



February 2023 NEWSLETTER

Big Sir: Rich Serpa
Little Sir: Jeff Libby
Secretary: Terry Lawler
Asst Secretary: Jim Powell, Jr
Treasurer: Dick Campbell
Asst Treasurer: Ron Killian

Meets 3rd Thursday of each month at
**Our Lady of the Pines, Haran Hall 26750
 Tiger Creek Rd, Pioneer, CA 95666**

Social Hour: 10:30 AM
 Luncheon Meeting: 11:30 AM

Board of Directors

Ron Burns, Jack Magee, Jeff Libby,
 Rich Serpa, Rick Brown, Ken Regnier

State SIR Officers

President Dave Gonzales
 Area 9 Rep Mike Coombs

Branch 15 Website: https://sirinc2.org/public_html/branch15/

State Sir Website: <http://sirinc.org>

Attendance	Rich Serpa	Asst. Attendance	Rick Brown
Bulletin	Terry Lawler	Recognition	(OPEN)
Sunshine	Jack Magee	Chaplin	Jaime Garcia
Auditing	(OPEN)	Asst. Membership	Jeff Libby
Bowling	Doug Swint	Golf	Rod Simpson
Membership	Rich Serpa	Beverages	Dave Jones
Special Events	Mike Coombs/Jack Magee	Promotions	(OPEN)
RAMP	Ron Burns	Roster	Jim Powell, Jr.

“Pearce Report” – Ramblings of the Big Sir

Quite often when I meet a prospective new member or mention SIR they inevitably ask. “What’s a Sir?” Well, according to our State Organization we’re a Retired Men’s Social Luncheon Group. California calls us an independent nonprofit corporation. That means we’re required to have officers and a Board of Directors responsible for the management of our finances. All that’s fine and good except I prefer to think of us as more of a family. We have members who have been SIRS anywhere from 6 months to 23 years. That’s probably more time than some of us are able to spend with our actual families. We celebrate birthdays, anniversaries, console our sick and mourn those that have departed.

But, like any organization we do have our problems. It is my job as Big Sir to inform you that the State of Our Union could certainly be much better. Most of our problems can be addressed simply by more members taking on the responsibility to help out occasionally. Most of us are military veterans where “volunteering” was a dirty word. But being a part of a nonprofit organization only works if we have volunteers to spread the load, making it easier and more rewarding for all of us.

Currently our officers are filling two or more positions. At our recent election we elected three new officers who ran unopposed. Eventually, we’ll get to a point where this won’t be sustainable. No one will want to be an officer, either because they burn out or the job

is too time consuming. Other branches have been forced to close because they were unable to get anyone to volunteer to run them. It could easily happen here. So, as we approach our branch's 25th Anniversary please be the one who steps up. Just start simple, come 30 minutes early to help set-up. Stay 30 minutes late to help take down. Load or unload bar supplies or hand out name tags. Just get involved!!!

Contributing is part of the solution and very rewarding. I don't want to see our family forced to close. Just food for thought.

WOULD LIKE TO IMPROVE OUR NEWSLETTER

Do any of you have any articles you'd like to publish (non-political, non-religious), jokes, cartoons, recipes, local history, hobbies, any subjects of interest. Submit articles for review to: RLserpa@comcast.net before the 10 th of the month.

From Little SIR:

Lunch Menu Mexican this month

Enchilada Pie
Sour Cream
Spanish Rice
Beans
Spring Salad
Bread Pudding

Guest Speaker for February:

Gibson, Restaurant owner and Engineer

January SIR 15 birthdays:

Leonard Erickson, Steve Frias, Ronald Killian, Albert McConnell, Rod Simpson, John Wagner and Raymond Waugh, Terry Lawler

January and February Up Country SIR Branch #15 Anniversaries:

Bob Bonilla 1 year
Robert Mena 1 year
Rick Brown 4 years
Gary Fredrickson 4 years
Michael Cutter 5 years
Douglas Beecroft 7 years
Dave Kear 7 years
Albert McConnell 7 years
Jim Summers 7 years
Charles Gurnari 8 years
Christopher Wolpert 8 years

Gary Messer 9 years
Robert Leary 10 years
Ed Nunnally 15 years
Ken Regnier 16 years
John Sondeno 19 years
Dave Crocker 23 years
Darrell Cummings 23 years

January and February Up Country SIR Branch #15 Birthdays:

Leonard Erickson Terry Lawler Steve Frias Ron Killian Albert McConnell
Rod Simpson John Wagner Raymond Waugh Thomas Akeman
Garrett Anderson Douglas Beecroft Donald Davis Dan Fogg
Roger Goetsch Dave Martin Rich Serpa Scott Thomas Christopher Wolpert

SIR Activities

SIR's Golf Schedule for 2023

March 9, 2023 Start 9am
April 27, 2023 Start 9am
May 11, 2023 Start 8am
June 8, 2023 Start 8am
July 13, 2023 Start 8am
August 10, 2023 Start 8am
September 14, 2023 Start 8am
October 12, 2023 Start 9am
November 9, 2023 Start 9am
December 14, 2023 Start 9am

**Note: Check in time is 8am to 8:30 for 9am start,
and 7am to 7:30am for 8am start.
Let Dan Borges know one week in advance if you wish to play.
borgesranch@softcom.net or 209-601-8762**

Bowling news

Bowling is currently way and has 7 weeks left in this league but a new league will be forming in August. The league has bowlers from SIR Branch 96 and our Branch so there is bragging wrights here, see Doug Swint for more information.

From the State offices of SIR

Ways to Attract new members, presented by a small Branch that is growing

Circulation: Branch Webmasters, Big Sirs, Little Sirs, Membership Directors (or other title), Other interested Sirs (with your help), and State officers

If you missed the great presentation by Sir Kevin King (a 2-year Big Sir for Branch 95) the video and Powerpoint are available on the State website. Click on the image below to go there directly. If you don't see the image, please click on "Images are not displayed. Display images below" link at the top of the message.

Welcome to SIR!

Attracting New Members

Your branch can attract new members each month. Kevin King explains how Branch 95 does it. His presentation slides are [here](#). The presentation video is [here](#). Webmaster resources are [here](#).



Branch 95 was very successful in 2022, growing 27% from 70 - 89 members. Past Big Sir and current webmaster Kevin King lead a discussion of how his branch uses print media, sandwich boards, and other tools in conjunction with his branch's website to attract new members. He also had a few examples of tools that other branches deploy as well as SIR-branded marketing resources that he shared with us.

If your branch uses these kinds of marketing tools to attract members that you wish to share, please email a copy or a photo to kmking00@gmail.com