



# The Rooster Crows!

## The Scoop from the Coop

March 2025

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AR

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Please join me in welcoming John Farcich to the Board of Directors. We are look forward to working with him.



Welcome Spring!

### News Of The Day From State

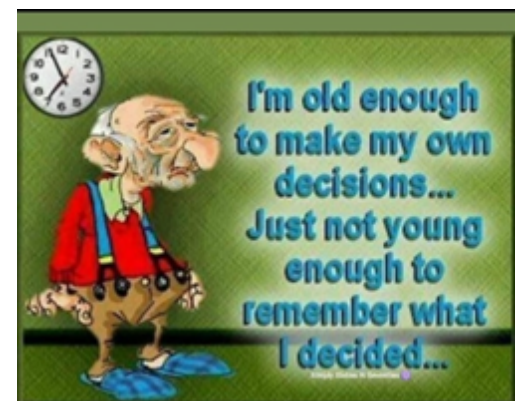
- First, congratulations and Thank You to the members of the BAC. They have worked tirelessly to provide input to the Board of Directors. They will continue over the next many months to continue to assist me and the Board.
- We are working on improving the SIR Manual. Presently, it is a formidable document that I've been told is not inviting to read. It is not the readily used tool or general source of information it is meant to be. We're trying to fix that. Bruce Corwin is leading the effort to make it more inviting and easier to use. This is important given the constant turnover in leadership that our branches experience. We need a manual that provides clear information and guidance for our new branch leaders so they can lead their branch. To that point, the new manual will be more compartmentalized. It will have a section for our branch leaders that is shorter and more concise, giving them the information they need. It will focus attention on the branch by-laws which contain the basic "how to" for running a branch. More esoteric matters will be addressed in the appendices. And of course, there will be a separate section addressing State SIR policies and procedures. Bruce is also working to improve search capabilities. The net result, we hope, will be greater use of the manual by our leaders.
- **Correction:** Last month I announced our relationship with Grouper but made a typo in the announcement. Grouper may work with Medicaid but I intended to say Medicare. Thanks to those who pointed out the error. More to come on Grouper.

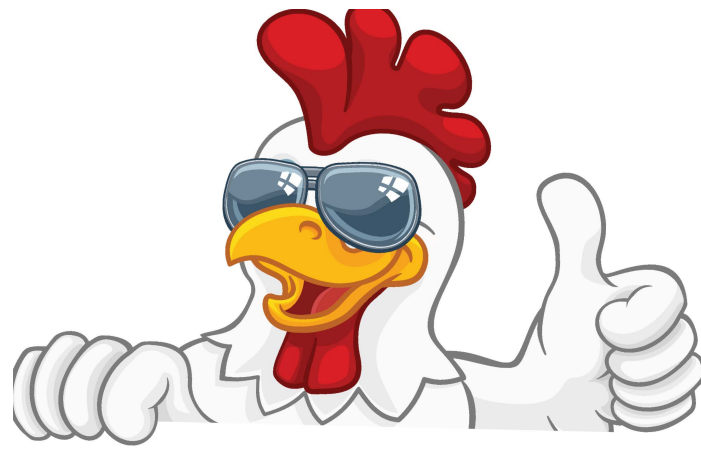


...to Jim Gragg and Kevin King who have been serving on the Board of Directors but have needed to resign for personal reasons. We greatly appreciate all they have done for SIR!!



### The New 60





## Business Planning

We are beginning to work on a major project that is years overdue. The Board, with the assistance of some members of the BAC, is beginning to work on a “five-year business plan” which we hope to have available by this year’s Annual Meeting for your review and consideration.

Guided by our Mission Statement “to enrich the lives of its members through fun activities, luncheons and events while making friends for life,” we need to recognize who we are and our personal and organizational limits. We need to examine our strengths, weaknesses and challenges. We need:

- to develop a vision of who we want to be in the future,
- to determine how we can get there and what obstacles or challenges we will face,
- to determine action plan(s) and goals and
- to ensure the business plan is reviewed, understood and supported by our organization.

Finally, and perhaps most importantly, once the plan is adopted and approved, it will need to be implemented, not just set it on the shelf to gather dust.

It is likely the business plan will call for change. Change is not a bad thing but a necessary fact of life. We are constantly undergoing change although we often don’t recognize it. A good illustration of ongoing change is in our current emphasis on growing our membership. Branches are now focusing greater resources and effort on increasing their membership – this is change. Branches are endeavoring to increase the number and diversity of their activities – this is change. Branches are improving their websites – this is change. Branches are actively considering how to attract younger members – this is change. Branches are modifying some of their luncheon approaches to make lunch more entertaining – this is change. Our pilot marketing programs with State SIR matching funds - this is change. State SIR is modernizing its reporting processes and computer capabilities – this is change. State SIR is reemphasizing its training efforts – this is change. There is always change. The key to a good business plan is to identify appropriate changes beneficial to the organization and that have the support by the organization.

One change that I would like to see is the removal of the geographic limitation for our organization. I’m informed that the limitation to Northern and Central California was established so that everyone could attend the Annual Meeting. Our capabilities for remote attendance have changed dramatically, removing the reason for the geographic limitation. There is a tremendous need for our organization in Southern California and we have men interested in forming SIR branches there. I’ll have to see if others agree.

It's **Spring**. Time to **spring** Forward!!  
Time to get out and go!!

