

ACTIVITIES COORDINATOR OR COMMITTEE

It is given that the number of activities indicates a vibrant branch. We even ask about activities and Activities Coordinator on the branch assessment questionnaire.

We have a known list of 75 SIR activities from other branches. About ten of them are State and Area activities. In reviewing a sample Area, each of the healthy and growing branches has over 30 activities. A stable branch has 20 activities. Several Branches which have only a few activities have recruitment and retention concerns.

A healthy branch plan ought to aim for at least 10 branch activities, in addition to State and Area activities. To do this, an Activity Coordinator is necessary. A sample Branch Activity Coordinator Objective is in this document.

Even a few participants can enjoy their activity by cooperating with other Branches in an Area Activity.

Branch Activity Coordinator Objectives

The Activity Coordinator should be a BEC Director, or have a Director as Co-Coordinator.

Objectives:

- I- Coordinate branch activities for maximum participation within the membership.
 - A- Encourage scheduling for least interference with other SIR activities.
 - B- Encourage participation through Newsletter articles, Monthly Luncheon Meeting announcements and while attending branch activities.
- II- Communicate matters of interest to Executive Committee and Activity Chairmen.
- III- Assist Members in Waiting to become involved in branch activities.
- IV- Encourage and assist in development of new branch activities.
 - A- Review State SIR Happenings for different activities—offer in newsletter to obtain interest of members
 - B- Contact prospective members for a starter meeting to choose a contact person for the group. A small group might invite other branches to form an Area activity.
 - C- Prepare an Activity Plan”, submit to Executive Committee for approval.
 - D. Develop a Job Description for each Activity Chairman.
 - E. Encourage small interest groups to develop an Area Activity.
 - F. If another branch has space in an activity such as bridge, promote in the Newsletter.
- V- Organize an annual Branch Activity Chairmen Recognition Breakfast
- VI- Participate in coaching other Branches for expanding activities by encouraging a yearly meeting of all Branch Activity Coordinators in the Area.

Promoting branch activities with new member prospects

- I- On receipt of application form and interest survey copies, contact applicant
 - A- Discuss getting involved in current Branch and Area activities.
 - 1- Contact activity chairmen for those activities of interest to applicant
 - B- Ascertain interest in activities not being offered by branch.
 - 1- Discuss list of activity ideas on the Application Form.
 - 2- Discuss applicant interest in helping get new activities started, either in Branch or Area..
- II Coordinate with New Member Relations Committee during periodic new member review meetings.

W. Schick 20090226

RECRUITMENT COMMITTEE

Many branches remain stable by Internal Recruiting--each member looking for friends or contacts. Internal recruiting is natural but needs regular support with SIRcards and SIRbrochures and Ideas That Work. Multiple Sponsors should be recognized.

In talking with a number of branches, the most basic recruiting techniques are being reinvented repeatedly. (SIR Cards are an almost universal re-invention). A Big Sir retires, and a tool he used disappears. Then a few years later, the technique is started again. Recruitment should be institutionalized, with a standing committee and records, to prevent the loss of continuity. Good methods should be continued over the years, not just during one person's year of service. A BEC Director should Chair or Co Chair the committee.

Such a committee would also promote External Recruiting. They must work with other Area branches to recruit newly retired men by promotion at Senior Centers, Golf Desks, and other organizations. This coordination is necessary so a handful of branches do not compete with each other for bulletin board or brochure space., leading to a ban of all branches by the organization. The Area effort should be divided up among the branches, but meeting with other branches must coordinate this periodically. The Area Governor should appoint an Area Publicity and Recruitment Chair to help him with this effort.

Branch Recruitment Committee Objectives

This standing committee should be chaired or co-chaired by a BEC Director.

Objectives:

To publicize SIR and recruit new members with emphasis on publicity to newly retired men by improving Internal Recruitment and External Recruitment.

Set an annual goal for new guests based on guest to member conversion success.

- I. Internal Recruitment provides tools to individual members for person-to-person guest recruitment.
 - a. SIRcards should be available to every member to carry in their wallets. These are generic with blanks to write in member names and phone numbers.
 - b. SIRbrochures with branch contact information are available to members for mailing with their cards or taking to their churches or other personal organizations.
 - c. The Publicity Chair would inform local papers of individual Sir achievements and of branch events of local interest.
- II. External Recruitment is cooperation with other Area Branches to promote SIR in other local organizations. This is to prevent organizations banning competing branches.
 - a. Area Brochures and holders can be placed at Golf Desks, Senior Center Desks, Bowling Alleys, Bocce Courts, etc.
 - b. The cooperating branches can make area presentations to Schools and College retired teachers/professors using SIR 1.0 PowerPoint and brochures. Presentations can be made to women's groups as they may wish to have some free time when their husbands are at SIR activities.
 - c. Increase Area awareness to professional and other organizations to reach their newly retired men.
- III. Communicate matters of interest and results of recruitment periodically to BEC.
- IV. Prepare an Activity Plan, submit to BEC for approval, and keep records of minutes and results in a binder for future committees.

MEMBER RELATIONS COMMITTEE

We hear sad recitals where a new member was left alone, got dissatisfied and resigned. One branch eventually gets 50% new members from all guests. But they lost 30% of the new members within two years. 100 guests = 35 new members that stay. Can this conversion rate be improved with attention to guests and new members?

Guests and new members should be tenderly cared for, and especially the unsponsored guest who visits from external recruitment effort.

Member Relations should be institutionalized, with a standing committee and records, to prevent the loss of continuity. A BEC Director should Chair or Co Chair the committee.

TheMRC committee should review the entire Guest to Luncheon to Application to Orientation of Inductee-hand holding process. They would coordinate with the Activity Coordinator and Recruitment Committee every six months, a new member focus meeting can be held to hear of new ideas, accolades, and complaints. New activities might be suggested

Branch Member Relations Committee

This standing committee should be chaired or co-chaired by a BEC Director.

Objectives:

To improve, communicate and monitor the orientation and integration of new members from the point of their being a guest until they have completed six months of active membership.

Goals are to improve the guest's first-time experience, to improve guest to member conversion ratios, to reduce the turnover of new members.

- I. Maintain a list of volunteers who would sponsor an unsponsored guest, or would be a buddy for a sponsored new member once a year. This list can be from past BEC members and activity chairs who would volunteer if personally asked.
- II. Provide individual orientation to applicants.
- III. Break up cliques by providing a two-month new member/sponsor/buddy table arrangement for involving new members with several existing members and their induction mates. At the third month, they would go alternately with their sponsor and buddy to sit with their friends.
- IV. Hold a semi-annual review of new members, having the Big Sir and Activity Coordinator included in presentations and discussions.
- V. Survey guests, applicants who decided not to join, new members from the past 12 months, and members who become inactive or resign. We should determine their impressions of the branch strengths and opportunities for improvement.
- VI. Work with Recruitment Committee to implement actions for identified problem areas.
- VII. Assign tasks or projects to new members or new member teams to hasten their integration into the branch.

Area Activity & Publicity Committee 2012-01-02

Governors have responsibilities that consume their free time. Appointing a Sir to aid them in promoting activities and growing Tri-Functions within branches would give their leadership positive results. This Chair or Committee will also aid in Area-Wide Recruitment.

The Area A&P committee coordinates the external recruitment of branches in the Area, to support internal recruitment within branches, and to document and encourage use of new tools for Publicity, Recruitment, Activities, and Member Relations within the Branches of the Area. The Area A&P committee will support continuity of good practices for SIR vitality. The Area Governor appoints the Area Activity & Publicity Chair and Co-Chair annually.

They will maintain the Area Branch Activities list and the Area Contact Roster, samples shown on following pages.

They encourage Area communications by organizing annual Area Round Tables for exchange of ideas among Key Function Branch Chairs and Editors. The Area A&P can support other Area interests such as shared Other Branch Activities, Race Days, Sports Days and Barbecues. They shall also report and support tools that work to increase Branch Vitality.

The Area A&P encourages individual branches to use SIR Cards, Brochures, and Car Stickers in various ways. Each branch should name a Publicity and/or Recruitment Chair to work within the branch and with Area Publicity. The Area A&P team will place Area SIR Brochure holders at city senior centers and at other suitable locations where newly retired men or their wives may visit.

Activities at Other Branches

Activities help vitalize the SIR experience, and make SIR more attractive to prospective members that might not Golf or Bowling. Some Areas share all activities across all branches. Other Areas give contacts for activities that welcome any Sir, space being available. A sample contact list is below. Each Branch can promote the activities that they do not have in their own branch, Just like Area Fishing, Area Pool, and Area Bowling to give their members a broader activity experience.

Note that © indicates couples activities—bring your guest.

Astronomy	2 nd Mon	Larry Lange	254-6281
Bocce ©	Each Fri	Bob Barnes	686-0106
Book Club	Call	Bill Agar	837-2871
Book Exchange	2 nd Mon	Ed Benson	943-7011
Breakfast	Call	Philip Magen	256-6548
Comp Training	Call	Lo McCarthy	935-3939
Cook Group	Call	Ed Benson	943-7011
Crab Feed	Call Spring	Ken Peterson	439-5448
Crab Feed	Call Spring	Philip Magen	256-6548
Cribbage	1&3 Wed	Herb Hellsten	686-6398
Digital Photo	3 rd Fri	Pump Pumphrey	682-2188
Dine In ©	Call	Ron Cassano	944-1238
Dine Out ©	Call	Don Wesdorf	228-2484
Dine Out ©	Call	Dick Socolich	3763090
Explore & Eat	3 rd Fri	Ron Smith	314-3066
Explore & Eat	Call	John Pearl	934-6920
Fishing ©	Call	Craig Walton	937-4876
Golf 9 Hole	Each Wed	Stan Johnson	938-7016
Hiking ©	Last Tues	Ray Tenzer	820-4744
Historical ©	Call	Rich Sjoberg	254-1661
Model Railroad	Call	Ted Westphal	283-5467
Poker	8 Groups	Walt Schick	934-0656
Dine Out Guys	1 st Tues	Don Atwater	673-1669
Dine Out Guys	Call	Mal Hendry	838-1158
Stamps	Call	Rich Sjoberg	254-1661
Walkers ©	Each Thurs	John Hayes	938-5376
Walkers ©	Each Tues	Lyle Deck	254-3829
Woodworking	Call	Gary Plisco	939-2483
Write Your Biography	Call	Roger Sperling	933-5588

Notes: Most activities have space for additional Sirs. Some may have only a few available. Others may not have space, but would welcome a visitor one time so they could observe how the activity is organize to use in their own branch.

Even if you have a similar activity in your branch, perhaps the day listed is better for one of your members. You can remove your branch activities from this list, as your newsletter has details about your branch activity. If your list of activities is small, just add them to this list for a full calendar and still have your note in your newsletter. You can have a sign-up poster in your luncheon registration area. This table is in two-column format.

Area Contact Rosters

The Area Roster expands the list of officers in the State Roster. This and Area Round Tables encourage communication and exchange of ideas among Branches. We include Area Activity contacts as well as Editors, Webmasters, Travel and Key Function Chairs. Branches without Key Functions can use the Little Sir for contact.

SIR Area 2 Contact Roster 2011

Send Changes to

No.	Position	Name	Tele.	E-mail Address
6	Regional Director	Dean Steichen, Br 8	820-3573	djsteich@comcast.net
2	Area Governor	Ron Smith, Br 8	314-3066	resmith62@aol.com
	Area Publicity & Recruitment	Walt Schick, Br 8	934-0656	walterschick@astound.net
	Bowling	Lloyd West, Br 19	228-9037	sirdragon@earthlink.net
	* Computer & Tech CoChr	Derek Southern, Br 8	253-1646	dereksouthern@gmail.com
	* Computer & Tech CoChr	Phil Goff, Br 116	820-3573	philgoff@yahoo.com
	Fishing	Karl Droese, Br 171	376-0468	kdroese@comcast.net
	Golf	Jim Willey, Br 19	689-3199	jemhwilley@astound.net
	Speakers Exchange	John Roebuck, Br 19	685-8764	-
	Table Pool	Bill Weinberg, Br 146	682-0962	billw@astound.net
	Travel	Bob Spellman Br 146	934-8428	bobnjo@astound.net
	Website Development	Dean Steichen, Br 8	820-3573	djsteich@comcast.net
8	Big Sir	Derek Southern	253-1646	dereksouthern@gmail.com
	Little Sir	Gary Plisco	939-2483	gnplisco@astound.net
	Secretary	Erland Persson	932-5328	erland.p@comcast.net
	Treasurer	Leo Barrella	933-2372	leojudyph@sbcglobal.net
	Email Contact	Jim Sowell	939-4670	sowell4jim@aol.com
	* Co-Newsletter Editor	Jim Pumphrey	682-2188	pumpfree@yahoo.com
	* Co-Newsletter Editor	Dan Weller	935-5510	dweller@astound.net
	* Co-Newsletter Editor	Alan Ensign	820-8974	ane65@comcast.net
	* Co-Newsletter Editor	Ekk Keller	685-1505	ekkeller@astound.net
	Member Relations Chair	Ed Benson	943-7011	ebensonbwa@aql.com
	Membership Secretary	Bill Barnard	939-8927	nbbarnard94598@gmail.com
	Attendance Secretary	Bill Peterson	676-5295	wpete333@comcast.net
	Web Master	Bill Hunter	947-6947	wkhbill@pacbell.net
	Web Master, Activities	Derek Southern	253-1646	dereksouthern@gmail.com
	Activities Chairman	Mike Long	930-8401	patmikelong@astound.net
	Recruitment Chair			
	Publicity			-
	Travel Chairman	Bob Hagler	934-7620	bob.hagler@sbcglobal.net
19	Big Sir	Milton Momita	673-1334	miltonmomita@comcast.net
	Little Sir	George Garcia	934-8631	gmgarcia@astound.net
	Secretary	Duane Deonigi	825-0523	ddeonigi@astound.net
	Treasurer	Bill Schoonover	672-1376	bbillo33@sbcglobal.net



Devoted to the promotion of independence and the dignity of retirement

Activities such as Golf and Fishing are also **AREA and STATEwide**, so our circle of friendship widens. Many of our activities include guests and **COUPLES**. "O" is open to other branches, space available.

1st Tuesday	Rossmoor #81	925-256-9879	1st Wednesday	Moraga #171	925-377-5880
1st Thursday	Concord #19	925-429-3777	2nd Monday	Concord #8	925-901-4826
2nd Thursday	Pleasant Hill #146	925-943-5851	2nd Wednesday	Moraga #174	925-
3rd Monday	Walnut Creek #116	925-806-8874			

Activity	Br 8	Br 19	Br 81	Br 116	Br 146	Br 171	Br 174
Antique Cars							
Astronomy	XO						
Backgammon							
Band							
<u>Barbecue Couples</u>	X						
<u>Barbecue Couples Area</u>							
Barbershop Quartet						X	X
<u>Baseball Day Couples State</u>	X	X	X	X	X	X	X
<u>Basketball Day Couples State</u>	X	X	X	X	X	X	X
Beer Tasting	X						
Biking							
Book Club	XO			X			
Book Swap	X	X			X		
<u>Bocce Ball Couples Area</u>	XO				X	X	X
<u>Bowling Area</u>	XO	XO	X		XO	XO	XO
Bowling, Lawn							
Breakfast Club			XO				
Brewing							
<u>Bridge Couples</u>	X				X		
Bridge Duplicate	X			X	X	X	X
<u>Bridge Dup Area</u>	X			X	X		
<u>Bridge Rubber Basics</u>	X						
Bridge Rubber	X			X	X	X	X
<u>Bridge Rubber Area 2</u>	X				X	X	X
<u>Bridge Traveling Couples</u>							
Chess							
Chorus	X				X		
Coins							
<u>Computers & Tech Area 2 Couples</u>	X	X	X	X	X	X	X
Computer Training					XO		
Cooking Group Shared	XO						
Cooking One Man Host					X		
Crab Feed			XO				
Cribbage	XO				X		
<u>Dancing Couples</u>	X						
Digital Photography Area 2	XO				X		
<u>Dinner-Dances Couples</u>					X		
<u>Dine In Couples</u>	XO				XO		
<u>Dine Out Couples</u>	X	X	X	X	X	X	X

Activity	Br 8	Br 19	Br 81	Br 116	Br 146	Br 171	Br 174
Dominoes	XO					X	
Economic Research							
Explore & Eat Couples	XO				X		
Fishing Area 2 Couples	X	X	X	X	X	X	X
Football State Couples	X	X	X	X	X	X	X
Game Night Couples					X		
Gardening					X	X	X
Genealogy							
Gin Rummy							
Gold Panning							
Golf Couples					X		
Golf 9-Hole	XO	XO		X	X	X	X
Golf 18-Hole	X	X		X	X	X	X
Golf 3-day Overnight Couples	X				X		
Golf Home to Home Area							
Guys Dine Out					X		
Harmonica					X		
Hikers Couples	XO			XO			
Historical Interest						XO	XO
Horseshoes						X	X
Investment Area 2	XO	XO	XO	XO	XO	XO	XO
Jazz Sacramento State Couples	X	X	X	X	X	X	X
Ladies Day Couples	X	X	X	X	X	X	X
Let's Dine Out Couples	X	X		X	X		
Model Railroad						XO	XO
PickleBall			X				
Pinochle						X	X
Poker	XO			X	X	X	X
Pool-Billiards Area 2	XO	XO	XO	XO	XO	XO	XO
Racing Day State Couples	XO				XO		
Radio Amateur State						X	X
Single Sirs Dine Out (ROMEO)	XO				XO		
Softball							
Stamps						XO	XO
Tennis						XO	XO
Theatre Couples					XO		
Travel Couples	XO	XO	XO	XO	XO	XO	XO
Walkers Couples	XO			XO	XO	XO	XO
Wine Finders Couples	X						
Wine Tasting Couples	X			X	X	X	X
Woodworking	XO					XO	XO
Writing Your Biography	XO					XO	XO