



**ARRL** The National Association for  
**Amateur Radio**®

## **IN-NEWSLETTER**

Period Ending April 20, 2024

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and edited by Executive Assistant Danielle Biologlowy*

### **Upcoming Meetings and Events**

[Dayton Hamvention](#), hosting the ARRL National Convention, Xenia, Ohio | May 17 – 19

Memorial Day (HQ Closed) | May 27

[SEA-PAC](#), hosting the ARRL Northwestern Division Convention, Seaside, Oregon | May 31 – June 2

[International Digital Contest](#) | June 1 – 2

[June VHF](#) | June 8 – 10

[ARRL Teachers Institute](#), TI-2, Newington, CT | June 10 – 14

[Knoxville Hamfest](#), hosting the ARRL Delta Div. Convention, Knoxville, Tennessee | June 15

[Kids Day](#) | June 15

[ARRL Teachers Institute](#), TI-1, Newington, CT | June 17 – 21

[ARRL Field Day](#) | June 22 – 23

[ARRL Teachers Institute](#), TI-1, Newington, CT | June 24 – 28

[HAM RADIO](#), Friedrichshafen, Germany | June 28 – 30

Independence Day July 4<sup>th</sup> (HQ Closed) | July 3 – 4

[HamCon: Zion](#), hosting the ARRL Rocky Mountain Division Convention, St. George, Utah | July 12 – 13

[IARU HF World Championship](#) | July 13 – 14

[ARRL Teachers Institute](#), TI-1, Newington, CT | July 15 – 19

Second Meeting of the Board of Directors | July 19 – 20

[ARRL Teachers Institute](#), TI-2, Newington, CT | July 22 – 26

[ARRL Teachers Institute](#), TI-3, Newington, CT | July 29 – Aug 2

## **Executive Office**

David Minster, NA2AA, and Bart Jahnke, W9JJ, participated in the International DX Convention in Visalia, California, held April 12 – 14.

David held sessions throughout the week to advance elements for ARRL's next strategic plan.

## **W1AW**

### **Reported by Joe Carcia, NJ1Q**

In addition to viewing the solar eclipse on Monday, April 8, W1AW participated in the Solar Eclipse QSO Party. The station was active on 160, 80, and 40 meters. While no direct eclipse-related QSOs were made on either 160 or 40 meters, a handful of contacts with stations hundreds of miles away were made on 80 meters during the 90% coverage. Propagation to these areas fell away after the eclipse.

With Sierra Harrop, W5DX, on camera, and Samantha Shaner, KE1SAM, in the director's chair, Joe participated in the build video referencing a June 2024 *QST* article about 6- and 2-meter Yagis. A 2-meter Yagi was built, disassembled, and then reassembled for the video.

## **Membership**

### **Reported by Marc Spardello, W1NJ**

A membership campaign will mail to around 2-years-worth of lapsed members by the end of April. This was preceded by an email campaign. A similar campaign is being prepared for "never members," licensees who have never joined ARRL. The campaigns to lapsed and never members will be conducted quarterly.

An email workflow targeting our online Exam Review users over the past three months has been implemented with our first batch of users being reached for membership in the past week. Early results have yielded nearly 50 new members from the first email alone.

Marc Spardello, W1NJ, and Jason Leonard, KC1ULC, are in the final stages of planning for a new campaign to improve membership acquisition among newly licensed hams. The campaign theme is "Join and Get the Coin," which features a membership incentive for new hams to get a newly designed ARRL challenge coin commemorating their first license. The campaign is scheduled to begin in mid-May.

Marc and Jason are also finalizing work on the LoTW® user's email targeting European DXers and contesters for International Membership.

The membership applications returned from the International DX Convention were all processed. Kim McNeill, KM1IPA, completed a reconciliation for dues, subscriptions, and related monies collected at the event.

## **Marketing Operations and Retail Sales**

### **Reported by Jason Leonard, KC1ULC, and Jackie Ferreira, KB1PWB**

A design was completed for the cover of the new *Hints & Kinks*, 19th edition book.

Design work is being completed on the special Field Day section and ads for the June edition of *QST* magazine.

A two-page spread was completed for Hamvention's printed program, featuring the activities and exhibits for the 2024 ARRL National Convention. We also completed designs for a commemorative button and Youth Rally t-shirt.

A postcard featuring *Handbook 100* with the messaging "last chance, get your centennial copy while supplies last" has been mailed to past *Handbook* purchasers and some other members who have made past purchases.

With the help of Becky Schoenfeld, W1BXY, and Alex Norstrom, KB1MOI, the April issue of *The Current*, featuring the May issue of *QST*, and the March/April issues of *On the Air*, *QEX*, and *NCJ*, was distributed to 94,104 members.

Emails promoting *Portable Operating for Amateur Radio* and *The ARRL Repeater Directory* were sent to members subscribed to the Publications and Special Announcements list.

### **Information Technology**

A cross-departmental team involving IT, Membership, and Marketing, continue to work on a membership workflow that will support the new free Student Membership offering.

### **ARRL Lab**

**Reported by George Spatta, W1GKS**

John McAuliffe, KD2ZWN, is preparing technical demonstrations for the Lab booth in Dayton next month and has also been involved with Digital Extra content for *QST* magazine.

George Spatta, W1GKS, continues product review testing while working with the CSI working group to wrap up the first phase of the program and prepare for the program's rollout.

Steve Anderson, W1EMI, saw several new RFI cases come in over the last couple of weeks. These included a mix of issues involving suspected cable egress, solar, power line noise, and a suspected grow light case. Steve also performed a site assessment on a suspected power line case, a capacitor bank pole with intermittent power line noise.

### **Advertising**

**Reported by Janet Rocco, W1JLR**

The advertising section of June *QST* was uploaded to the printer on Monday.

An email was sent to current, prospective, and past advertisers reminding them to send New Product announcements when appropriate. The New Product Announcement Guidelines were included with the reminder. Five announcements have been received.

### **Development**

**Reported by Kevin Beal, K8EAL**

RSVPs are coming in for the Donor Recognition Reception that will be held on Thursday, May 16, before Hamvention.

The 2023 Annual Report is being drafted by the Development team. Becky Schoenfeld, W1BXY, is assisting the Development team by editing the copy. Last week, design ideas were presented by the graphic designer. The theme of this year's report will highlight volunteers as 2023 was ARRL Year of the Volunteers.

Kevin Beal, K8EAL, has been participating in the strategic planning process.

**Education and Learning**  
**Reported by Steve Goodgame, K5ATA**

The Education and Learning Department is in the process of finalizing equipment decisions and procurement for the Teachers Institute sessions this summer.

The new *Basic EmComm* course that was developed by the Emergency Management Department has been loaded into the Learning Center and has already had users working their way through the course. Preparations are being made to load the next course in the series.

**Publications and Editorial**

*Hints & Kinks for the Radio Amateur*, 19th edition, has been sent to the printer.