



# The Chanticleer

New 159 website - [www.branch159.sirinc2.org](http://www.branch159.sirinc2.org)

Program : **Jonathan Lopez of Fresno City Fire Dept**

Date August 11, 2022

Place Pardini's Restaurant  
2257 W. Shaw Avenue

Social Hour 11:00 AM

Luncheon: 12 Noon  
\$18 per person

## Activities Calendar for **AUGUST**

Date	Event	Contact
AUGUST 1-8-15-22-29	Whitmer's Warriors Golf	Steve Chase
AUGUST 4-10-18-25	SIR Golf	Duke Marshall
AUGUST 17	Dine Out Night	Gary Smith
AUGUST 2-9-16-23-30	SIRS Bowling	Duke Marshall
<b>AUGUST 11</b>	<b>SIRs Luncheon</b>	<b>Pete Openshaw (RSVP)</b>
AUGUST TBD	History Roundtable	Gary Lemaster
AUGUST 3-10-17-24-31	9 Hole Golf	Charlie Barrett
AUGUST 12-26	Pinochle	Duke Marshall
AUGUST 17	Cigars	Bob Moore
AUGUST 11	Book Exchange	Paul Gabrielson

### Sons In Retirement, Inc Branch 159 Financial

Month: July 2022

<b>Beginning Balance (Checking + Cash)</b>		\$11,994.34
<b>Expenses</b>	\$	1,872.47
		<b>\$10,121.87</b>
<b>Revenues</b>	\$	1,596.00
<b>Month Ending Balance (Checking + Cash)</b>		<b>\$11,717.87</b>
	\$	-
<b>TOTAL</b>		<b>\$11,717.87</b>

Checking \$11,267.87+ Cash Drawer \$450.00 = \$12,160.14

**Net Gain / Loss** **(\$276.47)**

Submitted by Brian Nicholson - Treasurer

## NOTES FROM THE BIG SIR

Greetings Fellow Sirs,

When I became BIG SIR I remember thinking that this year would go by fast, and it has. Which reminds me of three things an elderly wise man told me when I was much younger.

1. Time goes by much quicker as we get older.
2. In later life our weekly schedule revolves around our doctor appointments.
3. Politics never gets better.

Well, I've been a SIR now for eight years and I must admit that the time has gone by much too fast. Luckily for me my health has kept me out of the doctor's office, with the exception of my dermatologist. And yes, politics never seems to get better.

So, to make the best of your time come join your fellow sir members for lunch on the second Thursday of each month. Just listening to the stories and humor of Perry Huffman and Terry Byrne are well worth the trip to Pardinis. Plus, we still have three venues of golf each week along with Tuesday bowling and spirited card games headed by Duke Marshall. Doctor appointments and politics are not in the SIR handbook, so I have no suggestions to address numbers 2 & 3.

So, Happy August. Let's hope we don't break last year's record of 60 plus days this summer of 100 degree heat.

Yours truly,

Stuart Poytress  
BIG SIR



## AMENDMENT 1

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.



Dedicated to enriching the lives of our members through fun activities, luncheons and events while making Friends for Life

Hello Sir's and Happy August

Well, we've made it past half of 2022, and it's unbelievable how quickly time flies. I've been reflecting how enjoyable life is, especially with all of the distractions and negativity that we encounter on a daily basis, wars, fires, mass shootings, floods etc.

This brings me to the real point I'd like to relay to everyone, and that is we're blessed to live the lives that we do, in a place like we do where we can be associated with an organization like SIR INC.

I've been a SIR for about 5 year's, and honestly can't recall when I didn't look forward to meeting up and playing our weekly golf tournaments. Seems as though each week I meet someone that I hadn't met before. Most are good guy's, after the same as everyone else, good golf, good times, with a bit of good ol' ribbing. I sure hope it's not too late for me to start taking care of my body, because I want to enjoy this game for many years to come. I've finally come to grips with the fact that unless I start taking golf lessons (again) I'm as good as I'll ever be.

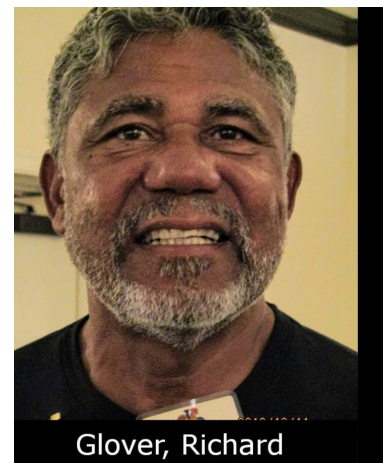
Anyhow, I wish all of you golfers the best of luck next week as we begin the first of three tournaments to determine individual club champions. FYI, the August luncheon speaker will be Jonathan Lopez of Fresno City Fire Dept.

Richard Glover

Little Sir - Branch 159

golffdog@comcast.net

559-286-6250



Glover, Richard

**AS I WATCHED THE DOG CHASING HIS TAIL, I THOUGHT DOGS ARE EASILY AMUSED. THEN I REALIZED I WAS WATCHING THE DOG CHASE HIS TAIL.**



SIR Minutes of Branch 159 Executive Committee  
July 14, 2022

The meeting opened at 10:17 am at Pardini's Restaurant. BEC officers present were Big Sir Stuart Poytress, Little Sir Rich Glover, Treasurer Brian Nicholson, Assistant Treasurer Steve Chase, Assistant Secretary Brett Bayley. Directors present were John Crawford(2022), Javier Rodriguez(2023), Jerry Brady(2024) and Mark Isonio(2024). Brett Bayley proclaimed a quorum was present(9 of 12).

Next, a review of the June 9, 2022 meeting minutes was conducted. Steve Chase moved that the minutes be approved and Jerry Brady seconded the motion. The minutes were approved unanimously.

It was reported that "callers" had submitted their reports and we have ordered 90 lunches for today's meeting.

Little Sir Rich Glover announced that today's program will be Joe Bencivengo, formerly of the Treasury Department.

Next, the Monthly Cash Report(Form 28) was reviewed. Treasurer Brian Nicholson reported there was an 8 person credit from Pardini's due to an overbilling in June and we had an ending cash balance of \$11,194. Steve Chase moved the report be approved and Jerry Brady seconded the motion. The report was approved unanimously.

In regard to membership information, John Crawford reviewed the June 2022 Membership Report and noted that today would be our 327th SIR159 meeting. John reviewed the Membership Report(Form 27) and indicated we would be inducting two new members today...James Bowman and Bill Eigenman. After a termination of 1 member we now have 187 members at the end of June 2022. Steve Chase moved and Brett Bayley seconded the motion that the membership reports be accepted. There was unanimous approval. In concert with his membership reports, John Crawford reiterated his desire to step down after having served for eight years. He will graciously remain "on the job" until his successor is named.

**[Continue on Page 5 ]**

[Continued from Page 4]

SIR Minutes of Branch 159 Executive Committee  
July 14, 2022

Under Old Business, Big Sir Stuart Poytress indicated that there were several members who, for various reasons, would be unable to enjoy the New York Style Steak to be offered at the previously approved special luncheon in October. It was decided that salmon would be an acceptable alternative for those so choosing. This will be finalized with Pardini's as the time approaches.

Big Sir Stuart Poytress also indicated that Pardini's would be closed for remodeling from February through April of 2023. He indicated Bruce Corwin was in contact with Piccadilly's (next door) as an alternative for the SIR159 luncheons.

Next on the agenda was a general discussion concerning some recruiting ideas. The recommendations included recruiting banners and brochures at our golf tournaments, flyers at Bluff Point and Valley Golf Centers, representatives from the Branch speaking to the Fresno County Employees Retirement Group and similar organizations. Big Sir Stuart Poytress indicated he would follow-up on this.

Next on the agenda was the need to determine microphone time during the meeting. Duke Marshall, Steve Chase and Fred Martinez would like to address the group.

The meeting was adjourned at 10:47am.

Secretaries Robert Scott and Brett Bayley

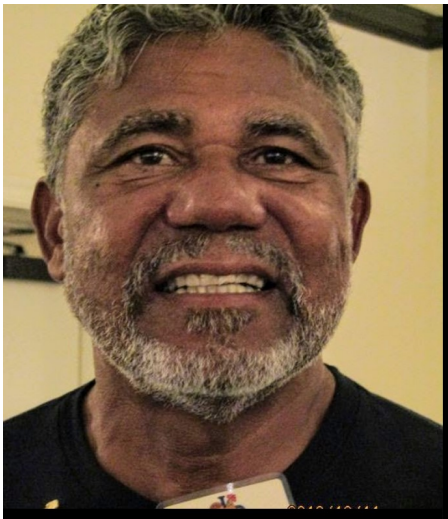
A wife, being the romantic sort, sent her husband a text: "If you are sleeping, send me your dreams. If you are laughing, send me your smile. If you are eating, send me a bite. If you are drinking send me a sip. If you are crying, send me your tears. I love you!" The husband, typically non-romantic, replied: "I am on the toilet. Please advise."

**I WENT LINE DANCING  
LAST NIGHT.  
WELL, IT WAS  
A ROADSIDE  
SOBRIETY TEST...  
SAME THING.**

Told my wife I wanted  
to be cremated. She  
made me an  
appointment for  
Tuesday.

**SIR BOARD NOMINATIONS FOR 2023**

**TO BE VOTED ON AT THE AUGUST LUNCHEON**



**Glover, Richard**



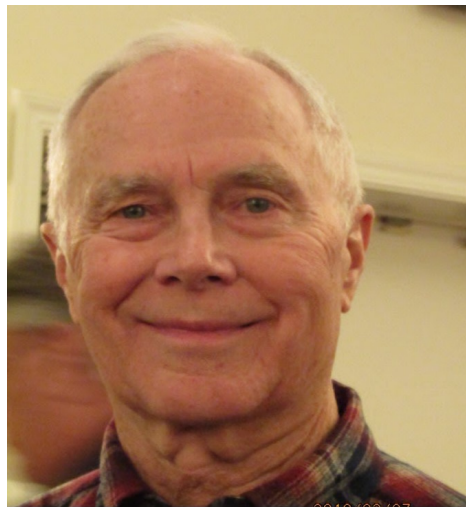
**Elliott, Garry**



**Crawford, John**



**Chase, Steve**



**Scott, Robert**



**Openshaw, Pete**



**Nicholson, Brian**



**Bayley, Brett**



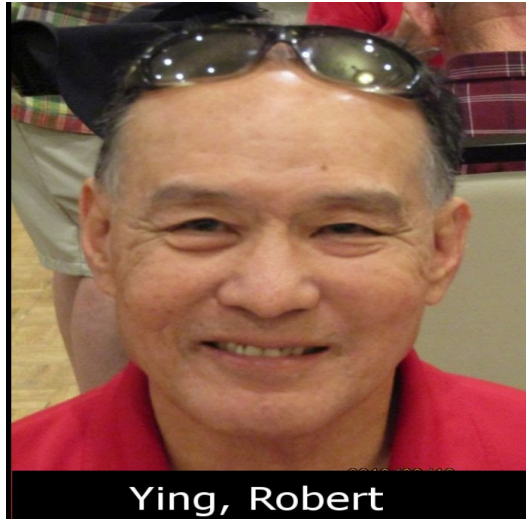
**Briceno, John**

SIR BOARD NOMINATIONS FOR 2023

TO BE VOTED ON AT THE AUGUST LUNCHEON



Brady, Jerry



Ying, Robert



Isonio, Mark



Conrad, Russ

I don't think the therapist is supposed to say "wow," that many times in your first session but here we are.

**It's been a bit of a strange day!  
First I found a hat full of money.  
Then I was chased by an angry man with a guitar...**



I went to the grocery store and they now have a parking spot for Fat guys that like to grill. That's so considerate.

## Branch 159 Officers, Directors

### 2022 BRANCH OFFICERS

<b>BIG SIR:</b> Stuart Poytress	559-298-4323
<b>LITTLE SIR:</b> Rich Glover	559-286-6250
SECRETARY: Robert Scott	559-696-2158
ASST. SECRETARY: Brett Bayley	619-507-0357
TREASURER: Brian Nicholson	559-285-8928
ASST. TREASURER: Steve Chase	559-252-2600

### 2022 BRANCH DIRECTORS

John Crawford [2022]	559-779-2484
Thomas Simpson (2022)	559-432-2787
Javier Rodriquez (2023)	559-706-1989
Roger McEvoy [2023]	559-905-7362
Mark Isonio [2024]	559-916-1540
Jerry Brady [2024]	559-325-3049

## 2022 BRANCH SUPPORT PERSONEL

ATTENDANCE : Robert Ying	559-289-4548
CHAPLIN: Charles Barrett	559-439-8338
HISTORIAN: Gary Becker	559-251-7408
LIBRARIAN: Paul Gabrielson	559-269-2030
MEMBERSHIP : John Crawford	559-779-2484
MEMBER RELATIONS: Bob Moore	559-322-6909
NEWSLETTER: Fred Martinez	559-365-4123
ROOSTER: Gary Morgan	559-277-1249
SUNSHINE: Charles Barrett	559-439-8388
TELEPHONE CALLERS: Pete Openshaw	559-674-7211
WEB MASTER: Gary Morgan	559-277-1249

## 9 HOLE GOLF

“Hey! Charlie Barrett here to remind you about how very pleasant (and inexpensive) it is to stroll (or ride) around nine holes of golf at Airways on a fall morning. It is positively charming, satisfying, and wholesomely relaxing (unless you chunk every swing like I do).

“Join us! The boys moved it up to 9:30 each Wednesday morning of the year, to give us a bit more time in the clubhouse. Affordable golf with invaluable wholesomeness, a doable pace, and priceless camaraderie.

“I will see you there!”

## WHITMER'S WARRIORS

Whitmer's Warriors is a group of people that play golf on Monday. Although it is officially a SIR event, it is open to anyone that wants to join us. On any given Monday we will have twenty or so players, and there is always room for more. I send out an email telling everyone where we will play and what our tee time is. If you would like to be added to my email list just email me and it will be done.

Steve Chase





**MEMBERSHIP REPORT**  
Fresno Branch #159, June 9, 2022

**ALL DATA AS END OF MAY,**  
New Members Inducted: 1  
Terminated: 0  
Members: 186

Branch 159  
Meeting # 326rd

New Member (7)      Net Membership Change (-22)      Year Beginning Ref # (208) on 1/1/2022

**Members to be Terminated**

#154 – Edward Antenucci – Wish to Resign

**New Members to be Inducted pending BEC Approval**

#12 – William Owens      Sponsor -    #102 Gerald Peloian

#57 – Shane Carroll      #30 Steve Beveridge

**Candidates approved by board to be “sworn in” when they attend their next Luncheon**

#86 – Christopher Anderson      Sponsor:    Reg Salsman

Respectfully Submitted by:

John Crawford  
Membership Chairman

**2022 August Anniversaries**

**Wife Nickname First Last**

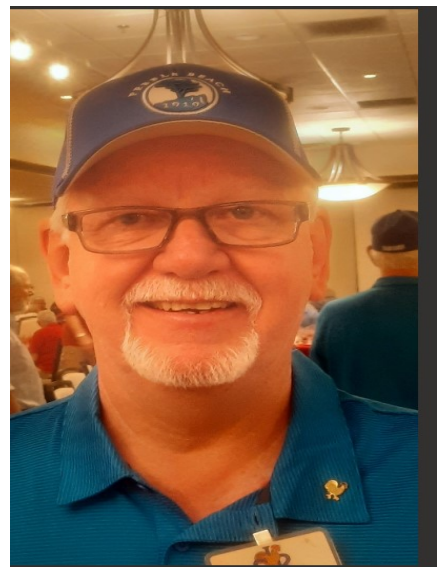
- Kathy Chris Christopher Anderson
- Deborah Brett Bayley
- Berdie Ed Beier
- Lillian Harry Buchaklian
- Dianne Bill DeMarinis
- Mary Paul Gabrielson
- Monica Dana Hamparzoomian
- Sue Bill William Hedman
- Patty Joe Joseph Huizar
- Sue Mike Kilijian
- Nancy Bill Leavitt
- Janis Duke Joseph Marshall
- Joyce Gary McCrea
- Lisa Kenny Melkonian
- Jean Brian Nicholson
- Kay David Samarco
- Charlene Dale Samuelian
- Carol Lynn Streit
- Jodi John Volkman
- Denise Steve Whitehead

**August 2022 Birthdays**

**Nickname First Last**

- Jim James Bowman
- Dwaine Chambers
- Doug Duke
- Bob Robert Hudson
- Perry Huffman
- Mark Isonio
- David Johnson
- Mike Kilijian
- Bob Robert Knebel
- Russell Manfredo
- Peter Openshaw
- Tom Thomas Simpson
- Bob Robert Stenberg
- John Volkman
- Ron Ronald Wilson
- Jim Wilson II

**NEW MEMBER**



**SHANE CARROLL**

## NEWS from your Golfing Community

The dog days of August are here. Cooler temperatures are somewhere in the future, maybe another six weeks in the future. I know the heat will subside. In the meantime we continue with our 8 AM shot gun starts in hopes of finishing the round before we melt or have a melt-down. Our last Branch championship of the year is the individuals starting at Riverside, then Sunnyside and finishing at Eagle Springs. No special sign up is needed you simply must play all three rounds to be in the championship.

We began the past month at Belmont CC where we played an Individual flighted stroke play match. In flight 1 **James Branton** took honors by shooting a 1 over net 73 and in flight 2 **Brian Nicholson** also had a net 73. **Garry Elliott** took flight 3 also with a net 73 in a tie break with Rick Ransom & Martin Beza, while the low net of the day went to flight 4 winner, **Jerry Brady** with a sterling 5 under net 67. The two closest to the pin winners were **Richard Neilson**, 2'7" and guest **Ruben Rocha with a hole in one!** Sorry Mike Williamson with a 1'5" shot. Moving in town to Airways was next for a round for a game of 4Man 2BB. The team of **Russ Anderson, Larry Hendrickson, Rich Neilson and Steve Chase** took the field shooting a 25 under par net 113. In the mean time **Bill Sanders**, 2'7" and **Gary Morgan**, 11'0" captured the closest to the pin holes. **However on the non rooster par 3, #5 hole from 142 yards with his trusty 8 iron, Russ Anderson sunk a hole in one.** That is two hole-in-ones in two weeks. Next we moved north to Ridge Creek in Dinuba for a 4Man scramble. The team of **Russ Conrad, Dana Hamparzoomian, Bill Scharbach and Alex Ramirez** headed the field with a net of 48.6. The closest to the pin holes went to **Bob Moore**, 2'3" and **Stan Scott**, 5'3".

We finished the month by traveling to Lemoore for a game called Cha Cha, Cha where the team of **Javier, Rodriguez, Dana Hamparzoomian, Garry Elliot and Bill Leavitt** won the day with a net 18 under par 130. Closest to the pins went to **Robert Ying**, 5'3" and **Gary Lemaster**, 26'5". The August monthly chairman is **Jeff Boatman, 287-9570, hyball22@sbcglobal.net**. He will be assisted by Fred Martinez.

Once again I would like to thank **Gary Morgan** for serving as the past monthly chairman and all of you that have volunteered to serve our golf club as monthly chairmen and assistants. Without your help this club could not function as smoothly as it does.

Duke Marshall  
Sir 159 GC Chairman

## JULY GOLF SCHEDULE

4-AUGUST	Thurs.	Riverside GC 275-5900	08:00 AM SG	Individual	\$ 38
10-AUGUST	Wed	Madera G&CC 674-2682	08:00 AM SG	2MBB	\$ 50
18-AUGUST	Thurs.	Madera Muni 675-3504	08:00 AM SG	2M Scramble	\$ 44
25-AUGUST	Thurs.	Sunnyside CC 255-6817	08:30 AM SG	4M2BB	\$ 78

## **From the Lanes in JULY**

We are currently bowling on Tuesday starting at 1:00 PM. We would love to see Rich Lewis, Dana Hamparzoomian, Joe Huizar, Dan Pitta, Dale Samuelian, James Noriega and Tom Simpson back out on the lanes with us. In addition of course all you new SIRs come out and join us in some fun. Plan to arrive by 12:45 for warm up time and to get set up. We are charged the veteran's rate which keeps the cost at \$10.50 for the 3 games. We are rolling now. It certainly would be nice to see more bowlers on the lanes with us. Everyone can check up on us by visiting the bowling page of Sir 159's website. Below is a short table of who had the best scores in July. When bowling we roll scratch games and a series, 3 games total. There is also a handicapping category for each of us. We use the difference between one's average and 240. We use 240 because that is what the Sir State Bowling organization is using. Nothing like a little friendly competition between friends. I have heard there are a few bowlers in our new members. Check the up to date statistics that are posted to the SIR 159 website on the bowling page, as well as the next bowling date. We invite any and all SIR members to come join us – Tuesday, afternoons, @1 PM at Bowlero Lanes (formerly Sierra Lanes) at the corner of Blackstone & Sierra. Anyone interested, please contact Duke Marshall @ 447-5388 or just show up and we will get you started. Hope to see you there. July's top scoring week for week.

Yesterday July 27th, Ed Beier and I traveled north to Concord where we participated in the annual SIR State Bowling Tournament. This years Flight A champion is from Fresno Branch 159, **Sir Ed Beier**. Other results had not yet ben finalized.

**In the year since covid here is our best for the past year. If you notice one fellow dominate the stats it is rightly so. However half way through a new challenger began making noise and moving into position to make a run at the leader. What does the 2022-2023 year hold. Maybe a "Rocky 5" on the lanes with Sirs.**

**2021-22 Best**

**After Covid lay off**

**Hi Avg. Ed Beier 197**

**Hi Avg. 2nd Hector Leyva 184**

**Hi Scratch Series Ed Beier 727**

**Hi Scratch Series 2nd Reg Salsman 678**

**Hi Scratch Game Ed Beier 300**

**Hi Scratch Game 2nd Reg Salsman 254**

**Hi Hdcp Series Ed Beier 883**

**Hi Hdcp Series Ed Beier 883**

**Hi Hdcp Series 2nd Reg Salsman 843**

**Hi Hdcp Game Ed Beier 352**

**Hi Hdcp Game 2nd Duke Marshall 324**

**Most improved Ed Beier 30 up**

**Most improved 2nd Jim Link 21 up**

**Most improved 3rd Alan Barton 19 up**

## Bowling scores in JULY

<u>DATE</u>	<u>NAME</u>	<u>SCORE</u>
07/05/22	High Scratch Series	Reg Salsman 676
	High Scratch Game	Ed Beier 256
	High Handicap Series	Jim Link 790
	High Handicap Game	Duke Marshall 249
07/12/22	High Scratch Series	Ed Beier 702/256
	High Scratch Game	Duke Marshall 212
	High Handicap Series	Jim Link 736
	High Handicap Game	Alan Barton 250
07/19/22	High Scratch Series	Reg Salsman 667/253
	High Scratch Game	Ed Beier 249
	High Handicap Series	Jim Link 680
	High Handicap Game	Duke Marshall 235
07/26/22	High Scratch Series	Reg Salsman 631/215
	High Scratch Game	Ed Beier 212
	High Handicap Series	Steve Bevrige 751
	High Handicap Game	Duke Marshall 254

## PINOCHLE NEWS

We are down to only four players, myself, Carl Merz, Steve Chase and stepping into the fire first timer Jeff Shahbazian. We met at Carl's house and played a game as we taught Jeff the ins & outs on June 16th. The team of Steve & Jeff suffered a setback on the day after staging a late rally only to fall short to Carl & Duke. It is great time to be able to get a game going. If you would like to learn; we can teach you. If you or your significant other would like to join drop me an email @ [DukMarshal@aol.com](mailto:DukMarshal@aol.com). The pinochle group has met on every 2nd and 4th Fridays of the month, 1 to 3:30 pm and meet at Carl's place 47 Fairbanks in Sanger. If you would like to join, call me at 447-5388 for more information. When playing double deck partners we manage to get in one game to 500 and if we have three players single deck cut-throat to 100 allows for three games. Just about everyone comes out a winner on the month. Wives and SOs are invited to join in. We currently have 4 Sirs members in our group along with 3 guests. More are welcome. Surely there is a Navy or Air Force vet amongst all the new members who learned to play while in service. Contact me, **Duke Marshall @ 447-5388** if you would like to join us. We need more pinochle players!



Fellow Golfers,

Attached is the announcement for the final State golf event of the year which will be held at the Blue Rock Springs golf courses in Vallejo. The event will be held on September 14th and 15th. This is a 2 day event but if a golfer wants, they can play either of the days or both. I'd ask that you take a look at the attached flyer for additional information as well as the State golf website at [www.sirgolf.org](http://www.sirgolf.org). This event is open to all SIR members, their wives or significant other, and invited guests.

Many Thanks,

Mark Stuart, 2022 SIR State Golf Committee Chair

## GOLF'S NEW RULES: STROKE AND DISTANCE

A new Local Rule provides an alternative to stroke-and-distance relief for a ball that is lost outside a penalty area or out of bounds, effective January 1, 2019.

### BALL OUT OF BOUNDS



### LOST BALL



If the Local Rule is in effect, you can still take stroke-and-distance relief, but you now have the following additional option that comes with a penalty of two strokes:

**A** DETERMINE SPOT where your ball went out of bounds (left diagram) or is likely to be lost (right diagram).

**B** FIND NEAREST FAIRWAY EDGE no closer to the hole.

**C** DROP YOUR BALL IN SHADED AREA as defined on one side by a line from the hole through point A and on the other side by a line from the hole through point B, and not nearer the hole. The relief area is extended on both sides by two club-lengths.

This Local Rule is not intended for higher levels of play, such as professional or elite amateur level competitions.

RCA USGA

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PLAY ONE DAY OR BOTH,

DAY 1 - \$ 60, DAY 2 - \$60, BOTH DAYS - \$120

# 2022 SIR Fall Golf Classic

**MEMBER & GUEST TOURNAMENT  
LADIES - NO HANDICAP REQUIRED!**

**Blue Rock Springs West  
Blue Rock Springs East  
Vallejo, CA**

**Wednesday & Thursday  
September 14<sup>th</sup> & 15<sup>th</sup>**

**"PLAY ONE OR BOTH DAYS"**

**8:00AM shotgun start both  
days**

**Entry fee includes green fee, cart, range  
balls & prize fund both days**

**Have a non-golfing spouse?**

**Check out all the nearby  
activities [Click Here!](#)**

**Applications at [www.sirgolf.org](http://www.sirgolf.org)**

**Your Hosts: Jim Gurke, John  
Harrison, Pete Morelli, Mark Stuart**

**SIR members and men guests must  
have an established NCGA index.**

## **Men's Program**

Day 1 – 4 Men's Team - 2  
Best Ball (net) Play with a  
foursome of your choice  
or we place you on a  
team

Day 2 – Men's Scramble  
Play with a foursome of  
your choice or we will  
place you on a team

Closest to pin contests on  
both days! Front & Back  
nines.

## **Women's Program**

Day 1 – 4 Women Team - 2  
Best Ball (net) Play with a  
foursome of your choice or  
we will place you on a team

Day 2 – Women's Scramble  
Play with a foursome of your  
choice or we will place you  
on a team

Closest to pin contests on  
both days! Front & Back nines.

Dine Out

Join us at The 7  
**'SEVEN'**

August 17<sup>th</sup>, 2022

25 Shaw @ Minnewawa

Clovis-9312 93412

Arrival time 5:30 6:00 time to order

Hosted by Alex & Patty Ramirez

Please *RSVP* by 08/15/2022

Alex or Patty at home 291-4133

Alex's cell 978-3400

Alex's e-mail [losramz@comcast.net](mailto:losramz@comcast.net)





## What is the SIR Brand?

Why are we talking about the SIR brand? Well, there are two ways we can get new members. First, our members can go out and invite people to join SIR. Second, we can put some “breadcrumbs” out in the public so people will follow them and find us. Marketing folks call that second method “branding.” Branding includes both an image and a message. For example, Target stores are recognized by their logo, the red and white bull’s eye, and their message, “Expect More. Pay Less.” SIR State has hired a marketing consultant several years ago to help develop the SIR brand. The SIR brand includes the new SIR logo and a series of messages about what SIR is and does. Let’s first look at the new logo. The rooster has been modernized and the banner below it propagates the message that SIR is about “Social Activities for Men.” You may have noticed that the phrase, “Sons in Retirement” no longer appears in the logo. In fact, the new brand completely de-emphasizes the corporate name. The reason for this is that many SIR members and potential members are not retired, and even if they are, they don’t like the emphasis on retirement. Today we just call our organization SIR. The brand includes more than just the logo. To create a memorable brand that is consistent throughout the state, the brand includes certain shapes, colors, fonts, and messages that appeal to our target audience of younger (50+) men. You will notice the SIR brand style in our new brochures, golf rack cards, and luncheon invitation cards. An example of using the SIR brand is shown in the following image of a potential poster or lawn sign. This poster uses the new SIR logo, two of the SIR colors (red and blue), font, a triangle, and several SIR messages: Social Activities for Men, Enrich Your Life! Be Socially, Physically and Mentally Active. Although not used in this example, the most important and complete SIR message is embodied in the SIR mission: enrich the lives of its members through fun activities, luncheons and events while making friends for life.



## SIR Mission Statement

The mission of SIR is to improve the lives of our members through fun activities and events - while making Friends for Life.



When two-term State SIR President Ed Benson was in office, he made several changes in order to change the public perception. The 3rd image became the new logo; the wording below it reflected a change in moving away from “retirement” to “Social Activities for Men.”

An artist designed the new logo; the old “skewered” rooster was designated as the SIR symbol.

President Benson liked the idea of recognizing branch volunteers so he proclaimed May as the “Volunteer Recognition Month.” To that point a new pin was made with the words, “I’m Doing My Part.”

During the early stages of Covid-19, Sir Lee Moy affixed a pandemic mask onto the rooster. Ed liked it so much he sent a memo to branches allowing them to use it if they wish. Several branches placed this modified logo upon their newsletters.

### **BEC**

#### **Branch Executive Committee**

All branches are constantly needing staff to conduct business. The BEC is comprised of a Big Sir, Little Sir, Treasurer, Secretary, and Membership. Larger branches also have Assistant Secretary as well as an Assistant Treasurer. Non-voting members include Chairmen.