

The Chanticleer

LUNCH: Date September 14, 2023

Place : Pardini's

2257 W. Shaw Ave.

Social Hour 11:00 AM

Luncheon: 12 Noon

\$20 per person

New 159 website - www.branch159.sirinc2.org

Program :

Activities Calendar for SEPTEMBER

Date	Event	Contact
SEPT. 4-11-18-25	Whitmer's Warriors Golf	Brian Nickolson
SEPT. 7-13-21-28	SIR Golf	Brian Nickolson
SEPT. 13	Dine Out Night	Bruce Corwin
SEPT. 5-12-19-26	SIRS Bowling	Duke Marshall
SEPT. 14	SIRs Luncheon	Pete Openshaw
SEPT. 6-13-20-27	9 Hole Golf	Charlie Barrett
SEPT. 13	Cigars	Bob Moore
SEPT. 14	Book Exchange	Paul Gabrielson

Sons In Retirement, Inc Branch 159 Financial

	Month:	Aug-23
Beginning Balance (Checking + Cash)		\$7,111.23
Expenses		<u>\$2,073.92</u>
		\$5,037.31
Revenues		<u>\$1,980.03</u>
Month Ending Balance (Checking + Cash)		\$7,017.34
	\$	-
TOTAL		\$7,017.34
Checking \$6567.34+ Cash Drawer \$450.00 = \$7,917.34		
Net Gain / Loss		(\$93.89)

Submitted by Bruce Corwin - Treasurer

NOTES FROM THE BIG SIR



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

Greetings Roosters, Happy September and Labor Day:

Regarding the issue of women allowed to join SIR INC as full members, the official directive from the Sir State Board is that 73 branch replies showed that only 14% voted yes. Sir State Board voted to discontinue any further action or discussion to revise our bylaws to allow any women in SIR.

Your Branch Executive Committee (BEC) has approved the 2024 Board members as follows: Big Sir-Steve Chase, Little Sir-Mike Parker, Secretary-Robert Scott, Asst Secretary-Brett Bayley, Treasurer-Garry Elliott, Asst Treasurer-Kieth Lovgren, 2024 Director-Jerry Brady, 2024 Director-Mark Isonio, 2025 Director-Russ Conrad, 2025 Director-Robert Ying, 2026 Director-Pete Openshaw, 2026 Director-Butch Evans. Please join me in welcoming and thanking your 2024 Board for stepping up to fill these crucial positions!

Well, we're just about three quarters through 2023, where has it gone! I'm certainly looking forward to the end of summer, along with cooler weather. If you have someone who would be a good speaker, contact Little Sir, Steve Chase and let him know. Please let me know if you learn of any member who becomes ill, or is in need of some sort of assistance so that help can be provided as necessary.

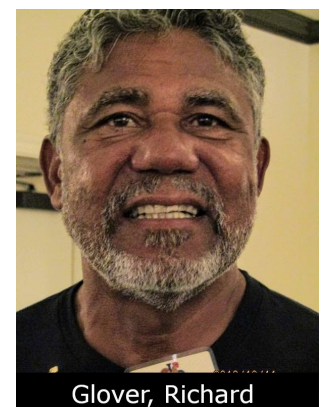
Our next luncheon will be Sept 14, 12 noon at Pardini's. If you are not contacted by a caller, please notify Pete Openshaw, so that an accurate head count can be obtained. Also, if you have any thoughts, ideas or concerns, let me know so I can address them and or present them to the board for any appropriate action or consideration.

Be well,

Richard Glover-Big Sir - Branch 159

559-286-6250

Richglover72@gmail.com



Glover, Richard

NOTES FROM THE LITTLE SIR

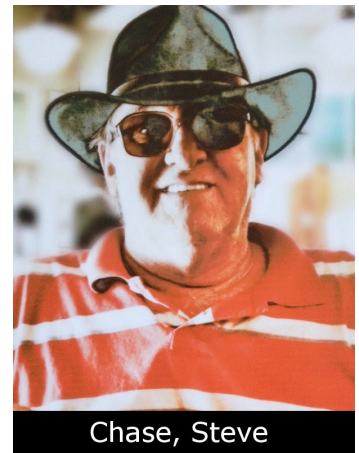


Greetings my friends,

Here we are in September and I, for one, look forward to cooler weather. In truth the summer hasn't been too bad. My problem was recovering from medical problems kept me inside too long and I just didn't manage to acclimate to the heat. I've played golf the last couple of Mondays when it really wasn't that hot but it wore me out. Enough about me.

At the luncheon this month instead of a speaker we will have a "Joke Fest". Bring your best joke and make your friends laugh. I really wanted to do a sing along but didn't have the people to do it. When I was at Clovis Masonic Lodge we had an older lady that played the piano and loved doing sing along's and everyone enjoyed it. There is something about doing an activity as a community that is fun and rewarding. I hope many will bring joke and make up laugh.

That's all for now friends,
Steve Chase



Chase, Steve

SIR Minutes of Branch 159 Executive Committee

August 10, 2023

The meeting opened at 10:15 am at Pardini's Restaurant. BEC officers present were Little Sir Steve Chase, Treasurer Bruce Corwin, Assistant Treasurer Garry Elliott, Assistant Secretary Brett Bayley, and Secretary Robert Scott. Directors present were Jerry Brady (2024), Mark Isonio (2024), Russ Conrad (2025), and Robert Ying (2025). Steve Chase proclaimed we had a quorum (9 of 12) and opened the meeting.

Next, a review of the July, 2023 meeting minutes was conducted. Bruce Corwin moved that the minutes be approved, and Brett Bayley seconded the motion. The minutes were approved unanimously.

Based upon inquiries during the calls to members, we expect 100 attendees at our luncheon today.

It was then announced that Toni Tinoco, the Assistant Regional Director of the High Speed Rail Project in our area, would be our program for today. Melissa Flores, who is with the Rail Authority, would also assist with the program. They will be presenting information about the current and future high speed rail projects.

Next, the Monthly Cash Report (Form 28) was reviewed. Treasurer Bruce Corwin reported the financial activities during July 2023 involved several items. In regard to General Accounts, we received \$180 from the 50/50 funds, and paid our state board assessment of \$346. The Custodial showed the receipts for our July luncheon were \$1,720, and the luncheon expense was \$1,950. Consequently, the cash balance at the end of July was \$7,111.23. Garry Elliott moved that the report be approved, and Russ Conrad seconded the motion. The report was approved unanimously.

In regard to membership information, it was stated we now have 170 active members. However, we have four new members to be inducted into our organization. We also learned that today will be the 341st meeting of our branch. Bruce Corwin moved that the Membership Report be approved, and Jerry Brady seconded the motion. There was unanimous approval.

CONTINUE ON PAGE 5

SIR Minutes of Branch 159 Executive Committee

August 10, 2023

Bruce Corwin then announced that during our luncheon, the election of officers would be conducted. The following is the list of the proposed 2024 Branch 159 board members.

Big SIR Steve Chase

Little SIR Mike Parker

Secretary Robert Scott

Assistant Secretary Brett Bayley

Treasurer Garry Elliott

Assistant Treasurer Keith Lovgren

2024 Director Jerry Brady

2024 Director Mark Isonio

2025 Director Russ Conrad

2025 Director Robert Ying

2026 Director Pete Openshaw

2026 Director Butch Evans

The final action concerned microphone time at today's luncheon. It was determined that Fred Martinez and Brian Nicholson wanted to address the group.

There being no other business, the meeting was adjourned at 10:22 am.

Secretaries Robert Scott and Brett Bayley

SEPTEMBER GOLF SCHEDULE

09/07/23	Thurs.	Madera Muni GC	675-3504	8:00 AM	SG	\$48.00	Individual
09/13/23	Wed.	Airways GC	291-6254	8:00 AM	SG	\$32.00	2ManBB
09/21/23	Thurs.	Dragonfly GC	432-3020	8:00 AM	SG	\$54.00	Scramble
09/28/23	Thurs.	Eagle Springs GC	325-8900	8:00 AM	TT	\$ 70.00	4M2BB

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.

Brian Nicholson

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!"

Branch 159 Officers, Directors

2023 BRANCH OFFICERS

BIG SIR: Rich Glover 559-286-6250
LITTLE SIR: Steve Chase 559-252-2600
SECRETARY: Robert Scott 559-696-2158
ASST.SECRETARY: Brett Bayley 619-507-0357
TREASURER: Bruce Corwin 916-934-6161
ASST.TREASURER: Garry Elliott 559-349-5783
ASST.TREASURER: Keith Lovgren 559-930-0662

2023 BRANCH DIRECTORS

Russ Conrad [2023] 559-917-1199
Robert Ying (2023) 559-289-4548
John Briceno (2023) 559-395-4330
Mark Isonio [2024] 559-916-1540
Jerry Brady [2024] 559-325-3049
Pete Openshaw [2023] 559-674-7211

2023 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 : Bruce Evans 559-271-2024
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



MEMBERSHIP REPORT
Fresno Branch #159, July, 2023

<u>ALL DATA AS END OF</u>	<u>June</u>	
New Members Inducted:	0	Branch 159
Terminated:	0	Meeting # 339th
Members:	174	

New Members (9) Terminated (-22) Year Beginning Ref #, (190) on 1/1/2023

Members to be Terminated

1. Carlos Fernandez #72
2. David Johnson #109
3. Don Reitz #10

New Members to be Inducted pending BEC Approval

1. Tim J McGuinn Sponsor: Michael Parker #111
2. Dennis Martin Sponsor: Bob Price #121

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

1. NONE

New Members Inducted at May Luncheon:

1. NONE

Comments:

Respectfully Submitted by:

Fred Martinez - Membership Chairman
Butch Evans - Membership Data Manager

NEWS from Your Golfing Community

On August 3rd with temperatures maxing out at 91 we were at Riverside GC with 47 golfers for an Individual Flighted event. It was also the first of three rounds for the Club Championship. Flight 1 was won by **Russ Anderson** in a tie breaker over two other players with a net 71, Flight 2 was won by Robert Mattson also by a tie breaker with a net 73, Flight 3 was won by **Bill Scharbach** by 1 stroke with a net 69, and Flight 4 was won by **Rick Ransom** by 1 stroke with a net 71. The closest to the pin on Hole #5 was **Gary Morgan** at 3 feet 8 inches and on #11 **Butch Evans** was closest at 1 foot 6 inches. The low gross for the day was a 78 shot by **Mike McGuire**, Russ Conrad's guest.

On August 9th with temperatures maxing out at 96 we were at Madera Golf & CC with 40 golfers for a 2ManBB event. It was also the second round of our Club Championship. The team of **Mike Castle and John Briceno** won by 2 strokes with a net 61. The closest to the pin on hole # 8 was **Brian Nicholson** at 5 feet 2 inches and on hole 16 **Brett Bayley** was closest at 5 feet even. The low gross for the day was a 78 shot by **Russ Anderson**.

On August 17th with temperatures maxing out at 105 we were at Madera Muni with 26 golfers for a 2Man Flighted Scramble event. Flight 1 was won by **Stuart Poytress & Javier Rodriguez** in a tie breaker with a net 61.2. Flight 2 was won by **Mike Parker & Bob Mattson** by 1.6 strokes with a net 63.5. The closest to the pin on Hole #6 was **Roger McCoy** at 6 feet even and on #15 **Javier Rodriguez** was closest at 7 feet 8 inches.

On August 24th with temperatures maxing out at 100 we were at Sunnyside CC with 48 golfers for a 4Man2BB event. It was also the final round of our Club Championship. The team of **Stuart Poytress, Richard Glover, Robert Ying, and Gregg Gephart** won by 1 stroke with a net 127. The closest to the pin on Hole #6 was **Richard Glover** at 6 feet 11 inches and on #1 **Ken Chancey** was closest at 20 feet 2 inches. The low gross for the day was an 82 shot by **Javier Rodriguez**.

***** CLUB CHAMPIONSHIP RESULTS *****

JAVIER RODRIGUEZ won the 3-round LOW GROSS championship by 6 strokes

NEWS from Your Golfing Community

***** CLUB CHAMPIONSHIP RESULTS *****

JAVIER RODRIGUEZ won the 3-round LOW GROSS championship by 6 strokes with a total score of 243.

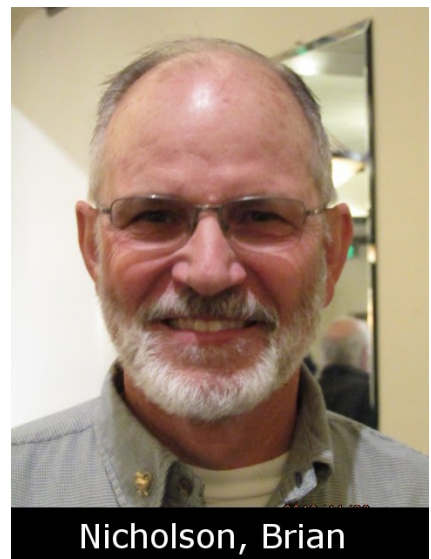
MIKE DAVIS won the 3-round LOW NET championship by 3 strokes with a total score of 215.

On August 31st with temperatures maxing out at 100 we were at Pheasant Run GC with 23 golfers for a Novelty that is a Flighted 3 Clubs & a Putter event plus some other unique elements. Flight 1 was won by **Fred Martinez** by 1 stroke with a net 66 and Flight 2 was won by **Gary Smith** by 4 strokes with a net 64. The closest to the pin on Hole #4 was **Walt Plachta** at 8 feet 8 inches and on #17 **Brian Nicholson** was closest at 10 feet 7 inches. **Fred Martinez** also had the lowest net score with a 79.

***** PLAYER OF THE YEAR STANDINGS *****

With only four events to go in September the race is very close. **Fred Martinez** is leading with 319 points. **Bob Mattson** trails by 3 points and last years winner, **Russ Anderson**, trails by 6 points. With four events remaining in September there are as many as 44 points available should any of them come in first place in all four events.

Brian Nicholson
Golf Chairman
SIR 159 GOLF



Nicholson, Brian

Golf Flashes From SIR State for Area 19 (NOT Area 51)

Gentlemen,

In the Team Sir State Championship the team of Russ Anderson, Bob Mattson, Rick Ransom and Jeff Boatman finished in 6th place out of 55 teams. The team of Russ Conrad, Garry Elliott, Bill Scharbach, & and Pete Openshaw finished in 18th place while the team of Mike Moyle, Loren LeBaron, Butch Evans, and Carl Merz finished in 27th. The Championship was played at Haggan Oaks in Sacramento.

I am resending this announcement to all SIR golfers. If you are interested in participating in this tournament now is the time to sign up. Since the initially announcement a week ago we already have 60 golfers signed up. As previously stated, there are only 112 tee times available for this tournament so "now is the time" to get your entry in. Please make sure to indicate all your tee time preferences when submitting your registration application.

For the Sir State Individual Championships we have 5 or 6 players already entered. Down load the application from the SIR State Golf page fill it out and send to Mark Stuart the State Golf Chairman. A link to the State golf home page can be found on the Branch 159 Golf home page under Sir State links. THis is from Mark.



Last year, Wednesday July 13, 2022 on hole #5 at Airways GC..

Russ Anderson made a hole-in-one. His 4th one, but his first in a Tournament. And it was with the SIR 159 GOLF

Congratulations.

Golf Flashes From SIR State for Area 19 (NOT Area 51)

The SIR State Golf Committee wishes to announce the 2023 SIR State Individual Golf Championships that will be held on Thursday October 5th at "The Reserve" golf course near Stockton. This golf event is open to all SIR golfers but limited to the first 112 golfers to sign up, after that a waiting list will be established. You must have a NCGA or USGA sanctioned index with any recognized golf club.

For more details on this event click on the link below or visit the SIR State Golf website at www.sirgolf.org. The registration form can be found on the golf website listed above. This event will use the same format as in prior years. There will be seven flights established by handicap index. Each flight will compete (Medal Play) to determine the winner of their flight who will then be awarded a commemorative jacket as 2023 Champion of their flight. There will also be a tournament prize fund with prizes awarded for the best net rounds of the day. Entry fee for this tournament is \$80 which includes golf, cart, range balls and pr Email, text or call dukmarshal@aol.com or cell 304-4439.

Duke Marshall
Sir area 19 chairman





Dine out Night.

Bring your sweetie and join us on-----

Wednesday September 20, 2023

Outback Steakhouse

American Cuisine

Juicy Steaks and Blooming Onions

2765 W. Shaw Ave.

Fresno

(Near Shaw and Marks Avenues)

Full Bar

May order off the regular menu or take advantage.

of the early specials and pricing

Individual checks

Social 5:00, Dinner 6:00

Invited by Hector and Karyn Leyva

Reserve with Hector 559-970-3197 or

Karyn 559-970-3198 or

hecramsey@sbcglobal.net

**“BRANCH 116 AND SIR STATE GOLF INVITE YOU AND YOUR FRIENDS TO JOIN US THIS SUMMER IN RENO”
TUESDAY 9/5/2023 THRU FRIDAY 9/8/2023**



THE SILVER LEGACY HOTEL AND CASINO HAS:

- FIVE RESTAURANTS AND SIX BARS & LOUNGES
- SWIMMING POOL WITH DAYBEDS & CABANAS
- A SPA & SALON TO RELAX AND INDULGE YOURSELF
- FITNESS CENTER WITH WEIGHTS, MACHINES & MORE
- NIGHTLIFE FEATURING PERFORMERS & COMEDIANS
- TOPGOLF SWING SUITE (reservation required)
- CASINO WITH SLOTS, BLACKJACK & POKER
- IMMEDIATE ACCESS TO RENO'S BEST SHOPPING

YOUR 2023 EVENT PACKAGE INCLUDES

- THREE NIGHT STAY AT THE SILVER LEGACY HOTEL DOWNTOWN RENO IN A PLAYER'S TOWER PREMIUM ROOM COMPLETE WITH FLAT SCREEN TV, FREE Wi-Fi, HAIR DRYER, IN ROOM SAFE, FREE GARAGE PARKING
- TUESDAY “WELCOME RECEPTION” COMPLETE WITH APPETIZERS, NO HOST BAR
- THURSDAY NIGHT “AWARDS DINNER” WITH NO HOST BAR
- TWO DAYS OF GOLF AT TOIYABE & WOLF RUN GOLF COURSES AND OVER \$1,000 IN PRIZE MONEY, LADY'S AND YOUR FRIENDS ARE ALSO WELCOME AND INVITED TO JOIN US FOR THESE TWO DAYS OF GOLFING FUN
- PRIZE DRAWINGS FOR NON-GOLFERS

AVAILABLE PACKAGES

Two Golfers sharing room	\$420 / person
Golfer, Non-Golfer sharing room	\$330 / person
Single Golfer own room	\$575 / person
Two Non-Golfers sharing room	\$240 / person
Non-Golfer, own room	\$400 / person
Golf and Amenities, no room	\$260 / person
<p>FILL OUT REGISTRATION FORM, ENCLOSE CHECK AND MAIL TO SIR BR 116 PO BOX 683 LAFAYETTE, CA 94549</p>	

GOLFING ELIGIBILITY

ALL GOLFER'S MUST HAVE A VERIFIABLE INDEX.

2023 RENO REGISTRATION
SILVER LEGACY RESORT HOTEL, TOIYABE AND WOLF RUN GOLF COURSES
Tuesday September 5th thru Friday September 8th

Tuesday – Arrive 3pm, Welcome Party, 6pm, Silver Baron Room
Wednesday – Toiyabe golf course 4-person team of your choice – 2 BEST NET – 8:00am Start
Thursday - Wolf Run golf course 4-person team of your choice, SCRAMBLE – 8:00am Start
Thursday – Award’s Banquet, 6pm, Silver Baron Room
Friday - Depart, 11am

Complete the application below and send with check made payable to “SIR BR 116” to SIR BR 116 PO Box 683, Lafayette, CA 94549. **Do not make a reservation directly with the hotel.** Any questions contact one of the following individuals, Alan Pope (925) 889-0563, apope4125@gmail.com, David Harris, (925) 672-5543, dcha65@gmail.com or Mark Stuart, (916) 218-2287, mss95678@hotmail.com

REGISTRATION FORM INFORMATION

ONLY THE APPLICATIONS RECEIVED WITH FULL PAYMENT WILL BE CONFIRMED AND ACCEPTED

**** ENTRY DEADLINE IS July 1st ***

You can fill in this form directly online. When completed, save it to your computer and then print and mail it.

CHOOSE ONE OF THE FOLLOWING PACKAGES. AMOUNT IS AUTOMATICALLY CALCULATED:

TWO GOLFERS SHARING A ROOM (\$ 420 PER PERSON)

ONE GOLFER, ONE NON-GOLFER SHARING A ROOM (\$ \$330 PER PERSON)

SINGLE GOLFER NOT SHARING A ROOM (\$ 575)

TWO NON-GOLFERS SHARING A ROOM (\$ 240 PER PERSON)

NON-GOLFER NOT SHARING A ROOM (\$ 400)

GOLF AND AMENITIES ONLY, NO ROOM (\$ 260)

TOTAL AMOUNT TO MAIL

1. NAME _____ NCGA # _____ BRANCH _____ TEL _____

STREET _____ CITY _____ ZIP _____

EMAIL ADDRESS _____ (for confirming receipt of entry)

2. NAME _____ NCGA # _____ BRANCH _____ TEL _____

STREET _____ CITY _____ ZIP _____

EMAIL ADDRESS _____ (for confirming receipt of entry)

PROVIDE NAMES OF GOLFERS YOU WANT TO PLAY WITH, WE WILL ASSIGN YOUR PARTNERS IF NONE PROVIDED

1. _____ 2. _____ 3. _____

ELIGIBILITY: All golfers must have a USGA Sanctioned INDEX.



VS



**Join fellow SIR members
Final series of this baseball season**

**Chukchansi Park, 9/9/23, 6:50pm
includes spectacular fireworks show**

**Outstanding seats *
right behind home plate**

**Write/send \$28 check to
Lee Moy, 127 N. Helm Ave, Clovis 93612**

Deadline: 9/6/2023

**Optional:
Carpool from Lee's-5:30pm
Tioga-Sequoia Brewery**

* Section 114 Row 15 Seat 4-13, \$28 *

FRESNO STATE



***Fresno State Football vs Nevada
Sept 30, 2023; Saturday 7pm-TBD
Section 5, Row 25-27, Seats 1-6
\$40pp + Parking Permit Needed***

***Write/Mail check to: Lee Moy
127 N. Helm Ave., Clovis 93612***

***Carpool from Lee's-3pm; Share parking cost
Deadline: Wed, 9/20/23 3pm***





Communicating With The Community Brochures/Handouts

Handouts or brochures can provide significant community visibility.

Brochures generally emphasize Branch activities and include photographs which convey how fun and enjoyable it is to be a member of your branch.

Handouts can focus on a single activity or more generally, again emphasizing fun.

This type of marketing material can typically be placed in a number of community locations. From community centers to retail stores to community events and programs. Their uses are limited only to your creativity.



Available at the State SIR Website
SIR Branded Marketing Materials



Communicating With The Community Brochures/Handouts

This handout is being used by Branch 65 in Napa.

Looking at the handout, you immediately see the branch activities and the how much fun one can have being a member of the branch. There is a suggestion to ask for a brochure to get more information.

Handouts/brochures have successfully attracted new members.

For more information on the use of handouts/brochures, you can contact Jerry Stabile of Branch 65 at j_stabile@yahoo.com.





Communicating With The Community

Business Cards

Most think that the best way to attract new members is through face to face meetings.

At each such meeting, one should always provide a SIR Invitation Business Card.

Because meetings often occur unexpectedly and at random times, it is important to carry one or more cards.



Communicating With The Community

Business Cards

Since every member may have a conversation with potential non-members, your branch may wish to provide SIR Invitation Business Cards to each member.

Don't forget you can use the back of your cards to provide marketing information about your branch.

Consider developing programs to encourage your members to use the business cards. Instead of a lunch speaker, perhaps have a discussion about the use of business cards.

If you have questions or would like suggestions on programs involving business cards, contact Russ Salazar of Branch 113 at rcsalazar@aol.com.

 Enrich Your Life. WeAreSir.com Facebook.com/SirSocialActivities	First Last Position/Title
	Tel: 000-000-0000 Email Branch Name/Location
 Meet At Location	SIR gives men 50+ opportunities to have fun through activities with friends old and new. Join us at our monthly lunch. It's our treat!
	Date & Time Address Line 1 Address Line 2
RSVP to me: _____ Name _____ at _____ Phone _____	



Communicating With The Community Signage

Prospective members come from the community.

It is important therefore to let the community know about SIR and its activities.

One excellent way of doing that is through the use of signs.

Consider placing signs at your activities to let the community know of your activity and they are welcome.

Consider placing signs in your community to advertise your branch and your activities. (Ensure you have permission.)

Other branches are successfully using signs to attract members.



Communicating With The Community Signage

This sign is being used by Branch 95 at its activities.

Notice that it is an all purpose sign which identifies each of their activities.

Also, notice it provides a brochure for interested persons.

Signs come in many different forms and can be prepared without excessive costs.

Signs are a proven method for increasing membership.

For more information, contact Kevin King of Branch 95 at kmking00@gmail.com or Neil Wheeler of Branch 17 at njmwheeler@science-one.org.



So many ways to reach out to your Community

Sandwich boards
Sail banners
Signs

**Brochures &
Pamphlets**
Handouts

Local newspaper articles
(print)

Retail stores
Window posters

Community Centers
Community service

(where the boys are)
Senior Centers
Farmers' Market
Pickleball Courts
Trail heads
Churches

Time to Get Busy



Be Wiling to Try

Business cards
Free lunch
invitations

Wine Tastings

(personal)
Face-to-Face
Neighbors
Golfers, Bowlers
Follow-up

Wear SIR apparel

(electronic)
Internet
Social media
Websites

Next door
Facebook

www.WeAreSIR.com

Consider trying these recruiting ideas



SENIOR MEETINGS AND PROGRAMS

Locating Places To Market

Where do you want to invest your marketing efforts with the greatest likelihood of attracting members?

Activity Locations: If you want to attract active seniors, you market where active seniors are. These locations are plentiful. Consider, among many others, golf courses, tennis and pickleball courts, parks, trail heads, gyms, bowling alleys, children athletic activities, churches, community activities, businesses and many more.

Posting, with permission, attractive visible and relevant signage at these locations will inform active seniors about SIR and its benefits and opportunities.



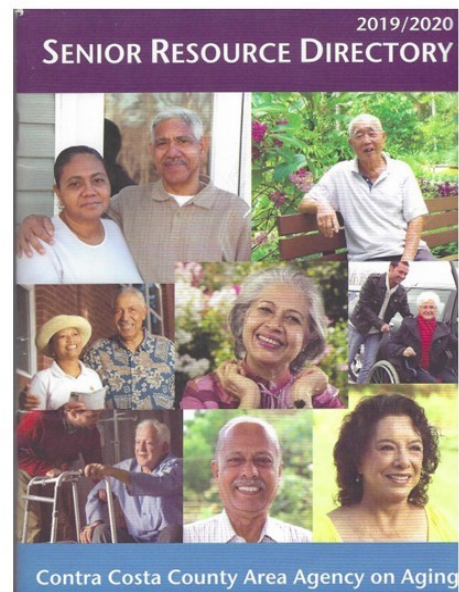
SENIOR MEETINGS AND PROGRAMS

Locating Places To Market

Existing Senior Programs. Perhaps the quickest way to identify senior programs with active senior men is through information you can obtain from your City and/or your County.

For example, Contra Costa County publishes a Senior Resource Directory which provides substantial information relative to seniors. This directory provides the name and contact information for senior organizations and veteran services within the County.

By coordinating with your targeted organizations, you will be able to reach many that you otherwise would not have known about.





MARKETING THROUGH THE INTERNET

The internet is going to become increasingly important to your recruitment efforts.

DON'T BE AFRAID OF IT.

DON'T BE LOCKED OUT OF IT.

Learn now how best to use it.



MARKETING THROUGH THE INTERNET



Ask your members, you will likely find one or more that already know how to use social platforms on the internet like Facebook, UTube, Instagram, and Reddit

If not, reach out to

(Alan Baker) who will see that someone contacts you to help you, or your team, learn how to safely use the social media on the internet for marketing.

You might want to check out www.facebook.com/sirsocialactivities.

Also, watch for Zoom training sessions that will be offered.



INSPIRING YOUR MEMBERS

Goal: Member Marketing

With each passing year, branch membership naturally decreases. Unless the branch can attract new active members to offset losses forecasts for your Branch may appear bleak.

While other marketing approaches can be successful, by far the most successful approach is individual person-to-person discussions and invitations by our members.

So let's consider how our members can be inspired to talk about SIR and bring new members to the Branch in sufficient numbers to ensure the Branch's vitality and health.



INSPIRING YOUR MEMBERS

Let's Grow!

There are many ways to energize and inspire your members to get actively involved. Consider the **LETS** approach:

Leadership. Lead by example.

Educate your members as to the need.

Train your members so they feel comfortable talking about SIR.

Support your members and follow-up to ensure performance.

