



IN-NEWSLETTER

Vol. 43, No. 35

September 7, 2018

Covers the period August 19 – September 1, 2018

Upcoming In-Person Meetings and Events:

New England Division Convention (BOXBORO)

September 7 – 9 @ Boxborough, MA

Kentucky State Convention

September 8 @ Shepherdsville, KY

Wyoming State Convention

September 15 @ Rock Springs, WY

Rocky Mountain Division Convention

September 21 @ Albuquerque, NM

Wisconsin State Convention (HRO Superfest)

September 28 @ Milwaukee, WI

Section Managers Workshop

October 12 – 14 @ ARRL HQ

New Mexico State Convention

October 19 @ Socorro, NM

Pacific Division Convention (PACIFICON)

October 19 – 21 @ San Ramon, CA

ARRL Audio News Podcast

Please click the link below the two latest editions of the ARRL Audio News podcast, dated August 24 and August 31, 2018:

<https://www.blubrry.com/arrlaudionews/36469655/arrl-audio-news-august-24-2018?sbe=1>

<https://www.blubrry.com/arrlaudionews/36618770/arrl-audio-news-august-31-2018/>

Chief Executive Office

Reported by Carla Pereira, KC1HSX

The campaign for the 2018 elections for Division Directors and Vice Directors has officially begun. All candidates were notified of their eligibility to run, and the names of all the eligible candidates were shared. Friday, August 31 was the deadline for candidates to submit a 300-word statements and photo to accompany their ballot.

Communications

Reported by David Isgur, N1RSN

David Isgur worked with Barry Shelley, Rick Niswander, Rick Roderick and Howard Michel on writing, editing and distributing a press release announcing the election of Howard Michel as the next CEO of the ARRL.

David worked with Sue Fagan on an updated design for the Leonard Award (for media coverage of amateur radio) and the McGan Award (for volunteer service to promote amateur radio with the media). David continues working with the recipients and Directors in those geographical territories to arrange presentation ceremonies.

David and Michelle Patnode met with Bob Inderbitzen and Jackie Ferreira from Sales & Marketing and with Maria Somma and Amanda Grimaldi of VEC to plan out the creation of video content for those departments on the ARRL's social media feeds and the ARRL website.

David, Michelle, and Joe Carcia met with Steve Ford to go over technical issues related to the production of our new podcast.

Media Mentions

Among the new story links posted to the [Media Hits](#) web site are a story that aired on National Public Radio's Weekend Edition about the potential impact of cutting funding for radio stations WWV, WWVH in Hawaii and WWVB (which syncs up the time for about 50 million radio-controlled clocks, wristwatches and appliances. There are also links to stories that two New York television stations aired on students at a space camp making contact with an astronaut on the International Space Station via amateur radio.

Top Social Media Posts August 19 - 25

Facebook: Please stay clear of the following frequencies. These are for #HurricaneLane use. The state of Hawaii is operating on 7088 KHz, The National Weather Service Honolulu is operating on 7080 KHz, and SATERN is operating on 14265 KHz. At this time, there are no requests for deployment. Please do not self-deploy.

Instagram: #Repost @andrewgs_tx with @get_repost · · · My favorite HAM radio. @arrlhq #arrl #hamradio #nationalradioday



LinkedIn: RF Applications Engineer at Tektronix, ARRL NNJ Tech Coordinator and ARRL Life Member Alan Wolke, W2AEW, and Chair of the ARRL RF Safety Committee and FCC Technological Advisory Council member Greg Lapin, N9GL, visited ARRL Lab Manager Ed Hare, W1RFI, at ARRL HQ. Tektronix donated a PC based 6.2 GHz Real-Time Spectrum Analyzer, model number RSA306B. Thank you Tektronix! #ARRL #HamRadio #Tektronix



Twitter: #ARRL's Steve Ewald, WV1X, and Ken Bailey, K1FUG, are preparing #HamAid kits that will be sent to Hawaii to assist with #HurricaneLane disaster response efforts. @NWSHonolulu @noaa @Fema @femaregion9 #Lane #HamRadio
<https://twitter.com/arrl/status/1032724564743204864/photo/1>



Top Social Media Posts August 26 – Sep 1

Facebook: The ARRL Board of Directors has elected Howard E. Michel, WB2ITX, of Dartmouth, Massachusetts, to be ARRL's new Chief Executive Officer, starting on October 15. Michel is currently Chief Technology Officer at UBTECH Education, and Senior Vice President of UBTECH Robotics, a \$5 billion Shenzhen, China, artificial intelligence and robotics company. As the Chief Technology Officer at UBTECH Education, Michel helped build this company from a startup in China to \$100 million in

valuation. “I have Amateur Radio to thank for starting me on a very successful career, and I’m excited about the opportunity to further ARRL’s goals as CEO. Leading the League will allow me to ‘give back’ to a great community and provide similar opportunity for future generations,” Michel said. “I have been a licensed ham for 50 years, and I’ve seen many changes in the hobby. One of my top priorities as CEO will be to develop new products and services so all licensed hams, whatever their license class or interest, find value in League membership,” he added. Michel was first licensed as WN2ITX when he was about 16 years old and upgraded to General and Advanced within a year. He earned his Amateur Extra-class license in 2000. He notes that he has always had a strong interest in building and repairing radio equipment. “I’ve operated CW/AM/FM/SSB/digital on 80/40/20/15/10/2 on equipment that I have either built, repaired, or modified.” <http://www.arrl.org/news/new-arrl-chief-executive-officer-elected-by-board-of-directors>



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Twitter: Ham Radio Equipment for Emergency Communication Delivered in Honduras <http://dlvr.it/QhL9jN>



Field Services

Reported by Steve Ewald, WV1X

Section Manager election ballots were counted on Tuesday, August 21, at ARRL Headquarters with the assistance of Leona Adams, Deborah Voight, and Steve Ewald. In North Dakota, incumbent Section Manager Nancy Yoshida, KG0YL, was re-elected. In Western New York, incumbent Laura Mueller, N2LJM, was re-elected. Their new terms of office begin on October 1.

The following incumbent Section Managers will begin new two-year terms of office in October since they were the only nominees in their respective sections: Chuck Motes, K1DFS (Connecticut); Skip Jackson, KS0J (Minnesota); Scott Yonally, N8SY (Ohio); Kevin O'Dell, N0IRW (Oklahoma); Oscar Resto, KP4RF (Puerto Rico); Fred Kleber, K9VV (Virgin Islands).

In Eastern Pennsylvania, George Miller, W3GWM, of Wyalusing, will become the new Section Manager on October 1 for an 18-month term of office. Miller, who has been the Section Traffic Manager, was the only nominee when a re-solicitation of nominations took place this past spring. Bob Wiseman, WB3W, who has been the Eastern Pennsylvania Section Manager since October of 2016, decided not to run for a new term of office. He has however continued serving as SM for an extra six months after his regular term concluded at the end of March.

The Southern Florida Section will welcome Barry Porter, KB1PA, as its new Section Manager on October 1. Porter, of Delray Beach, has been an Assistant Section Manager, Assistant Section Emergency Coordinator and Emergency Coordinator. He was the only nominee for the position after Jeff Beals, WA4AW, announced that he would not be seeking a new term of office. Beals has been Section Manager since 2014.

Western Pennsylvania Section Manager Joe Shupienis, W3BC, has been nominated to run for a new term of office that begins on January 1, 2019. Nominations for this particular Section Manager election cycle are due at Headquarters by September 7.

Lab

Reported by Joe Carcia, NJ1Q

REPORT FOR WEEK ENDING AUGUST 25:

Joe Carcia processed two Qualifying Run certificates and one endorsement, and created the texts for the September W1AW Qualifying Runs. He also processed regular QSL card requests.

Joe began final testing of the 6-meter Harris amplifier. The testing was met with limited success...until the high levels of 6-meter RF set off the fire alarm. (Thankfully, Sonitrol was called and informed that there was no fire so the fire department DID NOT show up.) Additional RF filtering is in the works.

Joe met with David Isgur and Michelle Patnode to discuss topics for the upcoming podcasts that he and Michelle will release (most likely in early 2019). With Michelle behind the camera, she and Joe recorded a #TechTipTuesday video for use on Instagram TV. In anticipation of possible Hurricane Lane station involvement, Joe monitored both the Hurricane Watch Net – which was in stand-by mode – and for any WL2K traffic.

Scott worked on slow and fast code practice files for the week. He also processed seven paper and twenty-four electronic VUCC applications for a total of 2157 credits.

REPORT FOR WEEK ENDING SEPTEMBER 1:

W1AW

Joe updated the web code practice files and their archives, as well regular QSL card requests.

Scott worked on fast and slow code practice files for the week. He also processed one paper and twenty-two electronic VUCC applications for a total of 1883 credits.

Membership Manager

Diane Petrilli, KB1RNF

August ended with 157,256 members – putting us 742 members *ahead* of YTD goal. The on-time renewal rate for August expirees was 74.43% vs. 70.23% last August.

The next membership mailing is set to mail Friday, September 7, 2018.

Diane Petrilli will begin looking for a few new tours guides to fill open volunteer slots. Long-time volunteer tour guide Ted Szypulski, K2GAV, will be leaving us at year-end to move to North Carolina.

Diane has been participating in weekly calls and other planning meetings with Mintz + Hoke. She also provided feedback on the membership portion of the web specifications document they were working on.

The final test for this year for the new ham mailings will begin in October. A newly designed piece will be tested against the control piece.

Radiosport

Reported by Norm Fusaro, W3IZ

Report for week ending August 25:

Paper/Fieldcheck Processing Time	2 – 3 weeks
Logbook Processing Time	1 – 2 business days
2018 DXCC Applications	9,372
2018 WAS Applications	1,839
2018 VUCC Applications	700
2018 WPX Applications	655
2018 WAZ Applications	712

Report for week ending September 1:

Paper/Fieldcheck Processing Time	2 – 3 weeks
Logbook Processing Time	1 – 2 business days
2018 DXCC Applications	9,705
2018 WAS Applications	1,879
2018 VUCC Applications	723
2018 WPX Applications	664
2018 WAZ Applications	716

Sales and Marketing

Reported by Bob Inderbitzen, NQ1R

REPORT FOR WEEK ENDING SEPTEMBER 25:

Expense and revenue schedules were completed for 2019/2020 planning.

Jackie Ferreira and Bob Inderbitzen worked with convention committee members to help prepare an announcement supporting the upcoming Pacific Division Convention, Pacificon, which will be held Oct

19-21 in San Ramon, California. Jackie also completed a handful of email solicitations and other direct mail projects supporting publication and product sales.

Yvette Vinci reports that on Friday, August 24, a reminder emailing was sent to members with a summary of “What’s trending” in September *QST*—taking advantage of some early analytics shared by Michelle Patnode. The notification was sent to 118,037 members.

Yvette Vinci, John Proctor, and Bob Inderbitzen completed an analysis of 12-months of shipping for direct sales. The effort supports a 2018 goal to study shipping-and-handling fees and expenses, and to make improvements for the same.

REPORT FOR WEEK ENDING SEPTEMBER 1:

Jackie Ferreira reports that August product sales were \$222,674, exceeding the sales forecast of \$185,863 by \$36,811. Year-to-date sales are \$1,799,486 -- \$74,719 short of forecast. Royalties earned on sales of our Kindle e-books were \$6,969; \$7,500 forecast (\$56,471 YTD; \$60,500 forecast). We enjoyed significantly stronger than predicted sales of ARRL License Manuals in August. Direct sales were \$103,098 (\$95,277 in August 2017); dealer sales were \$119,576 (\$100,001 in August 2017).

Yvette Vinci reports that our team of Member Service Representatives handled 3,052 calls in August, versus 3,162 in August 2017. The team includes Margie Bourgoin, Jon Faasen, Liz Karpiej, Kim McNeill, and Cathy Stepina.

Jackie has coordinated the upcoming introduction of the fall ARRL Publications & Products Catalog into the digital edition of October *QST*. Thanks to Jodi Morin and Di Szlachetka for their production and design contributions with updating and readying the catalog for its first-ever debut in digital *QST*.

An email promoting two HF digital books contributed 251 orders over the Labor Day holiday weekend. There were 533 orders total.

Bob Inderbitzen attended the Pennsylvania State Convention, Uniontown GABFEST, on Saturday, Sep. 1 – meeting and greeting attendees, organizers, and Field Organization volunteers. He also gave a presentation highlighting ways to encourage all hams to get active, involved, and on the air. The convention was also attended by Atlantic Division Director Tom Abernethy and WPA Section Manager Joe Shupienis.

Following analysis of our small package shipping for sales orders, Bob has introduced some rate-shopping programming scripts within the warehouse shipping software to help improve the assignment of shipping carriers and delivery methods. Yvette Vinci and Steve Capodicasa are closing monitoring the impact of the change, to ensure we continue to meet delivery expectations. So far, so good! In just the first 24 hours, rate-shopping each order on-the-fly reduced shipping costs by hundreds of dollars.

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
8/31/2018	682	15.2	26:28:37	8 seconds
8/24/2018	645	14.3	23:18:27	7 seconds
8/17/2018	612	13.6	23:00:35	8 seconds
8/10/2018	676	15.0	22:12:43	11 seconds
8/3/2018	798	17.7	27:39:46	13 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
8/31/2018	864	244
8/24/2018	883	266
8/17/2018	843	364
8/10/2018	758	377
8/3/2018	1,305	345

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Leona Adams	09/14	PTO
“	09/21	PTO
Bob Allison	08/30 – 09/18	PTO
Steve Capodicasa	09/17 – 09/21	PTO
Joe Garcia	09/19	Times Microwave Seminar, Wallingford, CT
“	09/21	PTO
“	10/05	PTO
“	11/30	PTO
“	12/07	PTO
Mike Corey	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
Steve Ford	09/19 – 09/26	PTO
Norm Fusaro	09/06	PTO
“	09/11	PTO
“	10/18 – 10/21	New Mexico State Convention, Socorro, NM
Regina Galuppi	09/14	PTO
“	10/16 – 10/24	PTO
Scott Gee	09/10 – 09/14	PTO
“	10/15 – 10/16	PTO
“	12/10 – 12/11	PTO
Dan Henderson	09/13 – 09/16	W9DXCC
“	09/17 - 09/24	PTO and W4DXCC
Bob Inderbitzen	09/07 – 09/09	New England Division Convention, Boxborough, MA
“	09/27 – 09/29	Wisconsin State Convention (Superfest), Milwaukee, WI
“	10/18 – 10/22	Pacific Division Convention, San Ramon, CA
“	10/23	PTO
David Isgur	09/10	PTO
“	09/17 – 09/19	PTO
Bart Jahnke	09/07	New England Division Convention, Boxborough, MA
Diane Middleton	10/08	PTO
“	11/06	PTO
“	11/12	PTO
“	11/19 – 11/21	PTO
“	12/26 – 11/28	PTO

Compiled and Edited by: Carla Pereira, Assistant to CEO