



## **IN-NEWSLETTER**

Vol. 43, No. 27

**July 6, 2018**

**Covers the period June 24 – June 30, 2018**

### **Upcoming In-Person Meetings and Events:**

#### **Indiana Section Convention**

July 13 @ Indianapolis, IN

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

July 19 @ ARRL HQ, Newington

#### **Programs & Services Committee Meeting**

July 19 @ ARRL HQ, Newington

#### **2018 2nd Board Meeting**

July 20 – 21 @ Windsor, CT

#### **Nevada State Convention (NVCON 2018)**

July 20 @ Reno, NV

#### **Columbus Hamfest/Ohio Section Conference**

August 4 @ Grove City, OH

#### **Southeastern Division Conventions**

August 18 – 19 @ Huntsville, AL

### **ARRL Audio News Podcast**

Please click the link below for the latest edition of the ARRL Audio News podcast, dated June 29, 2018:

<https://www.blubrry.com/arrlaudionews/35176922/arrl-audio-news-june-29-2018?sbe=1>

### **Chief Executive Office**

Reported by Carla Pereira, KC1HSX

Barry Shelley and Diane Middleton completed the monthly departmental reviews with managers last week.

Barry is actively working on his CEO report for the upcoming Board meeting and preparing for the various committee meetings that week.

Carla Pereira continues planning and preparations for the Board meeting.

### **Communications**

Reported by David Isgur, N1RSN

Monday, June 25, was “Moving Day” for the Communications Department as our offices were shifted from the Executive Offices suite to the newly-renovated Editorial/Public Relations suite. The move occurred with a minimal amount of dislocation and delays in meeting assignments. We appreciate the efforts of Greg Kwasowski from the Building Department and Andy Shefrin from IT in getting us up and running again so quickly.

David continued to follow-up with many PIOs about their Field Day activities and to talk about the media coverages earned. This also marked the beginning of the process of looking at what worked and what needs to be improved in the information and resources we provide to those out in the field to make Field Day a success. In addition, there are more than 125 story links posted in the Field Day 2018 folder on the Media Hits web page ([www.arrl.org/media-hits](http://www.arrl.org/media-hits)) and still more to be posted.

Joe Carcia, Michelle, and David went through a number of the lessons in the online course, “Tips for Crafting a Killer Podcast,” which we are all taking as we work on developing a new ARRL podcast that is scheduled to launch in early 2019. Prior to that, we are conducting market research, refining our target audience, and crafting show topics and scripts.

Michelle completed her work on editing the ARES Connect training videos and the videos were rolled out to ARES members.

David talked to a PIO in Tennessee who has billboard space along a major interstate highway in that area that could be provided to ARRL to promote Amateur Radio. David began working with Sue Fagan on a design concept for the billboard.

Michelle crafted a message to send PIOs via the PR reflector on how to send Media Hits information into ARRL HQ so that it can be included on the Media Hits web page.

Michelle wrote several posts for Facebook, Twitter and Instagram and scheduled the days and times of their posting in advance of her upcoming PTO time-off.

#### Media Mentions

In addition to all the Field Day story links posted to the [Media Hits](http://www.arrl.org/media-hits) web site, there was:

- a story from California about a group of ham operators putting on a “Kids Day” event to teach children about Amateur Radio
- a story about undergraduate students at Santa Clara (CA) University working on NADSA missions as part of the University’s satellite program

#### Top Social Media Posts

**Facebook:** A good book on a rainy day. Thanks to #ARRL Radiosport Specialist Kathy Allison, KA1RWY, for the great find! #ThrowbackThursday #TBT #HamRadio  
IMG\_3302



**Twitter:** 13 Colonies Special Event to Mark 10th Anniversary this Year  
<http://dlvr.it/QYZX9b>

**Instagram:** #ARRL Staff participating in Field Day over the weekend. #ARRLFD #HamRadio  
IMG\_3277, IMG\_3285, IMG\_3286



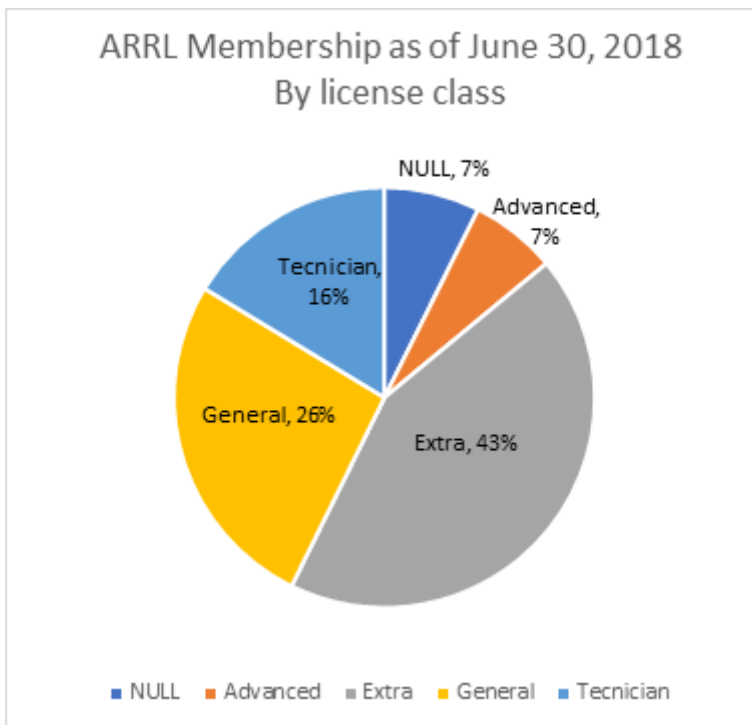
## Membership

Reported by Diane Petrilli, KB1RNF

We ended June with 158,147 members – losing 138 *fewer* member than forecast for the month. This puts us now 369 members *ahead* of YTD goal, representing a -.58% loss for the first 6 months. A -2.0% loss in membership is forecast for the *whole* year. See the graph below to see how actuals are tracking with forecast.



Below is a snapshot of membership by license class.



## **Radiosport**

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	2 – 3 weeks
Logbook Processing Time	1 – 2 business days
2018 DXCC Applications	7,301
2018 WAS Applications	1,480
2018 VUCC Applications	445
2018 WPX Applications	522
2018 WAZ Applications	601

## **Sales and Marketing**

Reported by Bob Inderbitzen, NQ1R

Jackie Ferreira reports that June product sales were \$232,190 vs. the sales forecast of \$237,752. Net sales were \$173,041 and exceeded forecast by \$2,957. Direct sales were \$148,548 (\$131,212 in June 2017); dealer sales were \$83,642 (\$74,066 in June 2017). Strong sales of the new edition Ham Radio License Manual helped offset lower-than-forecast sales in other categories. Field Day supplies have contributed \$82,432 YTD. Year-to-date sales are \$1,363,152 -- \$111,374 short of forecast. Royalties earned on sales of our Kindle e-books were \$6,713; \$7,500 forecast (\$42,032 YTD; \$45,000 forecast).

In order to better centralize our member contact travel and participation at hamfests and conventions, Gail Iannone, Convention Program Manager, has moved upstairs to the Sales and Marketing Department and is reporting directly to Bob Inderbitzen. The change was effective Monday, July 2. All of Gail's contact information will remain the same.

The covers for the 2019 ARRL Handbook are being finalized. The graphic designs are being completed by Sue Fagan.

Yvette Vinci reports that our team of Member Service Representatives handled 3,162 calls in June, versus 3,229 in June 2017. The team includes Margie Bourgoïn, Jon Faasen, Liz Karpiej, Kim McNeill, and Cathy Stepina.

Bob Inderbitzen has been planning for ARRL's exhibit at the upcoming EAA AirVenture, to be held July 23-29 in Oshkosh, Wisconsin. He's coordinating the effort with Director Kermit Carlson, who is assembling a volunteer team to help staff the exhibit. AirVenture is expected to draw over half a million attendees and 31,000 aircraft. ARRL's booth will highlight the crossover between ham radio and aviation using suggestions provided by many ham-pilots.

We shipped Amateur Radio recruitment materials to support volunteers exhibiting for ARRL at the 2018 IEEE International Symposium on Antennas and Propagation and USNC-URSI Radio Science Meeting in Boston, Massachusetts, July 8-13. The effort was coordinated with Eastern Mass Assistant Section Manager Phil Temples, K9HI, and EMA SM Tom Walsh, K1TW.

We shipped Amateur Radio recruitment materials to help support the Southwest Iowa Amateur Radio Club (SWIARC) which has organized a booth for the 2018 Defenders of Freedom Air & Space Show at Offutt Airforce Base, Nebraska, in August.

*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
6/29/2018	739	16.4	28:31:57	9 seconds
6/22/2018	732	16.2	24:50:42	8 seconds
6/15/2018	741	16.5	23:02:27	11 seconds
6/8/2018	782	17.3	25:57:37	9 seconds
6/1/18 (4 days)	787	21.9	28:15:04	10 seconds

*Summary of warehouse fulfillment activity, reported by Steve Capodicasa:*

Week Ending	Packages fulfilled	Member Premiums
6/29/2018	1,138	368
6/22/2018	869	357
6/15/2018	927	490
6/8/2018	1,572	460
6/1/2018 (4 days)	1,397	532

**Hamfest/Member Contact/ARRL Representative/Meetings/Vacations**

Leona Adams	07/05 – 07/06	PTO
“	07/13 – half day	PTO
Bob Allison	08/20 – 08/31	PTO
Steve Capodicasa	07/09	PTO
“	07/20	PTO
“	09/17 – 09/21	PTO
Joe Garcia	07/02 – 07/06	PTO
“	07/13	PTO
“	07/20	PTO
“	07/27	PTO
“	08/03 – 08/10	PTO
“	08/16 – 08/17	PTO
“	08/24	PTO
“	08/31	PTO
“	10/05	PTO
“	10/08	PTO
“	11/30	PTO
“	12/07	PTO
Mike Corey	07/02 – 07/06	PTO
“	07/13 – 07/14	Indiana Section Convention, Indianapolis, IN
“	07/23 – 07/27	PTO
“	09/07 – 09/09	New England Division Convention, Boxboro, MA
“	09/15	Wyoming State Convention, Rock Springs, WY
“	09/21 – 09/23	Rocky Mountain Division Convention, Albuquerque, NM
Regina Galuppi	07/13 – 07/16	PTO

“	09/14	PTO
“	10/16 – 10/24	PTO
Scott Gee	08/16 – 08/20	PTO
“	09/10 – 09/14	PTO
Dan Henderson	08/08 – 08/10	PTO
Bob Inderbitzen	07/21 – 07/30	EAA AirVenture, Oshkosh, WI
“	08/13 – 08/20	PTO
“	10/18 – 10/22	Pacific Division Convention, San Ramon, CA
“	10/23	PTO
Diane Middleton	07/09	PTO
“	07/25	PTO
“	08/23 – 08/24	PTO
“	11/19 – 11/21	PTO
“	12/26	PTO
Michelle Patnode	07/23 – 07/27	PTO
“	08/02	Half day (8a – 12p)
“	08/31	Half day (8a – 12p)
Carla Pereira	07/06 – half day	PTO
“	07/10	PTO
Diane Petrilli	08/03 – 08/20	PTO
Yvette Vinci	08/17 – 08/20	Southeastern Division Convention, Hunstville, AL

*Compiled and Edited by: Carla Pereira, Assistant to CEO*