



IN-NEWSLETTER

March 6, 2020

Covers the period February 24, 2020 – March 1, 2020

Vol. 45, No. 8

UPCOMING MEETINGS AND EVENT

ARRL Nebraska State Convention

March 14 @ Lincoln, NE

ARRL Louisiana State Convention

March 13 – 14 @ Rayne, LA

ARRL West Virginia Section Convention

March 14 @ Charleston, WV

Maine State Convention & Hamfest

April 10 – 11 @ Lewiston, ME

ARRL Operating Specialty Convention (OzarkCon)

April 3 – 4 @ Branson, MO

Administrative & Finance Committee Meeting

April 18 @ Denver, CO

ARRL Podcasts: Downloads and Charts

Reported by Michelle Patnode, W3MVP and Carla Pereira, KC1HSX

ARRL Audio News passed 650,000 total downloads with this week! *Eclectic Tech* and *On the Air* are quickly amassing followers since launching this year!

ARRL Audio News dated February 28, 2020:



<https://blubrry.com/arrlaudionews/56675702/arrl-audio-news-february-28-2020?sbe=1>

- Downloads: **650,052**
- This episode hit #30 on Apple Podcasts USA Tech News

Eclectic Tech dated February 27, 2020



<https://podcasts.apple.com/us/podcast/eclectic-tech/id1494508760>

- Downloads: **7,247**
- This episode hit #12 on Apple Podcasts USA Technology

On the Air dated February 13, 2020



<https://blubrry.com/arrlontheair/55599327/on-the-air-episode-2/>

- Downloads: **8,778**
- #36 on Apple Podcasts USA Technology

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Barry Shelley, N1VXY, and Diane Middleton, W2DLM, participated in ongoing Personify training meetings last week. They also held monthly department meetings with IT and Development.

The Management Council met last week and discussions covered a newly created “talking points” memo for Board members and field volunteers to be used with *On the Air* magazine as a new member recruitment tool, Sales & Marketing’s work on creating a style guide, and the status of Personify training.

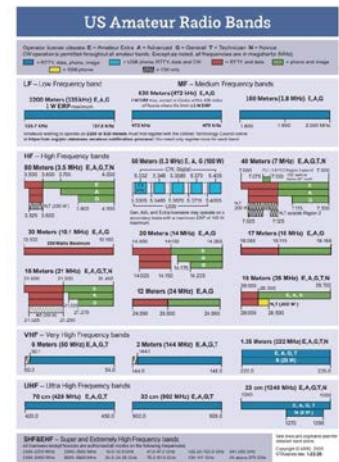
Communications

Reported by David Isgur, N1RSN

Top Social Media Posts

ARRL Main Facebook and On the Air Facebook: We publish a frequency chart in every issue of *On the Air*, but sometimes you need more than one, or perhaps you'd rather not cut up the magazine just to have a chart you can put on your wall or elsewhere. We understand! ARRL makes frequency charts available for free downloading in a variety of formats: color, black and white, horizontal, vertical, and more. Go to <http://www.arrl.org/graphical-frequency-allocations> and download the one that's right for you.

Twitter: ARRL Opposes FCC Plan to Delete the 3.4 GHz Band <http://ow.ly/XuQi102aUOx> #ARRL #HamRadio



Field Services

Reported by Steve Ewald, WV1X

Leona Adams, W1LGA, reports that Oregon Section Manager David Kidd, KA7OZO, of Oregon City, has been nominated to run for a new term of office. Scott DeSantis, KB9VRW, of Crystal Lake, has been nominated to run for the position of Illinois Section Manager. In addition, Brian Jenks, W9BGJ, of Fort Wayne, has been nominated to run for the Section Manager position in Indiana.

The nominating deadline closes on Friday afternoon, March 6, for this particular Section Manager election cycle. New terms of office begin on July 1, 2020.

Lab

Reported by Joe Carcia, NJ1Q

WIAW

Joe Carcia processed six Qualifying Run certificates and one endorsement. He created the texts for the week’s WIAW Qualifying Runs. Joe also processed regular QSL card requests.

Joe updated the web code practice files and their archives. He also updated the firmware and some memory channels on an Anytone AT-D578UV Analog/DMR radio for Product Review.

Scott Gee, WB9RRU, processed five paper and seven electronic VUCC applications for a total of 564 credits.

Membership

Reported by Diane Petrilli, KB1RNF

February ended with 156,516 members, putting us 300 members behind year-to-date goal. A gain of 159 members was forecast; we lost 165. New ham acquisition continues to lag a bit. As mentioned in last month's report, the first two communications to this group no longer asks them to join but rather introduces them to ARRL and tells them about our suite of *On the Air (OTA)* resources (magazine, podcast and blog). The *on-time* renewal rate for February expirees was 69% vs. 69% last February. We have 6,576 current member *OTA* print magazine subscribers.

Diane participated in 19 meetings last week with Personify in addition to several meetings in the first three weeks of the month.

Radiosport

Reported by Sharon Taratula

Paper/Fieldcheck Processing Time	2 Weeks
Logbook Processing Time	3 Business Days
2020 DXCC Applications	2,546
2020 WAS Applications	380
2020 VUCC Applications	136
2020 WAC Applications	36
2020 WPX Applications	170
2020 WAZ Applications	145

Sales and Marketing

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports that:

- February product sales were \$228,764, falling short of the sales forecast of \$248,882.
- Direct sales were \$146,592; dealer sales were \$82,172. Direct sales are up \$10,530 from February 2019.
- Royalties earned on sales of our Kindle e-books were \$5,551 (\$12,233 YTD; \$14,000 forecast).
- Sales at our exhibit at the convention in Orlando contributed \$9,763.

Jackie shared some good results from the "Winter Blowout" "email campaign" contributing sales of over \$63,000. A total of 7,709 units of books and DVD's were ordered online during the 6-week promotional sale. A big thanks goes to Jackie for her contributions to making this a successful campaign!

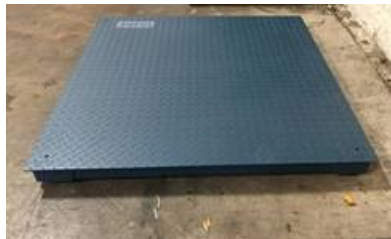
There were 638 online orders placed over the Leap year weekend, kicking off March with over \$30,000 in sales.

Steve Capodicasa reports that it was a busy month at the warehouse. Spurred-on by a handful of promotions conducted by email -- we enjoyed high levels of ordering activity. There were 5,368 parcels shipped in the month of February. That is the most we've had in 16 years!



Each year, a new ARRL Field Day logo is introduced to help promote our biggest annual on-air operating event. This year's logo design has been finalized, with creative input from Kathleen Callahan, KC1MBY, Norm Fusaro, W3IZ, Bob Inderbitzen, NQ1R, and Yvette Vinci. Eric Casey has been working with a handful of vendors to commit orders for our 2020 ARRL Field Day merchandise: t-shirts, pins, mugs, stickers, etc. The product line will become available in early April.

A low profile (5000 lb. capacity) pallet scale was purchased for the ARRL warehouse to generate better efficiency and accuracy with palletized freight shipments. Palletized shipments had been handled manually where each individual piece had to be weighed by hand and tallied up on a notepad. That resulted in decreased efficiency, led to inaccurate weight calculations and freight carrier reweigh inspections. The pallet scale will prove to solve these issues. Special thanks to Greg Kwasowski for overseeing the installation process.



Hamfests/Conventions/Meetings with ARRL Representation/Vacations

Leona Adams	04/03	PTO
“	04/23 – 04/27	PTO
“	05/08	PTO
Kathleen Callahan	03/26 – 03/27	BRITE '20 Conference, Columbia University, NYC
“	05/13 – 05/17	Hamvention, Xenia, OH
Joe Carcia	04/10	PTO
“	05/22	PTO
“	07/06 – 07/10	PTO
“	07/17	PTO
“	07/24	PTO
“	07/31	PTO
“	08/03 – 08/07	PTO
“	08/14	PTO
“	08/21	PTO
“	08/28	PTO
“	10/09 – 10/12	PTO
“	12/04	PTO
“	12/11	PTO
Steve Ewald	03/13 – 03/14	West Virginia Section Convention, Charleston, WV

“	04/03 – 04/14	PTO
Norm Fusaro	03/11 – 03/13	PTO
Scott Gee	03/30 – 04/03	PTO
“	05/14 – 05/15	PTO
“	09/14 – 09/19	PTO
Bob Inderbitzen	04/19 – 04/22	NAB Show, Las Vegas, NV
“	05/13 – 05/17	Hamvention, Xenia, OH
“	05/21 – 05/29	PTO
Diane Middleton	03/06 – 03/09	PTO
“	03/12	Jury Duty
“	03/30 – 04/07	PTO
“	04/17 – 04/19	Administration & Finance Committee Meeting, Denver, CO
“	04/20 – 04/21	PTO
“	05/13 – 05/17	Dayton Hamvention, Xenia, OH
“	06/22 – 06/26	PTO
Carla Pereira	03/20	PTO
“	04/17 – 04/19	Administration & Finance Committee Meeting, Denver, CO
“	05/16 – 05/18	Executive Committee Meeting, Dayton, OH
Barry Shelley	03/06 – 03/09	PTO
“	03/18 – 03/22	PTO
“	03/29 – 04/07	Working from home
“	04/17 – 04/19	Administration & Finance Committee Meeting, Denver, CO
“	04/19 – 04/21	Risk Strategies Meeting, Chicago, IL
“	05/16 – 05/18	Executive Committee Meeting, Dayton, OH
Maria Somma	03/05 – 03/11	PTO

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