



IN-NEWSLETTER

Vol. 42, No. 44

December 1, 2017

Covers the period November 12 – November 25, 2017

Upcoming In-Person Meetings and Events

New Director/Vice Director Orientation
January 17 @ HQ, Newington, CT

Programs & Services Committee Meeting
January 18 @ HQ, Newington, CT

Administrative & Finance Committee Meeting
January 18 @ HQ, Newington CT

2018 Annual Board Meeting
January 19-20 @ Windsor, CT

ARRL Audio News

Please listen to the latest edition of the *ARRL Audio News Podcast*, dated November 17, 2017:
<https://www.blubrry.com/arrlaudionews/29024971/arrl-audio-news-november-17-2017/>

Chief Executive Office

Reported by Tom Gallagher, NY2RF

On November 14, the ARRL Board of Directors held a special meeting to discuss the report of the Ethics and Elections Committee regarding Director Richard Norton, N6AA.

On November 17, the ballots were counted in the contested 2017 elections for the following divisions: Atlantic, Dakota, and Midwestern. The winners of those elections were: *Atlantic Vice Director* – Riley Hollingworth, K4ZDH; *Dakota Director* – Matthew Holden, K0BBC; *Dakota Vice Director* – Lynn Nelson, W0ND; and *Midwest Vice Director* – Roderick Blocksome, K0DAS. Congratulations to all of the winner! And thank you to all of the candidates for their efforts in support of the ARRL.

Communications

Reported by David Isgur

Communications met with representatives from nearly all the departments in ARRL HQ to discuss plans for creating a unified 2018 Social Media Content Calendar for the organization. We brainstormed about ideas for our social media platforms and will now be setting up individual meetings with each department to help them with content creation and scheduling.

We posted stories on the web and over social media to solicit nominations for the 2017 Bill Leonard Award, which honors print, radio and television reporters for stories that informed people about the values of amateur radio. The deadline for nominations is December 1.

We also tweaked the Media Hits web page (<http://www.arrl.org/media-hits>) to make the links to stories about the Amateur Radio community more visible.

To consolidate ARRL's social media footprint, we deactivated two of our Twitter accounts -- @ARRL_PR and @ARRL_NPOTA. We encouraged followers of those accounts to follow our main Twitter account (@ARRL). This move brings the number of Twitter accounts we maintain from five to three, which is much manageable and impactful.

The department also monitored and evaluated social media fallout from the decision by the ARRL Executive Board to censure the Southwest Division Director for violating the Board's Code of Conduct.

Top 3 Social Media Posts November 12th to the 18th

Facebook – Some great-looking rainbows emerged over #ARRL Headquarters in this evening's rainy, autumn sky. #rainbow #DoubleRainbow #WFSB #NBC30 #Fox61



Twitter – #ARRL is excited to announce #LoTW has reached 100,000 active users today! Thanks to everyone who helped us reach this milestone. #HamRadio

Instagram – Lower international express shipping rates for #HamRadio books, packages up to 10 lb (4.5 kg) from #ARRL. Shop now! www.arrl.org/shopThe West Palm Beach Amateur Radio Group, working in collaboration with ARISS and the South Florida Science Center, helped several Palm Beach County students communicate with one of the astronauts on the International Space Station via ham radio. It was an experience these youngsters are not likely to forget. The event was featured in the Palm Beach Post and the Florida Sun Sentinel. (Photo from the Palm Beach Post.) #hamradio #amateurradio #internationalspacestation

Top 3 Social Media Posts November 19th to the 25th

Facebook – #ARRL #HamRadio #HappyThanksgiving

Twitter – #ARRL #HamRadio AO-91 Commissioned, Declared Open for Amateur Use!
<http://ow.ly/XELc50fl6rh>

Instagram – #ARRL #HamRadio #HappyThanksgiving

LinkedIn – #ARRL #HamRadio #HappyThanksgiving

Development

Reported by Lauren Clarke, KB1YDD

We are pleased to welcome new Maxim Society members John, WCØW, and Leigh, WCØT, Patterson, in the Midwest Division.

This past Tuesday was #GivingTuesday, which was promoted through social media, on the ARRL homepage, on the on-line news, and through an e-blast. Many thanks to Michelle Patnode, Rick Lindquist, WW1ME, and to Bob Inderbitzen, NQ1R, for putting together a staff video thanking members

for their support, volunteerism, and membership. We received 20 gifts yesterday totaling \$3,105, including a new Gold level Diamond Club member.

The end of the year is always busy with donors wishing to make contributions in the calendar year. We are receiving calls and emails regarding stock gifts and IRA contributions, as well as donations via check and credit card.

Lauren has sent reminders to donors with outstanding Second Century Campaign pledges for 2017.

Field Services

Reported by Steve Ewald, WV1X

Leona reports that an SM nomination petition was received for the following: Scott Wren, KD5DFL of the Louisiana section, and Joseph Palsa, K3WRY of the Virginia section. These petitions are received for the term beginning April 1, 2018 and petitions are due at ARRL HQ by Friday, December 8, 2017.

As the end of the year is approaching, Leona has been processing end-of-year Section Manager expenses, as well as Section Manager book orders.

Lab

Reported by Joe Carcia, NJ1Q

WIAW

Week ending November 18:

Joe made a quick repair and test to a *miniHFPA HF Packer* amplifier kit that is in the process of a product review. He also tested and made a quick repair to an Alpha 87A HF amplifier that was returned from the ARRL Online Auction. The Alpha 87A will be used in the ARRL Laboratory. Joe is also in the process of assembling another station to be used on 6 meters for eventual incorporation into the broadcast transmit schedule (tentatively scheduled to being January 2018).



Scott worked on slow and fast code practice texts for the week. He processed thirteen electronic VUCC applications for a total of 710 credits.

Week ending November 25:

It was a busy few days, what with the many visitors here before the Thanksgiving holiday. Joe continued with assembling antenna and cabling for the 6 meter bulletin station. He also readied a few other antenna items in preparation for the Autumn visit of the station's antenna contractor.

Scott worked on fast and slow code practice texts for the short week. He processed ten paper and one electronic VUCC applications for a total of 229 credits.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	2 Weeks
Logbook Processing Time	1 - 2 Business Days
2017 DXCC Applications	10,007
2017 WAS Applications	1483
2017 VUCC Applications	538
2017 WPX Applications	547

Sales and Marketing

Reported by Bob Inderbitzen, NQ1R

Our sales campaign for the 2018 *Handbook*, which promoted the new edition with a personalized Call Sign Badge, ended on November 22. Sales for the *Handbook*-with-badge will exceed 4,500 orders. We have more than doubled the number of *Handbooks* ordered during the same period last year.

Jackie Ferreira coordinated two significant sales campaigns during the Thanksgiving holiday and Cyber Monday. These campaigns contributed to 1,382 online orders placed during the 5-day period from Thanksgiving Day through Cyber Monday. Thanks to Michele Patnode and Dave Isgur for extending these campaigns to include our social media outlets; Facebook, Twitter, etc.

Some members of our team helped adjust their holiday schedules to help fulfill the exceptionally high volume of orders received during the Thanksgiving holiday. Thanks especially to Steve Capodicasa, Kim McNeill, Ally Riedel, and Matthew Brady.

Jackie has introduced a holiday-themed publication campaign for December: “Twelve Days of Deals!” Members subscribe to get an email each day for 12 days, each featuring a special, one-day online offer or discount. Subscribe at <http://www.arrl.org/12-days-of-deals>

We have enjoyed an uptick in publication orders from international members following announcements of lower shipping prices to non-US destinations. For example, there were 43 orders from Canada in November, vs. 21 in October.

Yvette Vinci reports that on Tuesday, November 21, a reminder emailing was sent to members with a summary of “What’s trending” in December *QST*—taking advantage of some early analytics shared by Michelle Patnode. The notification was sent to 117,508 members (120,784 in 2016).

Yvette continues to work with an interdepartmental team on specifications for new software to support the next generation of our membership and development recordkeeping systems.

We have received a commission of \$4,439 from RFinder, earned on new and renewal subscriptions of RFinder made during the third quarter; YTD \$20,703 (\$23,532 for FY 2016). ARRL established an agreement with RFinder, creator of a web and app-based directory of Amateur Radio repeaters, in February 2016 to be our preferred online resource of repeater frequencies. We conducted an email campaign to help promote RFinder just before Thanksgiving.

Ally Riedel continues to help cover administrative tasks for Education Services.

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
12/1/2017				
11/24/2017 (3 days)	598	22.1	21:47:17	10 seconds
11/17/2017	798	17.7	26:53:40	14 seconds
11/10/2017	884	19.6	33:03:44	11 seconds
11/3/2017	1124	24.9	42:19:56	10 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
12/1/2017		
11/24/2017 (3 days)	902	-
11/17/2017	1,079	720
11/10/2017	1,634	200
11/3/2017	1,604	502

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Joe Carcia	12/01	PTO
“	12/08	PTO
“	12/21 – 12/22	PTO
Steve Ewald	11/27 – 12/05	PTO
Steve Ford	12/07	PTO
“	12/22 – 01/02	PTO
Tom Gallagher	12/18 – 01/02	PTO
	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Dan Henderson	12/18 – 01/05	PTO
“	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Gail Iannone	12/18 – 12/29	PTO
Bob Inderbitzen	12/26 – 12/29	PTO
Diane Middleton	02/20 – 02/23	PTO
Michelle Patnode	12/07 – 12/08	PTO
“	12/26 – 12/29	PTO
Carla Pereira	12/22 – 12/29	PTO
“	01/18 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Barry Shelley	12/12	PTO
“	12/19	PTO
“	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT

Please remember—pictures are always welcome!

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