learned some lessons this month as well. From now on I will have copies of our course contracts in the black bag. At Ancil Hoffman we were all set to start off at 9:00 am only to learn that our tee time was set for 10:04. Since I did not have the contract with me, I did not know if the time had been changed on the contract and I had not noticed or if a mistake had been made.

The contract was correct, and our assigned tee time was for 9:00 am. If I had the contract with me I could have insisted that the contract be honored. I am still learning, and I will strive to do a better job in the future.

The Club Championship will be held in October:

Round 1 – Oct. 2 at Empire Ranch
Round 2 – Oct. 16 at Wildhawk
Round 3 – Oct. 25 at Turkey Creek

On Oct. 9, we will play Mather, but because the greens are being plugged, it is not a part of the Championship.

Biking Sirs

by Rich Christensen

Ride on Folsom trails – Contact
r_christensen@comcast.net

Branch 95 Bulletin Updates

Submit November Bulletin items by

Monday, November 5, 2018
SIR95Bulletin@jakowatz.net

Birthdays

October

Mike Bendel
Rick Butterworth
Joe Giacomini
Larry Keenan (PBS)
Kevin King
Rich Turoff (PBS)
Bob Woodford

Membership

by Mike Mohr,
Membership Chair

Current Active Membership – 87

Ω In Memoriam ∞

Ed (Edmund) Gupton
October 2, 2018 - Badge 34

Branch 95 Luncheon 2nd Monday of the Month

Empire Ranch Golf Club

1620 East Natoma Street
Folsom, CA 95630

Telephone 916.817.8107

www.empireranchgolfclub.com

Happy Hour 11:00 AM

Lunch 12:00 noon

TODAY'S LUNCH

LASAGNA – CHICKEN ALFREDO

CAESAR SALAD

GARLIC BREAD

Soda, Tea, Water & Coffee
included with lunch

Special diet?

Contact Joe, Tim or your Caller

SIR Websites

Branch 95

www.branch95sir.shutterfly.com

State SIR

www.sirinc.org

SIR Happenings

www.sirinc.org/sirhappenings/



A message from President Derek Southern
6 September 2018

One of the major responsibilities of your SIRinc Board is to plan for the future, not just for the coming year. To focus on this task I set up a Task Force to consider strategies to ensure the best possible future for the SIR organization. My instructions to the team were to consider all possibilities, so I expected a mix of obvious, as well as some controversial, recommendations and was not disappointed! A copy of the report has recently been circulated to the Board and Area Governors and is copied at the end of this message.

The Board will discuss the recommendations in detail at a Special Board Meeting on September 12th, but will **NOT VOTE** on any of the recommendations at that meeting, or on any Rule change that would follow from the proposals.

The Board will have 3 options for each of the proposals:

1. Recommend that the proposal be adopted
2. Recommend that the proposal be rejected
3. Recommend that the proposal be set aside for some time (a year perhaps) before it is considered again.

To adopt a proposal, both the Board, and a majority of the responding Branches (see below), must be in favor of the proposal. In those cases, the proposal will be presented at the October 30th Board Meeting for a final vote. Only then will the Rules Committee be authorized to propose any necessary Rule changes.

A draft of the proposals follows at the end of this message. I ask each Branch to review the proposals, probably at their next BEC meeting and make their opinions heard before the Board votes to authorize any changes. This message is sent to all Branch members who are listed in the State Roster This distribution is to ensure that even in the absence of a Big or Little Sir enough BEC members are prepared to discuss the proposals. Please discuss these proposals at your next BEC meeting and then report your Branch opinions via a survey link that will be sent to you separately. The deadline for responding will be October 16 which will give us (State) 2 weeks to review and collate the responses.

In order to manage the collection of opinions (only ONE official response per Branch, please!) I will create an online reporting form and send the link to each Branch. The advantage of doing this is that all responses are automatically entered into a database online, and the data can be exported as an Excel spreadsheet. The information can then be distributed before the Tuesday, October 30 regular Board Meeting.

The proposals have been classified into 5 sections and the proposal numbers are added in parentheses as follows:

1. Image (1-6)
2. Activities (7-8)
3. Member Relations (9-15)
4. Recruiting (16-17)
5. Rules (18-24)

It is important to remember there will be no change in the Rules until both the State Board AND a majority of the responding Branches have approved a proposal.

I want to thank the Task Force Members for their time and diligence in thinking about the Future of Sir and creating the list of proposals which follows. The team members are:

Ed Benson, Vice President and Team Leader
Craig Hoffhines, State Insurance Chairman
Jim Johnson, State Rules Chairman and Area Governor
Alan Melnicoe, State Legal Advisor
Dwight Sale, State Advisor
Dean Steichen, Chief Administrative Officer
Mark Stuart, Region One Director

Please address any questions or comments to me (derek.southern@gmail.com) with a copy to Ed Benson (ebensonbwa@aol.com).

I am looking forward to a fruitful meeting and, with your input, to a brighter future for SIR.

Sincerely

Derek Southern
President, SIRinc

Recommended Changes and their Rationale to Improve the Future of SIR – by The Future of SIR Task Force

Category/ Difficulty	Recommended Action	Rationale	Team Members' Recommendations
1. Image High	<p>Allow civic, education and health care volunteering – at Branch level with following provisions:</p> <ul style="list-style-type: none"> > SIR and it's Branches will not donate money to any cause > SIR will allow Branches to participate in volunteering for <ul style="list-style-type: none"> >> Civic Improvement, Education and Health Care provided: >>> Branch BEC approves actions as an activity >>> Volunteering does not include serving alcohol or putting the SIR in harm's way of any sort >>> If Branch BEC has any concern it must be discussed with the Insurance Committee 	<p>Younger members want to join organizations with a purpose. Volunteering will get SIR out in the community, in force, and allow us to be recognized</p> <p>Volunteering will generate free, credible publicity</p> <p><i>Bad idea. This violates one of our founding principles. We should not be in the business of supporting “worthy causes”. Such a practice is a “slippery slope” and can become a basis for major disagreement within a Branch and throughout SIR. Most members did not join to support some cause or agency. Asking them to support a cause that may not be of their choosing, is just asking for trouble.</i></p>	<p>Consensus reached with two notable nays out of seven task force members. Key objections stated in middle column in italics.</p> <p>Conditions:</p> <ul style="list-style-type: none"> > Set up a six month trial with three or four branches to gain experience. > Volunteer as groups of SIRs for greater impact. Not as single volunteers. > Approval form to be developed to ensure action complies with insurance coverage. > Other limits as specified in the recommendation
2. Image High	<p>Emphasize the name SIR in the recruiting process</p>	<p>To survive in the future we must appeal to a broader market of men. The word” retirement” is too limiting and anyway, it's a misnomer</p>	<p>Emphasize the name SIR when addressing potential recruits, and other recruiting opportunities. Revise State recruiting tools and encourage branches to revise banners and their recruiting tools.</p>

3. Image High	“What are We to potential New Member”, Activities or a Luncheon Organization, we need to redefine ourselves as an Activities Organization that also holds luncheons	We are a mens' social club, and the luncheon is one of the activities. Branch may have to restructure their luncheons to make them more enjoyable to members.	Fully agree with “We are SIR, the social club for men club
4. Image Easy	Strongly encourage Sirs when they are volunteering in the community as individuals to wear Sir apparel to bring recognition to what we do	An inexpensive way to show our communities that we make a difference.	Agreed, an excellent idea.
5. Image/Acts Easy	Increase women's involvement—encourage more coed activities and alliances with woman’s and other organizations. This broadens the reach and impact of SIR and enhances recruiting capabilities	Spouse/partner participation in Branch activities are a great boost for member attendance. Also, they refer many of their friend's spouses to SIR to get them more active. Alliances with woman's organizations will enhance recruiting markets for Branches	Agreed; the issue was previously identified. We need to reestablish how to make contacts with outside organizations.
6. Image Medium	Ensure SIR has and publicizes both an inward (Friends for Life) and outward facing purpose (SIR is THE mens' social group)	We need to better publicize out inward purpose, and get started working on our outward facing purpose if we hope to compete for younger members.	Agreed
7. Acts Easy	Encourage more educational activities – to stimulate members' mental health Work to build alliances with Community Colleges	A recent Branch 8 survey indicated that member of all ages want more educational opportunities. This is especially true with younger candidates for membership. Community Colleges educate thousands of men who are using their discretionary time to enjoy education.	Agreed, hand in hand with more physically active activities. Community Colleges would appear to be an excellent recruiting ground.

8. Acts Easy+	Encourage activities that build physical fitness – to improve member's physical well-being	Younger members want to build both physical and mental health.	Agreed, it's what the market seems to want.
9. MemRel Medium+	Allow branches to set their own attendance rules, if any. Those not changing retain the current “five meeting” rule	Younger members want more flexibility than the traditional monthly scheduled luncheon. If a member participates in activities and doesn't want to come to lunch, why should we force him?	Agreement. provided branch has the flexibility to serve its needs. One member's concerns expressed below: <i>I fear removing this rule removes the central event which makes us an organization (SIR). We could just become a golf group or a bowling group, etc.</i>
10. MemRel Easy	Eliminate inactive and emeritus status – to allow those missing meetings to remain SIR members	This makes for a more flexible organization and allows those with long term commitments or illness to attend meetings and activities if able. It also clears the significant insurance liability of inactive members attending activities	Vote was 6 to 1 for approval of this action. The negative vote was concerned that those with long term illnesses would be summarily removed as members.
11 MemRel Medium-	Build flexible membership to accommodate those with child and elder care responsibilities – to maintain them as members as they deal with time consuming and sometimes difficult roles	This goes hand in hand with eliminating the five meeting rule. Sure, participation is one of the SIR expectations of members, but if one is unable to participate for a period of time why penalize him if he wants to remain a Sir?	With the demise of inactive and emeritus status, branches need to be flexible in how they deal with those who cannot attend meetings, e.g continuation of bulletins, waiver of dues, etc.

<p>12. MemRel Easy+</p>	<p>Conduct regular member surveys – to better meet member needs and reduce/eliminate unnecessary branch turnover – develop a “standard” SIR survey, analyze it centrally and provide feedback to the branch.</p>	<p>We need to ensure member's are enjoying the SIR experience. Surveys are the best means to do this, but many branches lack the capability. The State needs to build a cadre of survey savvy members to assist branches that do not have internal survey capability</p>	<p>Agreed, G&M to begin work to bring member survey assistance to branches that are unable to perform surveys themselves.</p>
<p>13. MemRel High</p>	<p>Better match our ethnic mix with that of the community recruited.</p>	<p>This will broaden our markets, over time, and younger members and candidates will expect it of us.</p>	<p>Agreement that a policy statement to this affect will be addressed by SIR</p>
<p>14. MemRel Medium</p>	<p>Watch what we charge our members – be frugal – to ensure SIR is affordable Consider less expensive alternatives to the formal monthly luncheon</p>	<p>We are likely to lose membership if our costs (especially luncheons) continue to rise. Do we really need a full meal at all our luncheons?</p>	<p>Agreed, encourage Branches to be creative in reducing member expenses.</p>
<p>15. MemRel Easy</p>	<p>Aggressively tap into “younger” members' capabilities – to better utilize them to move SIR forward</p>	<p>Recruiting volunteers and leaders from newer and especially younger member is much easier than recruiting older members</p>	<p>Strongly recommend that branches term out directors after three years unless participating in a succession program to gain branch leadership experience. Fill openings with younger members to get their perspective at the BEC-level.</p>
<p>16. Recruit Medium</p>	<p>Significantly reduce the words retirement, senior and other ageist language from our external communications – to eliminate emotionally charged and unappreciated terms</p>	<p>We can't use words with negative connotation and expect them to resonate with recruits.</p>	<p>Agreement, a policy to be undertaken. At least one member felt the ageist terms were not a big deal.</p>

17. Recruit Medium	Work to find the “men just sitting at home” Stress the “Making Friends for Life” aspect of SIR – to attract men interested in rebuilding their social networks	Social health is critical to the well-being of “mature” men, and many men are sitting home depressed. They are a ready made market for us, and we must reach them with our message.	Agreed, we need to be even more creative in figuring out how to do this.
18. Rules Medium	Allow more flexibility at the branch level – to simplify their operations and define the minimum requirements that need to be met	Branches resent unsolicited advice, and most want to run their own show. They should have the flexibility to do so.	State needs to develop draft statement regarding what it expects from branches. Branches need to form a task force to draft a statement of what they expects from the State.
19. Rules Medium	Clarify rules – to streamline the way SIR does business	Rules reflect and mirror the culture of SIR. We badly need an update to show we are serious about culture change	Agreed.
20. Rules Medium-	Refrain from wasting resources on failing branches that do not want to or can't improve (force merger or shutdown), instead help branches that want to improve and look at opening new ones in good opportunity cities	Agreed upon recommendation from Project 2016, but not effectively implemented.	Agreed, implement it.
21. Rules Medium-	Strongly recommend mandatory dues across entire organization to provide branches with monies to take steps to improve the branch, implement their branch plan and more, also provides that all members have “skin in the game”	We believe that mandatory dues are the way to go; however, such an edict flies in the face of giving the branches more flexibility.	Agreement, strongly recommend mandatory dues, but have branches justify non-implementation annually, in writing to the President.

22. Rules Medium+	Build more flexibility into our rules and guidelines – to meet the expectations of younger members and allow Branches to be more responsive to their markets	Younger members do not react well to regimentation Branches need flexibility to respond to their recruiting markets and community	Agreement, a policy to be followed when reviewing rules.
23. Rules Medium-	Give Chairmen of key State Committees a greater voice to the State Board. The original suggestion was to consider placing the Chairmen on the Board; however, since they are Presidential appointees, a President could use this to “pack” the Board.	This idea has been floated before in Project 2016; however at that time we had ten Region Directors on the Board and it was thought that could be unwieldy.	Agree with adopting plans to give them a greater voice. Encourage them to participate.
24. Rules Medium	Long Term Business Plan, as a Corporate Business we need to define an organizational plan for next 3, 5, 10 years that all future State Boards work towards to complete and this plan would be presented and explained to all Branches leadership each year.	A business plan is unlikely to be able to be written covering a ten year horizon. An attempt at a three year plan would be potentially useful.	Agreed, let's try to develop a three year plan.

EEB/August 26, 2018