



IN-NEWSLETTER

November 8, 2019

Covers the period October 28 – November 3, 2019

Vol. 44, No. 39

Upcoming In-Person Meetings and Events

LoTW Committee Meeting

November 14 @ HQ, Newington, CT

2019 Division Elections Ballot Count

November 15 @ HQ, Newington, CT

Committee on Communications to Members

November 15 @ HQ, Newington, CT

Administration & Finance Committee Meeting

November 16 @ Windsor, CT

Indiana Section Convention

November 16 – 17 @ Fort Wayne, IN

ARRL Podcasts

Please listen to the most recent editions of ARRL's podcasts:

ARRL Audio News dated November 1, 2019:

<https://blubrry.com/arraudio/news/51305603/arrrl-audio-news-november-1-2019?sbe=1>

So Now What? dated October 31, 2019

<https://blubrry.com/arrrnowwhat/51296041/15-halloween-and-throwback-special/>

The Doctor is In dated November 7, 2019

<https://blubrry.com/arrrl-the-doctor-is-in/50546429/antenna-switches/>

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Howard Michel, WB2ITX, and Diane Middleton, W2DLM, joined IT staff in a meeting with Membership and Sales & Marketing Managers to discuss Personify customization and membership enhancements tools. Personify, the new AMS system, will be fully implemented in mid-2020.

Howard and Diane worked on their reports and associated issues in advance of next week's Administrative & Finance Committee meeting, being held on Saturday, November 16 in Windsor, CT.

Dan Henderson, N1ND, and Carla Pereira continued to respond to requests for unreceived ballots, and all other matters related to the 2019 Division elections. The ballot count will be held at HQ next Friday, November 15.

The annual 10-Year Party was held last week, honoring employees who have reached the milestone of working at the ARRL for ten years! This year we recognized Alan Gosselin, Warehouse, Michael Keane, K1MK, IT Manager, Amy Leary, KBITLM, Comptroller's Office, and Sharan Taratula, DXCC. Thank you all for your continued hard work and dedication. Thank you as well to Monique Levesque for coordinating the party.

Festive ARRL staffers again dressed up for Halloween, providing a fun picture to share with our members across our social media platforms.



Left to right, back row: Maty Weinberg, KB1EIB; Kathy Bouchard; Dee Methe; Joe Carcia, NJ1Q; Liz Karpiej, KA1DTU; Paul Cianciolo, W1VLF; Michelle Patnode, W3MVP. Bottom row: Skeleton; Maria Somma, AB1FM; Margie Bourgoin, KB1DCO; Carla Pereira, KC1HSX; and Cydney Martin.

Another goal has been met in our ongoing launch of ARRL's newest membership benefit, *On the Air* magazine. On Monday, November 4, the web landing page for [On the Air](#) magazine went live, and the online membership application began accepting member's choice of print magazine: *QST* or *On the Air*. Members in the US can make the designation when joining or renewing.

Communications

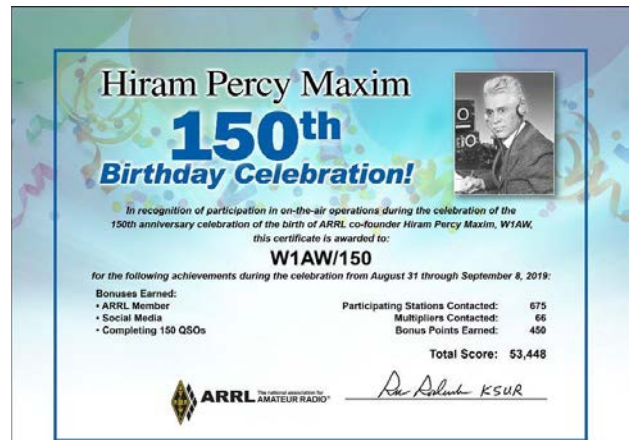
Reported by Michelle Patnode, W3MVP

Top Social Media Posts

LinkedIn: Listen to "Halloween and Throwback Special" on So Now What? as we discuss Jen Glifort's, KC1KNL, article from the July 2018 edition of *QST* and other topics including scary movies and radio communications. <https://blubrry.com/arrlnowwhat/51296041/15-halloween-and-throwback-special/>

So Now What? is sponsored by LDG Electronics, a family owned business out of Maryland. Click here to read Jen Glifort's, KC1KNL, free article: <https://lnkd.in/euvRuAp>
#Halloween #ThrowbackThursday #ARRL #AmateurRadio #RadioCommunications #DieHard

Facebook: The Hiram Percy Maxim Birthday Celebration, a 9-day operating event commemorating the 150th anniversary of the birth of ARRL cofounder and first president Hiram Percy Maxim, W1AW (HPM) — born on September 2, 1869, was held from August 31, 2019 through September 8, 2019. Amateurs from 57 ARRL/RAC sections and 4 countries made over 25,000 contacts over the course of the operating event. Participants are able to see the results of the event and download certificates at <http://contests.arrl.org/hpmscores.php> A special HPM 150 QSL card is available for those stations who worked W1AW/150 during the event. To receive a card, send your QSL with SASE to W1AW, 225 Main St. Newington CT 06111. #ARRL #AmateurRadio #RadioCommunications



Podcast Downloads and Charts

Audio News: 585,033 downloads

#70 Apple Podcasts/United States of America/Tech News

So Now What?: 119,193 downloads

#43 on Apple Podcasts/United States of America/Hobbies

The Doctor is In: 1,236,736 downloads

(Not currently charted this week.)

Lab

Reported by Joe Carcia, NJ1Q

W1AW

Joe Carcia continues work on the AREDN project. Scott Gee, WB9RRU, processed ten paper and eleven electronic VUCC applications for a total of 1343 credits.

Membership

Diane Petrilli, KB1RNF

October ended with 156,427 members, a 593-member gain over last month (a gain of 815 members was forecast). We are behind the year-to-date goal by 106 members. The on-time renewal rate for October expirees was 73% vs. 70% for last October.

Much of October was spent on phone calls with Personify reviewing required membership customizations/enhancements to the new AMS. This 3-week "sprint" closed October 25.

Another priority last month was updating web site pages, e-mails, and printed collateral to announce the

new member benefit of *On the Air* magazine. Online membership applications used by Clubs, Section Managers, and Directors have been updated to allow members their choice of a printed magazine.

Diane also completed the required 2-hour sexual harassment training online.

Product Development

Reported by Bob Inderbitzen, NQ1R

Covers highlights from the last 2 weeks

Bob Inderbitzen contributes regularly to planning as we launch *On the Air* magazine as a new membership benefit. Along with his colleagues, he tested and contributed additional revisions to the online membership application for IT programming. He also populated the website CMS with content that included contributions from others to help establish a landing page for *On the Air*; www.arrl.org/ota or www.arrl.org/On-the-Air-Magazine.

Bob participated in a handful of meetings including his monthly business unit meeting, Management Council, and marketing planning for *On the Air* magazine and 2020 *Field Day*.

Bob prepared revisions for some of the front matter in the next edition of *The ARRL Repeater Directory*. He also drafted talking points to help promote ARRL Diamond Club.

We've taken delivery of plaques to award winners of the recent 2019 Collegiate QSO Party. Bob, as liaison to the ARRL Collegiate Amateur Radio Initiative, has been working with the contest organizers. ARRL designed, produced, and will fulfill the plaques which are funded in part by the W1YSM Snyder Family Collegiate Amateur Radio Endowment Fund established in 2017.

Radiosport

Reported by Bart Jahnke, W9JJ

Paper/Fieldcheck Processing Time	2 weeks
Logbook Processing Time	1 – 2 business days
2019 DXCC Applications	9,454
2019 WAS Applications	1,709
2019 VUCC Applications	808
2019 WAC Applications	93
2019 WPX Applications	658
2019 WAZ Applications	600

Sales and Marketing

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports:

- October product sales were \$403,653, exceeding the sales forecast of \$396,491
- Direct sales were \$264,202
- Dealer sales were \$139,451

Sales were driven by demand for the new four-volume *ARRL Antenna Book* boxed set, and the 2020 edition six-volume *ARRL Handbook* book set.

Thank you to Jackie Ferreira, Lisa Tardette, KB1MOI, and our team of Member Services Representatives for proactively promoting the *ARRL Antenna Book* and *ARRL Handbook*. Thanks as well to our warehouse clerks Michael Scharr, Matthew Brady, Alan Gosselin, and Warehouse Supervisor Steve Capodicasa for their contribution with the order fulfillment for these new publications. It has been a team effort!

Yvette Vinci conducted a training session with her team of MSR's on the membership administration and record-keeping in Siebel to support the new *On the Air* membership benefit/option.

Member Services Representative Jon Faasen, AA1EZ reports that there were 582 tours of ARRL Headquarters conducted in Jan-Oct 2019 by our devoted team of volunteers. Today, there are over 20 volunteers – all ARRL members from throughout Connecticut.

A Halloween-themed email promotion helped contribute to 157 responses over the weekend.

Our team of Member Service Representatives handled 3,296 calls in October, versus 3,471 in October 2018. The team includes Margie Bourgoïn, KB1DCO, Jon Faasen, Liz Karpiej, KA1DTU, Kim McNeill, KM1IPA, and Cathy Stepina.

Summary of Sales and Marketing Department telephone group, reported by Yvette Vinci:

Week Ending	Calls Answered	Calls Per Hour	Total Talking Duration	Average Speed of Answer
10/25/2019	711	15.8	25:46:58	11 seconds
10/18/2019	790	17.5	24:26:36	9 seconds
10/11/2019	667	14.8	22:59:09	7 seconds
10/4/2018	703	15.6	25:02:52	10 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
10/25/2019	843	701
10/18/2019	1,409	789
10/11/2019	1,723	335
10/4/2018	1,045	409

Hamfests / Conventions / Meetings / ARRL Representative / Vacations

Bob Allison	11/14 – 11/15	PTO
“	11/21 – 11/22	PTO
“	12/03	PTO
Ken Bailey	12/09 – 12/20	PTO
Kathleen Callahan	11/21	Team Professional Development
“	11/26 – 11/27	PTO
“	12/04 – 12/06	Future of Brands Conference, Columbia University, NY

“	12/24 – 12/26	PTO
Steve Capodicasa	11/08	PTO
“	11/15	PTO
Joe Garcia	11/27 (half day)	PTO
“	12/06	PTO
“	12/09	PTO
“	12/13	PTO
Steve Ewald	11/28 – 12/10	PTO
Jackie Ferreira	11/11	PTO
Steve Ford	11/11	PTO
“	11/25 – 11/29	PTO
“	12/04	PTO
“	12/23 – 12/31	PTO
“	01/10	PTO
Regina Galuppi	11/25 – 11/27	PTO
Scott Gee	12/26 – 12/27	PTO
Dan Henderson	11/13 – 11/17	Indiana Section Convention, Fort Wayne, IN
“	12/16 – 01/03	PTO
Dee Methe	12/24 (half day)	PTO
“	12/31 – 01/02	PTO
Howard Michel	11/07 – 11/08	Warminster ARC, Warminster, PA
Diane Middleton	11/11	PTO
“	11/25 – 11/29	PTO
Michelle Patnode	12/23 – 01/03	PTO
“	02/05 – 02/11	PTO
Carla Pereira	11/27	PTO
“	12/05	PTO
“	12/23 – 12/24	PTO
Diane Petrilli	12/23 – 12/31	PTO
Yvette Vinci	11/11	PTO
“	11/27	PTO

Compiled and Edited by: Carla Pereira, KCIHSX, Executive Manager