



## IN-NEWSLETTER

Vol. 44, No. 34

**October 4, 2019**

**Covers the period September 23 – September 29, 2019**

### Upcoming In-Person Meetings and Event

#### **Iowa State Convention**

October 6 @ West Liberty, IA

#### **Executive Committee Meeting**

October 12 @ Denver, CO

#### **Delta Division Convention**

October 18 – 19 @ East Ridge, TN

#### **ARRL Pacific Division Convention (Pacificon)**

October 18-20 @ San Ramon, CA

#### **Administration & Finance Committee Meeting**

November 16 @ Windsor, CT

#### **Indiana Section Convention**

November 16 – 17 @ Fort Wayne, IN

### ARRL Audio News

Please listen to the most recent *ARRL Audio News* Podcast, dated September 27, 2019:

<https://blubrry.com/arraudio/news/49375036/arrl-audio-news-september-27-2019?sbe=1>

### Chief Executive Office

Reported by Carla Pereira, KC1HSX

Howard Michel, WB2ITX and Diane Middleton, W2DLM, completed their annual budget meetings with department managers last week, reviewing next year's budgets for Product Development, Communications, Controller and the Lab.

Howard attended the Central Division Convention in Milwaukee, WI last weekend. On Friday evening, he attended the banquet in honor of the Milwaukee Radio Amateurs' Club 100<sup>th</sup> Anniversary of ARRL affiliation, where he presented the club with a special plaque in recognition of this achievement. On Saturday, he was the special guest at the Town Hall event where he gave a presentation and answered questions from attendees. Read more about the event below, in the "Product Development" section of this newsletter.



The Management Council met for an update on ongoing projects and dates.

## Communications

Reported by David Isgur, N1RSN,



Michelle Patnode, W3MVP, and Joe Carcia, NJ1Q, were guests on “Ham Talk Live!” on Thursday evening, September 26. As co-hosts of the ARRL’s “So Now What?” podcast, they discussed the questions they get asked by listeners and the topics being covered in upcoming episodes.

Michelle assisted Bob Inderbitzen, NQ1R, with testing his setup of media equipment for his trip to Arizona where he will be conducting a Facebook Live for College Radio Clubs from the University of Arizona on Oct. 16. <https://www.facebook.com/events/1325461800945803/>

David met with Controller Tom Bell, Diane Middleton, and Howard Michel to review the Communications Department’s Budget Plan for 2020.

Welcome to our new Communications Intern, Cydney Martin. Cydney is currently pursuing a Bachelor Degree in Communications at CCSU, and will be working approximately 12 hours per week. She will primarily be assisting the department with social media, visitor photography, web page management, and other tasks.



### Media Mentions

Among the most notable stories posted to the Media Hits ([www.arrl.org/Media-Hits](http://www.arrl.org/Media-Hits)) web page were:

- An East Texas television station did a story on amateur radio operators’ preparations to provide emergency communications if Tropical Storm Imelda knocked down regular communication channels.
- A longtime member of the Chino Hills (CA) Auxiliary Radio Team was recently honored as one of the city’s “Unsung Heroes,” according to a local newspaper story.
- Guild World magazine did a story on the classic riffs and solos created by legendary rock guitarist Joe Walsh, and also highlighted his passion for amateur radio.

### Top Social Media Posts:

**Facebook:** The ARRL HQ FM Sprint – a fast and furious 15-minute on-air event just for ARRL HQ staff – returned on Thursday, September 19 after a long hiatus, and was a thundering success! Thirty logs were submitted, and 10 staff members helped with logging. Thanks to all the on-air and behind-the-scenes participants for making it great, especially Emergency Preparedness Assistants Ken Bailey, K1FUG, and Sabrina Jackson, KC1JMW, for programming the handhelds; Radiosport & Field Services Manager Bart Jahnke, W9JJ, and Contest Program Manager Paul Bourque, N1SFE, for adjudicating, and Joe Carcia, NJ1Q, for the handmade trophies. Check out the pictures to see some of the fun, as well as ARRL CEO Howard Michel, WB2ITX, honoring the winners! #ARRL #HQSprint #HamRadio <https://www.facebook.com/ARRL.org/posts/10156889325912408>

**Twitter:** ARRL Thanks Official Observers, as Volunteer Monitor Program is Set to Debut <http://ow.ly/cEff101MDNI> #ARRL #HamRadio

**Instagram:** At 9pm eastern tonight, listen to @hamtalklive with host Neil Rapp, WB9VPG, with ARRL's So Now What? co-hosts Joe Carcia, NJ1Q, and Michelle Patnode, W3MVP, at hamtalklive.com! #ARRL #HamRadio #HamTalkLive #SoNowWhat

#### Podcast Downloads

- **Audio News:** 563,299
- **So Now What?:** 98,846
- **The Doctor is In:** 1,196,941

#### Podcast Charts Week Ending 9/30:

- **Audio News:** Ranked #36 in Apple Tech News, USA; #58 in Apple Tech News, Great Britain
- **So Now What:** Ranked #27 in Apple Hobbies, USA; #43 in Apple Hobbies: All Time, USA
- **The Doctor is In:** Ranked #64 in Stitcher Technology: Top Shows

#### Membership Manager

Diane Petrilli, KB1RNF

September ended with 155,834 members, an 83-member loss over last month, a significant improvement over the projected loss of 301 members originally forecast. We are also *ahead* of year-to-date goal by 116 members. Additionally, the on-time renewal rate for September expiries was 73% vs. 71% for last September.

These past three weeks have mainly been spent on conference calls with Personify, the vendor of our new AMS. The meetings have been focused on configuring our Membership types. The next three weeks (until November 1st) will be spent on customizations to the Membership configuration.

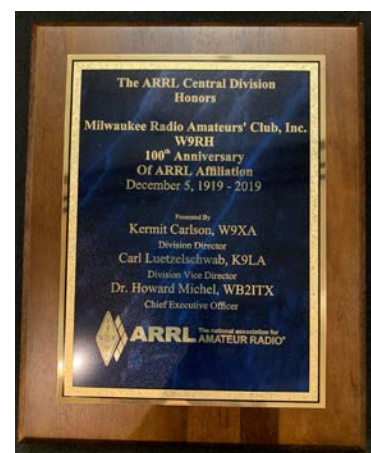
Diane reviewed the 2020 Membership budget with the CEO and CFO. Diane also continued to update membership materials and mailings.

A new mailing with fresh messaging and an updated look will hit the streets in November. The mailing will be sent to lapsed and never-members and will focus on ARRL's newest member benefits.

#### Product Development

Reported by Bob Inderbitzen, NQ1R

The Central Division Convention was hosted by Ham Radio Outlet at its annual Superfest in Milwaukee, Sep 27-28. The convention was attended by Howard Michel, Kathleen Callahan, and Bob Inderbitzen. It was a special year for members of the Milwaukee Radio Amateurs' Club (MRAC) who celebrated the club's 100th anniversary of ARRL Affiliation. Howard presented a plaque recognizing the club at their banquet. He was joined by Central Division Director Kermit Carlson, W9XA, Vice Director Carl Luetzelschwab, K9LA, and all three Central Division Section Managers. MRAC was granted ARRL Affiliation on December 5, 1919 as one of a group of 10 clubs who would be the first batch of affiliated clubs. In 1970, MRAC was recognized as the only one



of that first batch still active, making MRAC the oldest and longest affiliated ARRL club. Superfest attracts a large number of Amateur Radio manufacturers, exhibiting at one of HRO's largest stores. Howard gave a presentation followed by a town-hall-style Q&A session. Bob and Kathleen supported an ARRL exhibit, enjoyed visiting with members and manufacturer representatives, and returned with 57 membership applications – including 4 Diamond Club members.

A photo contest has been organized to collect good photos from college and university radio clubs. **If you know a college radio club, please help us spread-the-word!** College clubs should send us their favorite high resolution, good quality picture of their student group (smiling!) in their campus radio shack or other interesting operating pic. If the picture includes their university mascot, the club will automatically get a \$50 ARRL e-store gift certificate. Send photos with captions (who, what, where, etc.) to [NQ1R@arrl.org](mailto:NQ1R@arrl.org). The winning college radio club will get an ARRL amateur radio library book set valued over \$250. Ends Nov 30, 2019. The winning club will be announced in December. The photos may be used for future ARRL projects including a possible Collegiate Amateur Radio calendar.

Bob participated, with others, in ongoing planning for the Lifelong Learning website. He also completed revisions to budgets for 2020/21 planning.

### **Radiosport**

Reported by Bart Jahnke, W9JJ

Paper/Fieldcheck Processing Time	3 weeks
Logbook Processing Time	1 – 2 business days
2019 DXCC Applications	8,373
2019 WAS Applications	1,542
2019 VUCC Applications	731
2019 WAC Applications	87
2019 WPX Applications	600
2019 WAZ Applications	534

### **Sales and Marketing**

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports that September product sales were \$160,919, falling short of the sales forecast of \$185,491. Direct sales were \$67,608; dealer sales were \$93,311. We have accumulated over 3,600 pre-orders from individuals for *The ARRL Antenna Book* and *The ARRL Handbook* – most of which will ship in October.

Jackie also reports that the next large direct mail campaign featuring *The ARRL Antenna Book* and *The ARRL Handbook* will mail to 60,000 members and best customers on October 11.

There were 582 orders placed over the weekend; 290 were responses to a 2020 Calendar promotion.

Yvette Vinci, Jackie Ferreira and Kathleen Callahan met with Howard Michel, Diane Middleton and Tom Bell on the proposed 2020 Budget Plan for the Sales and Marketing Department.

Eric Casey, KC2ERC, helped prepare Division-level conventions with targeted emails promoting these events and ARRL's participation. He worked with convention committee members to send

announcements supporting the **Central Division Convention (HRO Superfest)**, September 27-28 Milwaukee, Wisconsin; **Delta Division Convention**, October 18-19, East Ridge, Tennessee; and the **Pacific Division Convention**, October 18-20, San Ramon, California.

**Hamfests / Conventions / Meetings / ARRL Representative / Vacations**

Leona Adams	10/04 – 10/07	PTO
“	10/18 – 10/21	PTO
“	11/01	PTO
Bob Allison	10/07 – 10/08	PTO
“	10/21 – 10/23	PTO
“	11/14 – 11/15	PTO
“	11/21 – 11/22	PTO
“	12/03	PTO
Joe Garcia	10/11 – 10/14	PTO
“	10/18 – 10/21	PTO
Kathleen Callahan	10/17 – 10/21	Pacific Division Convention, San Ramon, CA
Steve Ford	11/25 – 11/29	PTO
“	12/23 – 12/31	PTO
Scott Gee	10/18 – 10/21	PTO
Dan Henderson	10/10 – 10/14	Executive Committee Meeting, Denver, CO
“	10/17 – 10/21	Delta Division Convention, East Ridge, TN
“	11/13 – 11/17	Indiana Section Convention, Fort Wayne, IN
“	12/16 – 01/03	PTO
Bob Inderbitzen	10/11	PTO
“	10/14 – 10/16	University of Arizona ARC, Tucson, AZ
“	10/17 – 10/21	Pacific Division Convention, San Ramon, CA
David Isgur	10/08 – 10/10	PTO
Dee Methe	10/11 (half day)	PTO
“	10/17 – 10/22	PTO
“	11/07	Jury Duty
Howard Michel	09/29 – 10/06	IARU Reg-2 General Assembly Meeting, Lima, PERU
“	10/11 – 10/13	Executive Committee Meeting, Denver, CO
“	10/18 – 10/20	Delta Division Convention, East Ridge, TN
“	11/07 – 11/08	Warminster ARC, Warminster, PA
Diane Middleton	11/11	PTO
“	11/25 – 11/29	PTO
Michelle Patnode	10/16 – 10/17	NAB Show, NYC
“	02/05 – 02/11	PTO
Carla Pereira	10/11 – 10/13	Executive Committee Meeting, Denver, CO
“	10/18	PTO
“	11/01 – 11/06	PTO
“	12/23 – 12/24	PTO
Diane Petrilli	10/25	PTO
“	12/23 – 12/31	PTO
Yvette Vinci	10/17 – 10/21	Pacific Division Convention, San Ramon, CA

*Compiled and Edited by: Carla Pereira, KC1HSX, Executive Manager*