



The Rooster Crows!

The Scoop from the Coop



January 2026

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The latest news and announcements President Fred Serena

As the incoming 2026 President for SIR, I want to welcome everyone to the New Year. I would like to thank those new Branch Leaders who have stepped up for this year.

In 2026, we will continue having monthly BAC meetings. Those BAC branch representatives have provided input to the Board of Directors. They will continue to assist me and the Board.

We are working on developing more workshops to the branches. John Farcich, our Director of State and Branch Development, and his team will have two workshops on January 30th and February 2nd, 2026.

We are developing an Activity Newsletter called the "SIR Happening". Michael Lee our Director of Activities will be publishing a monthly Activity Newsletter. There will be information from State and Branch Activities during the year. He could use your help supplying him with your branch activity photos for publication to our members.

I am encouraging our branch leaders to invite and participate in other branch activities during the year.

Fred Serena



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January 2026 Newsletter Column – Vice President Nick Feimer

Let me join Fred and the entire State Board in wishing everyone a Happy and Healthy New Year. As I am new to the State Board and mostly unknown outside of Area 13 (San Francisco Peninsula), let me say a few words about myself. I am 73 years old and have been retired for eight years. I grew up in Southern California, and attended U.C. Riverside as an undergraduate, and U.C. Berkeley (aka Cal) as a graduate, culminating with a Ph.D. in Psychology. I spent the first five years of my career in academics, teaching Applied Behavioral Science at Virginia Tech, and then moved on to the corporate world for close to three decades, working in the Marketing arena for companies with well-known American Brands – Quaker Oats, Kraft Foods, Clorox and Levi Strauss. I closed out my career consulting with nutrition and cosmetics companies.

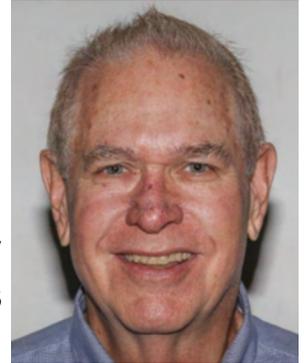


After joining SIR 3 years ago, primarily to play golf, I have served as Little SIR and Big SIR in Damian Reynolds Branch 1 (San Mateo) as well as serving on the State Branch Advisory Council. Most importantly, I continue as the Chair of Branch 1's Wine Appreciation Group, which benefits greatly from the fantastic efforts of my wonderful wife, Joyce!

It is an honor being elected Vice President of State SIR. This is a great organization that does so much to provide our members with activities that promote a healthy lifestyle physically, socially and cognitively. I hope to contribute to keeping SIR healthy and vibrant. I am currently the Chair of a committee formed by Past President Rich Carlston late last year to develop a clear business plan that will do just that. The committee consists of a highly experienced and insightful group that includes Past Presidents, State Board Members, Area Representatives, and Branch Representatives. We are making good progress, and I will look forward to updating you on this initiative in the future. I will also be working with the Area Representatives to make sure we communicate effectively with the Branches in understanding their needs and in developing initiatives to keep Branches healthy. We are a team – it is up to all of us to keep SIR strong!

Wes Howard AR 11 Representative The Rewards of Being an Area Representative

Being an Area Representative is one of the most rewarding roles in SIR. It's a position built not on authority, but on relationships, service, and pride in helping branches succeed.



As an Area Rep, you get a front-row seat to the heart of SIR. You see the dedication of Big SIRs and officers, the creativity of activity chairs, and the fellowship that keeps our branches strong.

Every visit reminds you that SIR isn't just an organization, it's a community. A community of men that have come together to enjoy fun, diversity, and friendship.

One of the greatest joys of the role is being a trusted resource. Branch leaders appreciate having someone to turn to for guidance, encouragement, and a second opinion. Often, simply listening, sharing experience, or pointing someone in the right direction makes a real difference. You help leaders feel supported and confident, not alone.

Area Representatives also get the satisfaction of helping branches grow and improve. Whether it's strengthening leadership, sharing best practices from other branches, or helping solve small problems before they become big ones, you play a quiet but vital role in the long-term health of SIR.

Perhaps most rewarding is the sense of connection. You build friendships across multiple branches, learn new ideas, and gain a broader perspective of SIR as a whole. You become a bridge, not only connecting branches to each other, but give the branches a direct connection to the State organization.

In the end, the joy of being an Area Representative comes from helping Branches, and their leadership develop stronger, positive, membership, and friendship. It's knowing that your time, experience, and positive attitude help keep SIR strong today, and even stronger for the future.'