



A non-profit club for men devoted to the promotion of independence and dignity.

Luther Burbank Branch 17, Santa Rosa, CA,

Website: <https://www.sir17.org>



REDWOOD

## The REDWOOD BARK Newsletter For MAR. 2022

**All members are invited to attend our next SIR In-Person Luncheon/Meeting on Thursday, March 17, 2022 at The Epicenter, 3215 Coffey Lane, Santa Rosa.**

If you told the Phone Committee "YES" you plan to attend but find later that you will be unable to attend, you need to contact Al Petrie at 707-974-9193 or email [alpetrie7@aol.com](mailto:alpetrie7@aol.com) by 5:00 pm Saturday, March 12, to help keep our count more accurate. Also of importance is, if you are bringing a guest or if you originally said "NO" but changed your mind and decided to go after all, in either case, then please contact Al Petrie per the above!

### March 17 Lunch/Meeting Schedule

**Social Hour:** 11 am      **Lunch/Meeting:** 12 noon

**Program:** Jill Ravitch, current Sonoma County District Attorney.

**Announcements:** All indoor activities are in the process of assessing the situations. The chairmen will be contacting you.

### March 17 Lunch Menu. for \$25.00

House salad, Pork tenderloin with orange glaze, and slow roasted, with smashed red potatoes and seasoned vegetables,

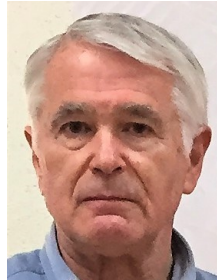
Bread and butter, plus apple cobbler for dessert.

Water, lemonade, coffee or tea is included.

Other drinks available to purchase at the bar.

### BIG Sir Gordon Boulton's Message

[gboulton@aol.com](mailto:gboulton@aol.com) 707-584-8063



Greetings, Branch 17 members! We had a great February luncheon, with 43 attendees, including five guests. There really was quite a buzz in the air as members greeted each other, perhaps for the first time in months, during the social hour. Two new members, Peter Lee and Wynn Bailey, were inducted and guest speaker Chris Philbrick recounted his cross-country motorcycle ride with a buddy to the Sturgis SD motorcycle rally. I look forward to even greater attendance as spring arrives and the coronavirus statistics continue to improve.

I recently attended two SIR State meetings via Zoom. The first was the State Board meeting, to which Big Sirs were invited as guests. Of most interest to the branches are the efforts underway to increase branch membership. All branches were hard hit by COVID, and some have not yet returned to in-person activities. In some cases this is due to no one volunteering to be

*(continued on page 2)*

### Little Sir Gary Bondi's Message

[gbondi@sonic.net](mailto:gbondi@sonic.net) 707-539-2445



To the membership in our SIR Branch 17. As I see it, there are two important parts to it, new members and existing members.

First, let us talk about new members: Neil Wheeler and the team members are working hard on a campaign to attract new members. These new members are the life blood of any social or civic organization, whether it be SIR, Rotary, Lions, etc. Without new members, it goes without saying, any organization would not be able to continue. In any group there is always a certain amount of attrition. We need new members to offset that. They also bring new ideas, new friendships and potential for new leadership positions. There are several SIR branches that are struggling for survival because they have not been able to find members for those positions. Many of them have no Little SIR, Big SIR, or BEC members. That said, I encourage all our members to talk to their friends, neighbors,

*(continued on page 2)*

**SIR Luther Burbank Branch 17 is in Area 10 of Region 3.**  
**The following is a list of your 2022 Officers and Directors.**

OFFICERS:	EMAIL:	PHONE:	DIRECTORS:
Big Sir: Gordon Boultonbee .....	<a href="mailto:gboultonbee@aol.com">gboultonbee@aol.com</a> .....	707-584-8063	Bill Grafeld
Little Sir: Gary Bondi .....	<a href="mailto:gbondi@sonic.net">gbondi@sonic.net</a> .....	707-539-2445	Ken Johnson
Secretary: Terry Freeman .....	<a href="mailto:terryfreeman32@yahoo.com">terryfreeman32@yahoo.com</a> ..	707-235-7066	Tom Johnson
Asst. Secretary: Steven Saulsbury ..	<a href="mailto:stevensaulsbury@comcast.net">stevensaulsbury@comcast.net</a> .	707-328-4627	Tom Lubas
Treasurer: Al Petrie .....	<a href="mailto:alpetrie7@aol.com">alpetrie7@aol.com</a> .....	707-974-9193	Neil Wheeler
Asst. Treasurer: John Gnam .....	<a href="mailto:musicmed@sonic.net">musicmed@sonic.net</a> .....	707-528-0592	Elias Zegarra
Newsletter Editor: Jim Fenstermaker .	<a href="mailto:sirsrbrn17@gmail.com">sirsrbrn17@gmail.com</a> .....	707-548-3346	<b>WEBMASTERS:</b>
			Dennis Mangan
			Neil Wheeler
			Jim Fenstermaker
<b>STATE PRESIDENT</b> Richard Kindle	<b>AREA 10 GOVERNOR</b> Robert Nadell	<b>REGION 3 DIRECTOR</b> Dennis Pangburn	

**BIG Sir Gordon Boultonbee's Message** *(continued)*

Big Sir or Little Sir. Historically branches have relied on one-on-one relationships to gain new members, and while these efforts will certainly continue, we are initiating new "outward focused" efforts to attract new members. The new SIR brochure and golf pamphlet placed on the luncheon tables are examples of this, as is the new SIR logo, which no longer says "Sons In Retirement," but rather "Social Activities for Men." (Thus, SIR is a noun, no longer an acronym.) You no longer have to be retired to enjoy the benefits of joining SIR. As long as you can participate in our luncheons and other activities and are willing to volunteer when asked, you are a good candidate for membership.

The second State Zoom meeting was a "Branch Growth Meeting" for RAMP chairs, newsletter editors, branch web masters and Big Sirs and Little Sirs, in which ideas were exchanged for promoting the SIR brand to the general public in order to attract more, and younger, new members. Several branches, including Branch 17, are beginning to experiment with social media such as Facebook, NextDoor and You Tube to attract this younger (50+) target demographic. The State has also changed its policies to allow branches to participate in community involvement projects. Participating members would wear t-shirts identifying themselves as members of SIR Branch 17. You will be hearing more about this idea in the coming months. The new Policy 8 can be found here: <https://sirinc.org/uploads/manual/SIR-MANUAL-01122022.pdf>

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**BIG Sir Gordon Boultonbee's Message** *(continued)*

Finally, mark your calendar for the annual joint picnic with Branch 176 on June 16th! Planning is well underway under the able and experienced leadership of Sir Ted Scapeccia. Details can be found elsewhere in this edition of the BARK.

**Little Sir Gary Bondi's Message** *(continued)*

and anyone else about us and bring a potential member to our lunch meetings. If you enjoy our group, why not share it with them? Talk to Neil about the tools we are using to attract new members. Let's keep our branch going!

Second, existing members: I have talked about the importance of new members, but what do we do to retain them as well as retain our existing members? If new members are the life blood of any group, the existing members are the heartbeat. If you are a new member or have been around for a while, we need you to keep us afloat. Whether it is by attending our luncheons, participating in existing activities, helping create new ones, or stepping up to a leadership role, you are the glue that keeps us together, we want each and every member to feel they are a vital part of continuing our SIR organization. It is the job of our leadership as well as all members to help make our Branch interesting and fun. So let's all do our best to help our great SIR Branch 17 to continue on into the future! Thank you, Gary Bondi.

## March 17, 2022 Guest Speaker

**Jill Ravitch**, current Sonoma County District Attorney will attend our meeting. We are aware of her recent recall election. I am not sure if she will speak to that, but she will definitely give us an overview of crime in our area and what is happening in the DA's office.

*(Article by Gary Bondi)*

## Upcoming Speakers

### April 21, 2022 Steve Taddei

Steve has a very interesting program on the history of the Negro Baseball Leagues and the players that made their way to the major leagues. The Passion, Camaraderie and Grit of those individuals! He grew up in Oakland and many of those players were from there. You can find more about him on Twitter and YouTube.

### May 19, 2022 TBD

*(Article by Gary Bondi)*

### Why Teacher Drink!

Q. What does the word 'benign' mean?  
A. Benign is what you will be after you be eight.

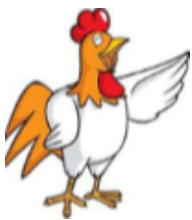
Q. What is terminal illness?  
A. When you are sick at the airport.

Q. What does 'varicose' mean?  
A. Nearby.

Q. Name the four seasons.  
A. Salt, pepper, mustard and vinegar.

Q. Name a major disease associated with cigarettes.  
A. Premature death.

### Joke of the Month



At our February 2022 meeting

**Terry Freeman** was the free lunch winner!

## List of the March Birthdays



<b>Bill Archer</b>	<b>Charlie Bertoli</b>
<b>Mark Burchill</b>	<b>Jim Dale</b>
<b>Mike Heinzelman</b>	<b>Marvin Mai</b>
<b>Mike Mouat</b>	<b>Jack Rosetti</b>
<b>Elias Zegarra</b>	<b>Bob Zie</b>

## Volunteers Needed

We need a member or members who regularly attend our luncheon meetings to volunteer to be our **interim official photographer** to take digital photos of noteworthy happenings, such as our guest speaker presentation, induction of new members, presentations of certificates of appreciation and so forth, while *BARK* editor Jim Fenstermaker continues to recuperate from his November surgery. The volunteer would then email the photos to Jim for inclusion in the *BARK* newsletter.

As briefly mentioned elsewhere in the *BARK* we are looking for a new **activity chair for the poker group**.

If you are interested in either of these opportunities to volunteer please contact Big Sir Gordon Boultsbee.

### Sunshine Report:

We need your help to tell us before the monthly meeting if any of our members are sick or if some member has died.



All you need to do is call Kurt Wehrmeister, at **630-461-2715** or send him an email to: [kurtwehrmeister@gmail.com](mailto:kurtwehrmeister@gmail.com).

## Mark Your Calendar!!!

### SIR Branches 17 & 176 PICNIC

Event Center at Windsor Golf Course  
has been reserved for:

**Thursday, June 16th, 2022**

Price??? TBD

Tickets will go on sale during the  
April 21<sup>st</sup> Lunch meeting.

Want to volunteer???

Contact Ted Scapeccia

707-529-0063

[tescape4@gmail.com](mailto:tescape4@gmail.com)

## SIR Branch 17, Member Profiles:

### Chris Nelle, Badge #017

Chris walks with dogs, lives for golf, and is man's best friend, especially if you are in the agriculture business and need funding. As a volunteer for the Sonoma County Humane Society, Chris can be found gowned up getting animals ready for surgery, playing with puppies, helping feral kittens transition to domestic living, or just walking dogs to give them some fresh air and exercise. He relates to animals and seems to understand they, like us, just want some basics: food, shelter, safety, and socialization. Dogs from all over the country end up in our humane society which has a no-kill policy.



*(I am the one on the right)*

Many animals were adopted during the pandemic when people were homebound and had plenty of time to enjoy their company. However, now the shelter is predicting a "tide of surrenders" as the owners go back to in-person work and animals are left alone for the whole day. Animals get depressed living in a kennel for too long. He describes the mental harm dogs experience when kept in cages awaiting adoption, and the healthy benefits they gain when fostered in someone's home for a while.

Chris grew up in Sacramento CA when the population was only 200,000 and the city was surrounded with widespread farmland and hop fields. While his mom took care of Chris and his sister, his dad was a general contractor and part-owner for a prestressed concrete company that provided structures for bridges and wall panels. At C. K. McClatchy High School, the same school his parents attended, Chris got interested in politics and was elected the student body president. During the summer he participated in an American Legion Boy's State program where they learned the challenges of running

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## Member Profiles:

*(continued)*

mock governments at local and state levels. Chris later attended UC Berkeley and studied civil engineering for a while until he was crushed by a highly structured curriculum that allowed no time to explore the many electives outside of science and engineering. A switch to Business put him on a more enjoyable path to a career in the banking industry with Wells Fargo in San Francisco, and Bank of America and Union Bank back in Sacramento. Chris became known as an "Ag Banker," specializing in helping farmers and producers grow, sell, and distribute artichokes, tomatoes, almonds, walnuts, chickens, lamb, and even some wines.

Chris got hooked on golf as a young boy, playing with his grandfather at William Land Park Golf Course, the first golf course in Sacramento, opened in 1924 with a \$250,000 donation from Mr. Land, a wealthy hotelier. Although it's only a 9-hole course, Chris would start at daybreak and make 9 loops (yes, 81 holes!) before sunset. Chris went on to play high school golf and is currently a co-head coach for the Maria Carrillo High School Pumas boys golf team. He says there are similarities between dogs and high school boys: "They both need obedience training!" He says his team has super bright kids and is mystified by their need to use a cell phone calculator to add up golf scores! Some of the boys have awesome swing speeds that will launch the ball 300+ yards and "suck the hat off my head!" Chris' dedication to golf together with his political activism came together recently when he served on a Santa Rosa committee to save the Bennett Valley Golf Course.

Chris admits that he is clueless with home repairs and would go stir crazy in retirement if he wasn't active in volunteer work. As with the dogs he cares for, Chris needs to get out of the house and socialize with other guys. With encouragement from Mike Rogalski, he joined SIR17 in 2020, but then the pandemic struck, and he has only attended a couple luncheons in person. Chris has been a frequent member of the Global Forum club offering insightful comments and questions to the group. His interests in politics, animals and golf make him a great tablemate at our meetings. If you haven't already, make sure to introduce yourself to Chris next time we gather.

*(Article by Dennis Mangano)*

## 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: To enrich the lives of its members through **fun** activities, luncheons and events while **making friends for life**.

*(Article by Neil Wheeler)*



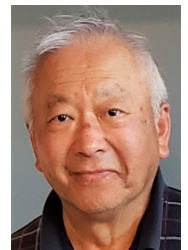
**New Member** Badge # 146  
**Wynn Bailey**

Wynn is already a member of Branch 176, so he is familiar with our traditions and expectations. He is a retired software engineer for Avery Dennison Corp., but he makes it clear “I don’t do address labels.” He apparently did programming for Las Vegas slot machines and his advice is “Keep your money in your pocket.” His interests include antique cars, attending sports events such as baseball and football games, dining out, and photography. He and his wife Heide reside in Windsor. His sponsor is Sir Elias Zegarra.



**New Member** Badge # 051  
**Peter Lee**

Peter Lee is a retired pharmacist for Kaiser. He was sponsored by Past Big Sir George Traverso. George’s wife Sandra and Peter’s wife Linda have known each other since their college days. Peter’s interests include biking, travel, music and anything associated with food and wine, so hopefully we will see him and Linda at activities such as CNO and our wine and beer tasting activities! They live in Pacifica but are up here visiting all the time so our activities give them a good reason to join in!



## Activities:

Most indoors activities are now at the discretion of the activities chairs, and subject to all safety and health codes. Some activities have been canceled while others have gone back to using Zoom.

To attend any in-person event you must have had your vaccinations, a copy of your card along with a signed waiver filed with Big SIR Gordon Boulton.

## Bocce:

(Article by Chuck Stark)



We have scheduled our first Bocce outing for **March 24**, from 1:00 pm to 4:00 pm at Mark Burchill's home court in Sebastopol. Bring your own libations. Please notify me to the email noted below that you will attend. We passed out a member interest survey at our well-attended February Branch 17 luncheon. If you did not get one or turn yours in, you will have a second chance at our March meeting. This will allow us to tailor the Bocce outings to your preference. Please return them to Chuck Stark at [cstark@sonic.net](mailto:cstark@sonic.net) Thanks.

## Boys' Night Out:

(Article by Don Malvestiti)



Looks like we are back to our old ways again!

On **March 9** please join us at **The Bear Republic Brewery**, 5000 Roberts Lake Road, in Rohnert Park.

We are now back to meeting in-person again. Plan on joining us at **5:30 pm** for social time and drinks, then order dinner by **6:00 pm**. Hope to see you there!

If you have any questions or comments, please contact Don Malvestiti at

[malvestitidon485@gmail.com](mailto:malvestitidon485@gmail.com) or call him at **707-539-0677**, leave a message if no answer.

A special Thank You to members Gordon Boulton and others for helping me by spotting all my errors in grammar, punctuation, spelling and any other boo-boos I have made before the final edition goes to press and you see it.

Jim, the Editor

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## Bridge:

(Article by James Park)



Bridge has always been an important activity with many of our members not only within our own branch but with participation of members from other branches in our area. Bridge activities are still going to hold off until we can find a new location and look for new players if necessary.

If you have any questions contact James Park at [jcpark38@sbcglobal.net](mailto:jcpark38@sbcglobal.net) or call him at **707-578-4255**

## Camera Club:

(Article by Rich Osborne)



I'm sorry to say but the Camera Club is **CLOSED!**

However, if someone wants to take it over, I will be delighted to help in any way possible.

Please send me an email to:

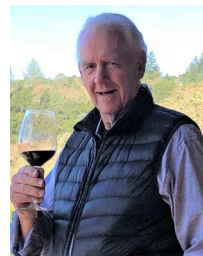
[richosborne@outlook.com](mailto:richosborne@outlook.com)

or call **303-304-9262**.

Thanks for your input, Rich Osborne

## Couples' Night Out:

(Article by Fred Rose)



The **La Gare Restaurant**, 208 Wilson St., Santa Rosa, has been selected for the third time to now be on **Thursday, March 24**.

Since Restaurant Week was in late February, schedules had to be changed.

The latest decision is that we will eating at tables of six for better conversations and we will be outside, unless it rains or gets too cold. They do have heaters—but we will just have to wait and see.



Contact me to reserve your seat!

Plan to order dinner around 5:30 pm.

Fred Rose: [fredicrose@comcast.net](mailto:fredicrose@comcast.net)

or call **707-548-5797**

**GLOBAL FORUM:***(Article by Marvin Mai)*

During our February 25<sup>th</sup> Zoom meeting we tried to make sense of the happenings in Ukraine and like most everyone had no easy solutions. As the world scene continues to change and evolve we all hope that calm and intelligent leaders will emerge to keep the peace.



The attendees all thought that we need to keep discussing and staying informed. The way that we decided that would work is that we'll have a monthly in-person meeting on the second Friday of the month and a second meeting via Zoom on the fourth Friday of the month.

The in-person March meeting will be at 10 am on **March 11<sup>th</sup>** at the home of Marvin and Pat Mai, 4743 Woodview Drive, Santa Rosa. *(South on Summerfield to the end and left on Woodview. House is on the left, parking is only permitted in the parking bay and in the driveway.)*

The Zoom meeting will be on **March 25<sup>th</sup>** at 10 am and if you're not currently receiving the email notices and wish to be included, send an email to Marvin at: [maimarvin57@gmail.com](mailto:maimarvin57@gmail.com) or give him a call at 707-545-2224.

**GOLF:**

The State SIR organization has issued announcements for resumption of several tournaments as well the annual three-day Reno trip. Most of these tournaments and events were cancelled the past two years because of the COVID-19 epidemic.

There were several emails sent out to our 17/76 club concerning the two day "Spring Fling." This longstanding annual event will take place Tuesday, April 19 and Wednesday, April 20: Eagle Vines GC on the 19th, and Chardonay GC on the 20th. Both men and women are invited to play. The first day is a four person, two best ball competition. The second day is four person scramble requiring A, B, C, and D players. You may sign up for one or both events.

*(continued at top right)*[Return to Page 1](#)**GOLF:***(continued)*

For the application, please refer to the SIR-golf.org website. Scroll down to the middle of the home page for further details, the application, and the waiver attesting to Covid vaccination status or testing.

Scroll down a little further on the same SIR-golf.org website and you'll also find details about the 5 day, 4 night Reno event. The dates are June 13 through the 17th. Again, this is a men and women event. Three rounds of golf and accommodations at the Atlantis Resort and Spa.

More to come about other annual tournaments as information becomes available. This will include details about the area wide four person scramble and the individual competition. Play well and have fun!

Jim Gurke 707-303-0989

[1jgurke@gmail.com](mailto:1jgurke@gmail.com)

**POKER FEST:**

The poker group is still in a holding pattern and the activity is looking for a new chair. If you would like to volunteer please contact Big Sir Gordon Boultsbee.

## Poem for March March

by Mary Mapes Dodge

In the snowing and the blowing,  
In the cruel sleet,  
Little flowers begin their growing  
Far beneath our feet.  
Softly taps the Spring, and cheerly,—  
"Darlings, are you here?"  
Till they answer, "We are nearly,  
Nearly ready, dear."  
"Where is Winter, with his snowing?  
Tell us, Spring," they say.  
Then she answers, "He is going,  
Going on his way."  
"Poor old Winter does not love you;  
But his time is past;  
Soon my birds shall sing above you;—  
Set you free at last."



On Sunday, March 13<sup>th</sup> at 2:00 am

### Not all thieves are stupid

Someone had their car broken into while they were at a football game. Their car was parked on the green which was adjacent to the stadium, and specially allotted to football fans. (continued on right)

### Not all thieves are stupid

(continued)

Things stolen from the car included a garage door remote control, some money and a GPS which had been prominently mounted on the dashboard. When the victims got home, they found that their house had been ransacked and just about everything worth anything had been stolen. The thieves had used the GPS to guide them to the house. They then used the garage remote control to open the garage door and entry to the house. The thieves knew the owners were at the football game, they knew what time the game was scheduled to finish and so they knew how much time they had to clean out the house. They had brought a truck to empty the house of its contents. Something to consider if you have a GPS--don't put your home address in it. Instead, put a nearby address (like a store or gas station) so you can still find your way home if you need to, but no one else would know where you live if your GPS were stolen.

### NON-RESPONSIBILITY DECLARATION

All activities arranged for, or by, or sponsored by, SONS IN RETIREMENT, INC., and its Branches, are for the convenience and pleasure of the members and their guest who desire to participate. SONS IN RETIREMENT, INC., and its Branches do not assume any responsibility for the well being or safety of the participants or their property, in any matters pertaining to said activities.

The **February** 2022 edition of

**SIR HAPPENINGS** is now available to view online.

This is an informative newsletter produced by SIRinc with articles re-published from many of the SIR Branches throughout the state. There are lots of very interesting articles to browse. Look especially at page 13 and 14 which are reprints of some articles from our Branch 17. Pages 56 to 65, there are all kinds of consumer tips on various subjects that I am sure you will learn something. Most are reprints from various sources.

To view this free newsletter go to [www.sir17.org](http://www.sir17.org) under the Home tab, click on the "BARK News" tab, now scroll down to near the bottom of the page. Click on the SIR Happenings State SIR Newsletter, the underlined area. This should now open to the SIRinc website where you can choose the most current edition. Click on your choice and your PDF program should open the file for you to look at. You might be asked to open or save this PDF file. It is best to select "Open." You can always save if you want, for later reading. Read and enjoy!

