

	<p>SIR Branch 4</p> <p>Foghorn</p> <p>December 2025</p>	
<p>Big SIR-Tim Hazen</p>	<p>God Bless our USA</p>	<p>Little SIR-Paul Nocero</p>
<p>Secretary-Bob Calhoun Asst. Secretary-Jack Major</p>	<p>Foghorn Editor John McGlothlin</p>	<p>Treasurer-Bob Golton Asst. Treasurer-George Fenech</p>

January Luncheon. SIR Branch 4 will hold its next luncheon meeting Wednesday, January 7th, at the Basque Cultural Center, 599 Railroad Avenue, South San Francisco. We hope to see you there. Lunch will be served at 12 Noon and the bar is available at 11:30AM. Menu choices are:

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|----------------|--------------------|
| 1. White Fish. | 2. Chicken Breast |
| 3. Steak Haché | 4. Mushroom Omelet |

Cost is now \$35.00. This increase in cost is due to general rising prices and the amount the restaurant is now charging Branch 4 **Please respond ASAP if you will be attending, so we can make plans with the restaurant (late responses will be accepted but not preferred).** We need to know if you plan on attending AND your choice of entrée. You can respond directly to Paul at SIRpaul@nocero.com, or by phone to 415-254-8175. Please include your name with the e-mail response so Paul can record your request correctly.

January Speaker and more.... Andy Danver, SIR Area Representative with an update on SIR, especially State SIR initiatives. Also, Bob Fox has asked for time to discuss his ideas for reviving our wine appreciation group, a great forum to learn about wines and flex your olfactory skills. Bob has a wealth of experience with small group tastings. Finally, Bill Gipe will be bringing a selection of books to see if there is interest in reviving our Book Exchange. Great start to the new year!

SIR Holiday Lunch. Oh, and then there was our luncheon.....

More than 60 spouses, SIRs and guests filled the Yacht Club. Credit for arranging this great event goes to Bill Gipe (a master at this). Music was provided by Marilyn Cooney and “roadie” John Cooney. Prizes included “Geritol”, and a humongous container of pretzels money provided by Stu Ruth and garnished with a topping of Paul Nocero. We had our usual gift exchange.



Peter Aiello won the Geritol, the Joanne McGlothlin had the pretzels in this container!

“Merry Pranksters” Cabernet. winning guess for the number

Lots of singing in various keys and unique group, our former Big SIRs, with the Distinguished Service Award including George Rodriguez, Flor Mendoza, Bill Gipe, Jerry Blumenthal, John Cooney, George Suter, Stuart Etzler, and Stuart Ruth). The following summarizes their contributions:

*Election as Big SIR is thought to culminate one’s membership, however, nominees made noteworthy contributions to SIR before and after serving as Big SIR. Of the eight nominees, four were elected within 5 years of joining. Contributions **after** serving as Big SIR include serving as activity chairs, stepping in again as Little SIR, filling officer positions, mentoring new officers and chairs, coordinating our speakers, or speaking, leading our membership committee, providing holiday entertainment, auditing accounts, serving as Master of Ceremonies and recognizing our “Birthday Boys”.*

For more stay tuned for the January Foghorn, “As Dave Sees It”, and possibly, a few more photos.

Announcements and Information

SIR Birthdays. Branch 4 celebrates the December birthdays of Dave Barnett, Eugene Hom, Gabe Maldonado, Tony Quarto, Paul Walsh. *All will be celebrated in January!*

Sunshine List and Best Wishes. Greetings to Dan Machado and Myra Herpe (Al). It was nice to see Rose Nigel (David) and Dan Quigg at our holiday event.

Branch 4 Membership & Lunch Attendance. Current membership 77, compared with 84 in November 2024.

Geritol For January, will be announced in the January Foghorn.

Lost Foghorn (gasp, gasp!). Looking at the link for Branch 4's Newsletter Archive, <https://sirinc2.org/branch4/foghorns.html> , you may have noticed the 2025 editions have evaporated. I'm sure they will be back. Until then, you can always revisit the past, reading older editions. While you're at it, browse the SIR Website, Members Section, for more useful information <https://sirinc.org/members/>

Missing your copy of the State Newsletter, *The Rooster Crows?*
https://sirinc.org/uploads/newsletters/December-2025-Newsletter-Final_1.pdf

ACTIVITIES

Our activities Chairs and Reporters are enjoying a hard-earned vacation and will return for the January Foghorn

Many thanks to reporters David ("As Dave Sees It", "Bocce Report", "An Exceptional SIR", Jack (Golf), Bill (Membership and Local Tours), Tad (Community Service), Paul (Food Editor) and the great SIRs who contribute an occasional photo, there wouldn't be a FOGHORN without them!

Here are the Chairs and their contact information:



Golf: Jack Major 415-412-6654 (cell) and Bill McGee 415-806-4608. October 2025.



Local SIR Tours. Bill Gipe, 650-892-5857.



Bocce. Charley Leach 415-333-7277, Roger Kelly 650-346-966.
Meeting at Doelger Center Wednesdays 1-3PM, except 1st Wednesday.

Meanwhile back at the Branch,....

Thanks to great efforts from our membership team of Bill and David, the SIRs acting as ambassadors at Golf and Bocce, we have minimized our membership losses. Looking at each of us, we are the best reason a potential recruit wants to be a member! We've had current and new

members step up this year to move into our leadership, Tim and Paul as Big and Little SIRs, Herman to our Board, new faces on the Badge Desk. Tremendous additions with new ideas and expectations! We still need more, especially as we look for new activities!
Bravo!

What Is Going On With Our Organization? (I believe good things!), by John McGlothlin

Area 13 working together. I've have been involved in three initiatives to make SIR the best organization we can be. With a rotating cast of Bill Gipe, Stu Ruth and Tim Hazen, I attend Area 13 quarterly meetings. We share ideas, successes and things we wish would work better. Our test of paid advertising in publications like the Daily Journal was great idea that didn't work as well as hoped. We concluded face-to-face contact at Branch level is the best way to build our branches.

Branch Advisory Council (BAC). Over the last three+ years there is a change of emphasis towards listening to and supporting needs of local branches (i.e. Branch 4). We've had State Presidents who promote this including Rich Carlston, our outgoing President. Rich established a Branch Advisory Council to work to tackle issues. I was invited to participate and used the opportunity to involve our Big and Little SIRs in our Zoom conferences.

An outcome was consensus to tackle critical issues such as membership decline, attracting additional funding and improving tools such as the web Site you use to interact with SIR. Much has been accomplished. For those submitting reports to "the State" the interface is improved and simpler! If you want to look things up on our website, it is easier to search. You may have noticed our State President's monthly newsletter, "The Rooster Crows", President Rich Carlston wanted to reach more of us and insure we were informed!

Strategic Planning for SIR. SIRs Leadership identified issues we needed to address to move forward including funding. Funding for Information Technology improvements and outside contractors comes from the money each Branch is assessed. These assessments must make sense to the branches and should not interfere with our operations. We are also concerned about how we retain our non-profit status in an environment where all-male membership may meet legal challenges. We need to expand our recruiting base to attract more members who may be retiring and want to enrich their lives.

A working group was established to tackle each critical area. I've been asked to chair the group designing a mission and vision for the organization that supports our goals and will be supported by our membership. More to come!

Using New Tools to Improve Communications and Support. I mentioned above, improving interfaces and making searches easier. We've also brought Artificial Intelligence (AI) into our organization. To be honest, we're all neophytes, however, the potential for using AI to improve our written products is good. There was an orientation for SIR officers recently and I've started using the tool to polish documents and gear them towards our intended audiences (Co-Pilot is an AI capability built into Microsoft 365). I'm interested in finding a speaker to share knowledge with all of us! Suggestions, please!

Stay tuned for an exciting 2026-See You on January 7th