



IN-NEWSLETTER

Vol. 44, No. 21

June 7, 2019

Covers the period May 27 – June 2, 2019

Upcoming In-Person Meetings and Event

West Gulf Division Convention (Ham-Com)

June 7 @ Plano, TX

HAM Radio Friedrichshafen

June 21 – 23 @ Friedrichshafen, GERMANY

Administrative & Finance Committee Meeting

July 18 @ HQ, Newington

Programs & Services Committee Meeting

July 18 @ HQ, Newington

Nevada State Convention

July 19 @ Reno, NV

ARRL 2nd Board Meeting

July 19 – 20 @ Windsor, CT

ARRL Audio News

Please listen to the most recent *ARRL Audio News Podcast*, dated May 31, 2019:

<https://www.blubrry.com/arrlaudionews/44375138/arrl-audio-news-may-31-2019/>

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Howard Michel, WB2ITX, attended SEA-PAC, the ARRL Northwestern Division Convention, in Seaside, OR last weekend along with Bob Inderbitzen, NQ1R, and Diane Petrilli, KB1RNF. President Rick Roderick, K5UR, and his wife Holly, along with Northwestern Director Mike Ritz, W7VO, and Vice Director Mark Tharp, KB7HDX, represented the League as well. Bob presented the ARRL Forum on ham radio recruitment. SEA-PAC is the largest amateur radio convention in the Pacific Northwest. Read more about the convention in the “Product Development” section of this newsletter, below.

Howard conducted phone interviews with the handful of candidates under consideration for the new Marketing Communication Manager position.

Communications

Reported by Dave Isgur, N1RSN

Communications Manager David Isgur and Communications Content Producer Michelle Patnode joined other members of the ARRL Public Relations Committee on a couple of live webinars to promote “best practices” in promoting ARRL Field Day 2019. Each of the webinars attracted about a dozen ARRL Public Information Officers from around the country. The webinars are part of a series of interactive

events that the PR Committee is holding to engage PIOs and provide them with the resources to effectively promote Amateur Radio to media outlets.

David and Michelle also met with Radiosport manager Bart Jahnke, W9JJ, and others to work out the details for a special contest event as part of Hiram Percy Maxim's 150th Birthday Celebration.

Michelle updated the *So Now What* podcast web page by uploading the complete archive of podcast episodes.

Michelle edited and uploaded a new episode for the *So Now What?* Podcast. Episode 5 is titled **Getting in On Field Day**. She is currently editing the interviews she did on site with special guests for the next episode, *Highlights from Hamvention* that will be uploaded on June 13.

David is working with volunteer videographers Tom Delaney, W8WTD, David Vine, WA1EAW, and Jim Palmer, KB1KQW, to finish up all the videos taken at the ARRL-sponsored forums at Dayton Hamvention so that they can be uploaded to the ARRL's YouTube channel

Michelle created a new "What is Amateur Radio" video, with photos collected and collated by Jen Glifort. Narrated by Becky Schoenfeld, W1BXY, the video is now on YouTube and ARRL's webpage. <http://www.arrl.org/what-is-ham-radio>

The FOX61 news interview from the Amateur Radio Demonstration for Red Cross and FEMA officials was placed onto the Media Hits page (<http://www.arrl.org/media-hits>) by Scott St. Onge. <https://fox61.com/2019/05/23/american-radio-relay-league-ready-for-hurricane-season/>

Top Social Posts

Facebook/Instagram: As we celebrate this Memorial Day holiday, let us pay tribute to those who sacrificed to make this all possible. Thank you to all our veterans and those currently serving.



Podcast downloads

- **So Now What?** 33,863
- **Audio News** - 484,979
- **The Doctor is In** - 1,011,200

Field Services

Reported by Steve Ewald, WV1X

With the nomination deadline of June 7 approaching, the following incumbent Section Managers have recently submitted nominations to run for a new two-year term of office in their respective sections: Colorado SM Jack Ciaccia, WM0G, of Boulder; Georgia SM David Benoist, AG4ZR, of Senoia; and South Texas SM Paul Gilbert, KE5ZW, of Cedar Park. Leona Adams reminds us that the new terms of office for this particular election cycle start on October 1.

WIAW

WIAW was busy with many drop-in visitors last week.

Scott Gee, W9RRU, worked on slow and fast code practice files for the week. He also processed nine paper and eleven VUCC applications for a total of 1386 credits.

Membership

Reported by Diane Petrilli, KB1RNF

We continue to close the membership gap. May ended with 156,792 members, an 82 member loss over last month (a loss of 177 members was forecast). We are now behind our year-to-date goal by only 228 members. Aggressive e-mail campaigns to non-members and targeted groups (Logbook users) continued in May. The on-time renewal rate for May expirees was 71% vs. 73% last May.

A plan to follow up with Hamvention Apps users is under way, including three main components:

- A survey to assess satisfaction and identify future App improvements.
- A generous \$20 off publication offer as a thank you.
- A membership solicitation to non-member users of the App.

Diane attended SeaPac 2019. Preliminary membership figures are strong, with sales and transactions after the first day of the event exceeding those of the entire event in 2018. The booth location inside the exhibitor hall (rather than in the lobby as in past events) likely contributed to strong sales. Thanks to all ARRL officials and staff who attended to make the event successful!

Diane will be attending ASAE's 2019 Marketing, Membership and Communications Conference this week.

Diane is also working on the 2019 membership budget re-forecast.

Product Development

Reported by Bob Inderbitzen, NQ1R

Special thanks to everyone who contributed to ARRL's successful National Convention at 2019 Dayton Hamvention. Our 120-member team included member-volunteers, elected officials, and staff – all working together to help represent the very best of our Amateur Radio Service and ARRL. Feedback from attendees and volunteers was overwhelmingly positive. Still, we conducted some post-event surveys to help us fine-tune ARRL's participation at future conventions. One of our volunteers summed it up this way: "This was my first year and I was blown away by the ARRL and all the displays! 10 out of 10 stars!"

Diane Petrilli, Bob Inderbitzen, and Howard Michel attended the ARRL Northwestern Division Convention, SEA-PAC, held in Seaside, Oregon May 31 & June 1-2. They organized and supported ARRL's exhibit and presence at the convention – which was also supported by President Rick Roderick, and his wife Holly, Director Mike Ritz, Vice Director Mark Tharp, and many Section Managers and Field Org volunteers. Member Jeri Ellsworth, AI6TK, gave the banquet keynote, and shared stories about her lifelong pursuit of technical discovery and achievement, and entrepreneurship. Jeri credits many mentors, including ham radio mentors, who have helped her along the way. Bob gave a forum on ham radio recruitment which generated a lot of positive follow-up interest. Diane and Bob returned from Oregon with 152 membership applications, (126 in 2018). Margie Bourgoïn, KB1DCO, processed all of the apps, and Yvette Vinci, KC1AIM, reports that 27 of the 151 applications (18%) were from new or previous members. That's the largest application take outside of the Dayton Hamvention and Orlando HamCation!

Materials were assembled and shipped to support member-volunteers who will operate an ARRL exhibit at the IEEE International Microwave Symposium, June 2-7 in Boston MA. Life members Ed Parish, K1EP, and Phil Temples, K9HI, are assembling the team. Howard Michel will keynote at an Amateur Radio social that has been organized during the event. The effort supports our interest in bolstering our relationship with likeminded educational and professional groups where ham radio has a known/natural affinity among participants.

Dan Henderson, N1ND, Bob Inderbitzen, and Howard Michel will travel to Germany to support ARRL's exhibit at the International Exhibition of Radio Amateurs, "HAM RADIO," June 21-23 in Friedrichshafen. The event is the largest annually-held amateur radio convention in Europe, and among the largest in the world. Dan will help represent ARRL Radiosport programs including DXCC. Bob organized ARRL's exhibit and will help promote membership and our other programs, services, and publications. Rick Roderick and Jay Bellows, K0QB, are also attending.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	3 weeks
Logbook Processing Time	1 – 2 business days
2019 DXCC Applications	4,999
2019 WAS Applications	933
2019 VUCC Applications	304
2019 WAC Applications	44
2019 WPX Applications	350
2019 WAZ Applications	385

Sales and Marketing

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports that May product sales were \$228,528, falling short of the sales forecast of \$243,746. Direct sales were \$161,503; dealer sales were \$67,026. Royalties earned on sales of our Kindle e-books were \$5,243; \$8,500 forecast (\$32,582 YTD; \$42,500 forecast). Year-to-date sales are \$1,099,229; \$9,757 short of forecast.

Member Services Representative, Margie Bourgoïn attended a 1-day professional development seminar sponsored by Skillpath.

Yvette Vinci reports that our team of Member Service Representatives handled 3,407 calls in May, versus 3,497 in May 2018. The team includes Margie Bourgoïn, Jon Faasen, AA1EZ, Liz Karpiej, KA1DTU, Kim McNeill, KM1IPA, and Cathy Stepina

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
5/31/2019 (4 days)	648	18	25:10:18	15 seconds
5/24/2019	882	19.6	28:09:51	11 seconds
5/17/2019	661	14.6	25:13:50	11 seconds
5/10/2019	781	17.3	28:07:13	8 seconds
5/3/2019	882	19.6	32:01:46	12 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
5/31/2019 (4 days)	1,069	355
5/24/2019	961	493
5/17/2019	747	405
5/10/2019	1,022	751
5/3/2019	1,242	732

Hamfests/ Conventions/Meetings/ ARRL Representative/Vacations

Ken Bailey	06/12 – 06/14	PTO
Steve Capodicasa	06/14	PTO
Joe Garcia	07/01 – 07/03	PTO
“	07/12	PTO
“	07/19	PTO
“	07/26	PTO
“	08/02	PTO
“	08/05 – 08/09	PTO
“	08/16	PTO
“	08/23	PTO
“	08/30	PTO
“	10/14	PTO
Steve Ford	06/14	PTO
Norm Fusaro	06/20 – 06/24	Field Day events
Scott Gee	06/10 – 06/12	PTO
“	08/19 – 08/22	PTO
Dan Henderson	06/18 – 06/25	PTO
“	07/01 – 07/03	PTO
Howard Michel	06/19 – 06/23	HAM RADIO 2019, Friedrichshafen, Germany
“	07/01 – 07/03	PTO
“	07/18 – 07/20	ARRL 2 nd Board Meeting, Windsor, CT
Diane Middleton	06/24 – 06/28	PTO
“	11/25 – 11/29	PTO
Carla Pereira	06/13 (half day)	PTO
“	06/14 (half day)	PTO
Diane Petrilli	05/28 – 06/02	SEA-PAC, Seaside, OR

“	06/05 – 06/07	ASAE Marketing, Membership & Communications Conference, Washington, D.C.
“	08/02 – 08/16	PTO

Compiled and Edited by: Carla Pereira, Executive Office Assistant