

2015 2nd Meeting  
ARRL Board of Directors  
Hartford, Connecticut  
July 17, 2015  
Report of the Chief Operating Officer – Document 8  
Submitted by Harold Kramer, WJ1B

## Executive Summary

During the first six months of 2015, ARRL membership continued to increase and now exceeds 167,200 members. While new Amateur licenses issued are down 14% from last year's high water mark, but, they are still 8% above the typical totals from previous years. In a positive trend, license upgrades are about 14% higher than last year at this time.

Advertising revenue met its target for the first six months however; it will become increasingly difficult to meet projections as the industry continues to consolidate. Amazon continues to play a large role in our wholesale book business, accounting for almost 50% of our print wholesale sales.

Publication revenue was down substantially the first half of the year. We are taking actions to correct this and we believe that we will meet publication sales forecast for the rest of the year. Along with our flagship titles, we published two new books in 2015: *Oscilloscopes for Radio Amateurs* and *Propagation and Radio Science* in both print and eBook format. We continue to create more Kindle editions of our existing print books. The *ARRL Letter's* circulation exceeded 100,000 members and the ARES E-Letter celebrated its tenth year of publication with approximately 40,000 subscribers. Our social media presence has increased with over 54,000 "Likes" on the ARRL Facebook Page. Website traffic has reached nearly 1.8 million unique page views per month.

The ARES Manual was revised, updated and posted to the website. The Emergency Preparedness and Field Organization teams continue the process of making report forms more accessible to field organization members. Ham Aid gear was shipped to the Federated States of Micronesia to support communication for relief efforts.

Since the release of the Centennial QSO Party website in March 2015, we processed and shipped nearly 2,000 Challenge QSO certificates and over 1,500 W1AW/WAS certificates. We had hoped for more, and we will be marketing these awards more aggressively starting this quarter. The Worked All States award was redesigned. LoTW reached 78,000 registered users; an increase of 10,000 new users since July 2014. Operations continue to improve at the contest branch and they are now on schedule with certificate fulfillment. At mid-year, 2015, the ARRL Field Organization has 7,401 appointees. During the first half of this year, thirteen new Section Managers came on board.

We produced a new *ARRL Technician-General Instructors Manual* and winter and spring issues of "Radio Waves," our e-newsletter to instructors and teachers. Progress is being made on the Instructor Activity database. Three sessions of the Teachers Institute with 32 teachers will be completed by the end of July.

Keysight, the new company name for Agilent, a major manufacturer of test equipment, donated major upgrades to the Lab's Agilent spectrum analyzer, greatly expanding the ability of the Lab to measure digital transmitters. The Lab also received the donation of a MotoTRBO repeater from the Connecticut State Police Amateur Radio Club and a state of the art oscilloscope from Tektronix.

As always, I want to thank and acknowledge the work of the great staff here at Headquarters. Without their hard work and, dedication, none of this could be accomplished.

## **ARRL VEC**

Maria Somma, AB1FM, ARRL VEC Manager  
Perry Green, WY1O, Assistant VEC Manager

### **Exams**

The ARRL VEC continues to maintain its position as the largest VEC in the nation. Our market share of total Amateur Radio exams administered remains stable at 75%.

While new Amateur licenses issued are down 14% from last year's record-setting pace, they are 8% above the typical totals from previous years. Upgraded licenses are up 14% compared to the same period last year and up an incredible 34% over 2013 totals. We have slightly over 23,000 active ARRL volunteer examiners in our program. This number of VEs was reduced since we moved VEs who were not active during the last ten years into "Inactive Status."

Interest in the ARRL Centennial made 2014 a record breaking year for VEC. During the first half of 2015 activity has returned to more "normal" levels:

- New Amateur licenses issued through June:  
16,904 in 2015, 19,753 in 2014 and 15,674 in 2013
- Upgraded Amateur licenses are up in the first half of the year by an unprecedented 14% over 2014 (6,680 vs 5,841).
- 17,853 total license application forms were filed, compared to 19,129 in 2014. 2015 numbers were comparable to the 2013 total of 16,080.
- 21,000 exam applicants were served in 2015, down 11% from 23,500 in 2014. However, the applicant total is similar to 2013 (19,000) which was a more typical year.
- Exam elements administered decreased 10%, from 31,000 last year to 28,000 this year. Similarly, the 2015 total is in line with a normal year total such as 2013 (25,000).
- Approximately 3,800 exam sessions were conducted in 2015, compared to 4,000 in 2014.
- 1,031 new Volunteer Examiners (VEs) have been added to our program.

In addition to exam administration, VEC continues to provide *QST* Exam Info column in January and July, publish the VE Honor Roll quarterly, the Silent Key column monthly, distribute VE Newsletters via email and manage the License Class certificate program (formerly known as the Extra class certificate program).

### **FCC Changes**

This year the FCC implemented three changes that have substantially impacted the VEC department.

1. In February, the FCC stopped printing and mailing Amateur Radio licenses. The VEC must now collect and transmit e-mail addresses in the electronic batch files (EBF) to FCC for all license transactions. Licensees that provide a valid e-mail address will receive an official ULS-generated electronic license authorization via e-mail. Furthermore, customer contact with VEC has tripled since this change as many amateurs have not heard of the change or do not understand the FCC procedures for obtaining a license copy.
2. Until recently, electronic batch files (EBF) submitted to the FCC for license transactions received an emailed response file back from the FCC notifying VEC that the license transactions have been received and completed. The FCC has recently eliminated automatic email response files. Now these files are only available for download from a secure

FCC server. Our IT department had to quickly create new programming to log in to the FCC website, obtain the data, and then upload the files to our system.

3. The FCC has determined that the cost to run the vanity call sign program exceeds the amount they charge; therefore they have decided to eliminate the vanity fee. This will most likely go into effect in August or September. When the FCC removes the regulatory payment from the Amateur Vanity call sign service, there will no longer be a fee to apply for a new vanity call sign or to renew a vanity call sign. With the elimination of the vanity fee, VEC will suffer a loss of revenue.

## **Advertising/Business Services**

Debra Jahnke, K1DAJ, Business Services Manager

### **Advertising**

Advertising sales at the end of June were \$18,337 ahead of the year-to-date plan of \$1,196,831. *QST* print sales are currently slightly above expectations and we have just reached our goal of \$50,000 selling advertising in the yearly *ARRL Quickstart Guide* for all Hams, a component in the first membership packages new hams receive after they are licensed.

Despite this positive news, the revenue variance is shrinking from the \$24,000 overage we had amassed at the end of the first quarter. The second half of the year will be more difficult and we anticipate missing our goal for 2015 (\$2,453,089) by approximately \$39,000 for two major reasons. First, a monthly full page advertiser, Remote Ham Radio, will not be advertising as anticipated due to editorial differences. There was \$25,600 allocated in advertising for them that will not take place. Second, we had allocated \$18,000 (\$2,000 per month that was to commence in April) for LoTW advertising, but the LoTW site will not be ready for advertising as original planned.

During the first half of the year, we also lost the advertising from Texas Towers—a mainstay in *QST* for many years. Although they remain in business, they are not advertising or ordering books since they now have stiff competition from a new HRO superstore that opened in February less than a mile away from their location.

### **Wholesale Books Sales**

We expect wholesale books sales to remain flat (in comparison to 2014) for the first six months of 2015. Sales of wholesale books to Amazon contributed were \$268,201.86; 46.4% of wholesale books for the first six months. Flat sales are not where we want to be. However, despite a number of specials offered, dealers have stated that there is little point in ordering higher levels when they still have a large inventory in stock and we do not accept returns. It's a difficult argument to overcome. Lastly, wholesale book reseller, Baker & Taylor has been on hold, due to payment issues, since March 1' mirroring last year. The last time they placed orders without issues was in 2013 when their contribution to sales was \$46,397.

### **ARRL On-Line Auction**

Work on our 10th annual auction is already underway with staff coordinating with the lab to procure product review items, write descriptions, take photographs and change the site "look". Although the auction takes place in October, it takes several months to get everything ready for the open of bidding.

## Publications

Steve Ford, WB8IMY, Publications Manager  
Becky Schoenfeld, W1BXY, *QST* Managing Editor  
Shelly Bloom, WB1ENT, Production Manager

The first half of 2015 saw the publication of several titles including the 2014 Periodicals DVD; *Oscilloscopes for Radio Amateurs*; *Propagation and Radio Science*; the 2015/2016 ARRL Repeater Directory (including *TravelPlus* and the new *Repeater Directory* iOS app); *The General Class License Manual* and *General Q&A*; *The General/Technician Instructor Manual* and *The WIAW Portable Operations*.

There has also been a more aggressive effort to release publications in electronic form for Amazon Kindle and compatible devices. In recent months we have published *Oscilloscopes for Radio Amateurs*, *Propagation and Radio Science*, *The General Class License Manual*, *The General Q&A* and the *Extra Class License Manual* in Kindle format. There will be more titles published in Kindle format as the year goes on.

The *ARRL Letter's* circulation exceeded 100,000 members and the ARES-Letter celebrated its tenth year of publication with approximately 40,000 subscribers. The Publications department completed work on its new media facility. It is presently being used to produce ARRL Audio News and various *QST* videos, primarily for "Product Review."

## Field Services and Radiosport (FSR)

Dave Patton, NN1N, Department Manager  
Norm Fusaro, W3IZ, Assistant Department Manager  
Sharon Taratula, Awards Manager  
Sabrina Jackson, Administrative Manager

Mike Corey, KI1U, Emergency Preparedness Manager  
Steve Ewald, WV1X, Supervisor, Field Organization Team  
Matthew Wilhelm, W1MSW, Contest Branch Manager  
Joe Carcia, NJ1Q, W1AW Manager

## Staffing

In May, Sharon Taratula was promoted to the position of Awards Manager, and Sabrina Jackson was promoted to Administrative Manager. The Awards Specialist position is currently vacant. FSR hired two part-time employees to process Centennial awards. W1AW's second shift operator, Scott Gee, is assisting in the processing of VUCC applications and awards.

## Awards

DXCC paper application processing time is three weeks. LoTW processing time is at two business days. Awards staff has been assisted by volunteers Vinny Sgroi, K1RM, Joel Wilks, AK1N, and David Kaplan, WA1OUI.

## DXCC Statistics

July 1, 2014 – July 1, 2015

Month	Applications Received		% Increase /Decrease
	2014	2015	
January	1,077	1,103	2.4%
February	993	1,161	16.9%
March	1,313	1,342	2.2%
April	1,414	1,396	-1.3%
May	1,404	1,310	-6.7%
June	1,184	1,119	-5.5%
<b>Totals</b>	<b>7,385</b>	<b>7,431</b>	<b>1.3%</b>

QSOs Received		% Increase /Decrease
2014	2015	
112,101	112,482	.3%
94,488	95,472	1.0%
118,745	115,667	-2.6%
125,794	106,185	-15.6%
126,701	108,100	-14.7%
101,534	79,919	-21.3%
<b>679,363</b>	<b>617,825</b>	<b>-8.8%</b>

## Worked All States Award

The Worked All States award was redesigned with a larger certificate in order to provide space for band/mode endorsement stickers. The web pages supporting the WAS award were also revised to reflect the changes and accommodate online ordering via LoTW. We anticipated greater interest in the regular WAS award after the Centennial QSO Party, and we are seeing the results with increased numbers of band endorsements

## Logbook of the World

LoTW continues to grow in both capability, usability, and in the number of users. The chart below shows the growth from July 1, 2014 through July 1, 2015:

Category	July 1, 2014	July 1, 2015	% Increase
QSO Records Entered Into System	593,309,103	684,606,388	15.4%
QSL Record Matches	91,372,368	112,066,022	22.7%
Logs Processed	6,071,832	8,146,688	34.2%
Active Certificates	101,429	115,746	14.1%
Registered Users in System	67,942	77,948	14.7%

## Centennial QSO Party

Since the release of the Centennial QSO Party website in March 2015, staff has processed and shipped nearly 2000 Challenge QSO certificates and over 1500 W1AW/WAS certificates. Barker Specialties has produced and shipped out several hundred W1AW/WAS plaques; nearly 600 plaques have been ordered thus far. We had expected more orders for Centennial rewards and we will be promoting them more aggressively in the 3<sup>rd</sup> Quarter.

2015	QSO Points Challenge Certificates	W1AW/WAS Certificates	W1AW/WAS Plaques
March	1106	846	324
April	528	366	141
May	219	209	62
June	81	97	27
<b>Totals</b>	<b>1934</b>	<b>1518</b>	<b>554</b>

## Contest Branch

Operations continue to improve at the contest branch. ARRL HQ volunteer Frandy Johnson, N1FJ, has done a tremendous job assisting with awards fulfillment which is now on schedule. New VHF+ rules were implemented for the 2015 June VHF contest. Contest Branch Manager, Matt Wilhelm, discussed the changes before the contest with many VHF contesters at Dayton.

## QSL Bureau

The QSL Bureau received approximately 392,250 cards and shipped 377,800 in 2015 to date. Thanks to Bureau volunteers Dave Kaplan, WA1OUI, Richard Lawrence, KB1DMX, and Mike Zeug, W1YM, and Lisa Zeug, K1UQT, for their ongoing assistance.

## **Emergency Preparedness**

Ham Aid gear shipped to Hawaii last fall, as the massive Puna volcanic lava flow threatened some communities on the Big Island of Hawaii. It was re-deployed from Hawaii to the Federated States of Micronesia to support communication for relief efforts. We also received requests for Ham Aid equipment for the devastating earthquake in Nepal. Equipment was prepared but because of transportation and bureaucratic challenges no equipment was sent.

Mike Corey attended a national level exercise in Texas as a judge/observer. National partners including the Salvation Army, Red Cross, Army MARS, tested communications capabilities, successfully passing emergency exercise messages to W1AW using SSB and digital modes.

*The ARES Manual* has been revised and updated and posted to the website. The Emergency Preparedness and Field Organization teams continue the process of making report forms more accessible to field organization members. The project is being done in several phases: updating each form; standardizing the formats; and beginning the process of developing a mobile app that would allow the forms to be completed and submitted on a mobile device/smart phone/tablet.

## **Field Organization**

At mid-year, 2015, the ARRL Field Organization has 7,401 appointees. During the first half of this year, thirteen new Section Managers have come on board by way of election, appointment, or by being the only nominee for the next term of office. There were three balloted Section Manager elections in the winter, one in the spring, and there is one election underway this summer.

The Section Managers have continued to organize and host quarterly webinars with support from HQ staff. The spring webinar coincided with an in-person meeting and conference in connection with the Dayton Hamvention.

The Amateur Radio Service to Scouting Award was introduced earlier this year. According to the terms of reference for this award, ARRL Section Managers have the honor of approving the nominations and presenting the award certificates to radio amateurs in their sections who have contributed time, resources, and expertise assisting Scouts in the exploration of Amateur Radio.

## **W1AW**

Mold testing revealed there was an issue with mold in the station's cellar. In April, workers from Accurate Insulation, LLC corrected the problem. In May, XX Towers performed the Spring W1AW/W1HQ antenna and tower inspections. W1AW required a few antennas to be reoriented and a few pine tree branches pruned away from the South tower. W1AW participated in the 2015 ARRL Field Day. As a 3F entry, 1,044 QSOs were made, on 80 through 6 meters, using CW, SSB, and RTTY. As part of the operation, a message directed to the CT Section Manager Betsey Doane, K1EIC was generated using the ICS 213 General Message Format, and via WL2K on HF and W1AW also had a live video stream.

## **The ARRL Lab**

Ed Hare, W1RFI, Lab Manager

## **Industry Liaison**

The ARRL Lab was busy during the first part of the year. In March, Ed Hare attended the IEEE EMC Symposium in Santa Clara, CA as a member of the EMC Society Board of Directors and the EMC Society Standards Development and Education Committee (SDECom). At the SDECom, the committee approved the formation of a working group to develop a standard for power companies to use to resolve power-line noise. Ed also attended the ANSI asc C63® EMC committee meeting. C63 has formed working groups to develop standards for wireless charging and lighting devices. Ed

has joined both working groups and is making contributions that will help ensure accurate test methods to control interference from these types of devices.

The FCC incorporated by reference into its Part 15 rules the ANSI standard C63.10, a standard for the measurement of unlicensed transmitters. This standard includes reasonable distance extrapolation for field strength measurements made below 30 MHz. This is a step in the right direction for the Commission to have scientifically correct distance extrapolation. The work done for the C63.10 standard is being included in the development of standards for wireless charging devices.

## **RFI**

We have yet to receive any word from the FCC about any of the several complaints filed by the ARRL about grow lights greatly exceeding the FCC noise limits. In July, additional complaints about illegal emissions from high-powered lighting controllers were sent to the FCC. The Lab is also finalizing a report on marketing of noisy industrial lighting devices in retail stores such as Home Depot and a complaint is expected to be filed soon.

Mike Gruber reports that in the first half of 2015, the Lab received 88 new reports of RFI, mostly involving interference to Amateur Radio. These included 21 new cases of power-line noise. Ten cases were referred to the FCC and the FCC sent 5 letters to power companies. The number of unresolved power-line cases continues to grow, mostly due to ineffective FCC action after the initial series of advisory letters is sent. In April, Mike Gruber worked with Jerry Ramie, K6LGY, on locating noise sources in a four year old case in San Jose that ARRL wants to take to the FCC to ask for specific enforcement action.

## **Donations**

The Lab received the donation of a MotoTRBO repeater from the Connecticut State Police Amateur Radio Club and a state of the art oscilloscope from Tektronix.

Keysight, the new company name for Agilent, a major manufacturer of test equipment, donated major upgrades to the Lab's Agilent spectrum analyzer, greatly expanding the ability of the Lab to measure digital transmitters. The Lab will use this new capability to improve its testing procedures. Keysight also donated and installed BenchView software on the Lab's test computer and provided two full days of training for Bob Allison and Ed. To ensure the integrity of this software, the Lab has purchased a separate computer to be used for the testing of software-defined radios, which often require the installation of various software and drivers.

The Lab also accepted a donation from the Vintage Radio and Communications Museum of Connecticut of a number of projects designed and built by former HQ staffer Doug DeMaw, W1FB. These were originally built in the ARRL Lab for publication in various ARRL publications.

## **Other Lab Activities**

Product Review testing and the Lab's responses to members with technical questions continues at normal rates.

The Lab is making more use of volunteers who have been working on correcting the errors in the on-line QST archive along with receiving, refurbishing, and selling donated amateur equipment. Volunteers have also worked on some special digital technology projects.

## **Education Services**

Debra Johnson, K1DMJ, Manager

### **License Instruction**

We produced a new ARRL Technician-General Instructors Manual that coordinates with ARRL's new edition of the student study manual, The ARRL General Class License Manual, 8th edition. The PowerPoint modules that correspond to the lessons published in the book can be downloaded from the ARRL website by ARRL Registered Instructors. Thus far in 2015 we've produced a Winter and Spring issue of "Radio Waves," our e-newsletter to instructors and teachers. Distribution now exceeds 11,000.

Progress is being made to define the specifications for the Instructor Activity database. A check-in with the PSC Education Committee confirms that the features and functions being requested are being incorporated into the project plan.

### **Education & Technology Program**

Three sessions of the Teachers Institute with 32 teachers will be completed by the end of July. This includes two sessions of the Introduction to Wireless Technology (TI-1), one held at Parallax in Rocklin, CA and one at ARRL headquarters. The TI-2 on Remote Sensing and Data Gathering will be held July 20-24 at headquarters.

### **ARISS**

The international program team successfully executed 24 contacts in school and other educational venues during the first half of 2015. Five of the contacts were in the US (including one hosted at a Dept. of Defense school in Guantanamo Bay, Cuba). The level of activity has been reduced as compared to recent years as result of an extended period with no licensed crew in the US Operational Segment (USOS) of the ISS.

The ARISS program continues to scramble to find funding to sustain operations and improve equipment on the ISS. At the end of March, the NASA ISS Program Office stepped up to fill the gap and provide operational funding for the payload management task at Johnson Space Center through October 1, 2015. Another commitment from NASA's Satellite Communications and Navigation (SCaN) Program for fiscal year 2015-2016 will extend funding for operations through March 2016. Funding for operations beyond March 2016 is uncertain at this point.

Because of these concerns, the ARISS program has initiated a fundraising campaign to raise needed funds to support continuing operations and to provide for the development and testing of station equipment upgrades needed in the ISS Columbus Module (the US Operating Segment).

## **Digital Content**

Allison Barbieri, Digital Content Manager

Starting in February, the *QST* iOS digital application was updated to send push notifications to members stating that the monthly digital *QST* edition is available for viewing. Following the push notice release, the March issue of Digital *QST* has the highest readership of 2015, with 20,972 unique readers. The lowest viewed month was June with only 15,871 unique readers. The Android application was also updated and is now able to send the same push notifications to members using Android devices.

Also new this year, we started gathering monthly analytics for the ARRL Facebook page that now has over 54,000 likes. Traffic to the arrl.org website is steadily increasing. We have now reached nearly 1.8 million unique pageviews per month.



## Marketing and Membership Services

Bob Inderbitzen, NQ1R, Department Manager  
Diane Petrilli, KB1RNF, Membership Manager  
Jackie Ferreira, KB1PWB, Product Marketing Specialist  
Yvette Vinci, KC1AIM, Customer Service/Circulation Manager  
Steve Capodicasa, Warehouse Supervisor

### Staffing

We anticipate filling the position of Front Desk Receptionist during the year, which was vacated by a staff departure in late May. The Member Services team has been covering the front desk on a scheduled daily rotation. Since the position provides a significant amount of interface with visitors and guests in the lobby, we would prefer to fill the position with an active radio amateur. Other short-term staff absences in the fulfillment and warehouse groups were covered by temporary employees.

### Membership & Subscriptions

June ended with 167,276 members—with acquisition of 15,392 members contributing to a net gain of 1,612 members during the first half of the year; 734 members over our year-to-date goal. We continue to anticipate an overall gain in total members by yearend. Direct mail and the ARRL website continue to be the largest sources of membership growth. Here is a breakdown of sources of membership acquisition during the first 6 months of 2015:

	2013	2014	H1/2015
Direct Mail - 120 days	19%	22%	26%
Website	18%	19%	27%*
Renewal Notices	12%	12%	11%
New Ham Mailings	12%	12%	11%
E-mailings	11%	8%	7%
Field-based Recruitment	4%	4%	4%
All other sources	23%	22%	14%

\* H1/2015 “Website” includes some sources tracked as “All other sources” in previous years.

Revenues from subscriptions to our periodicals QEX and NCJ are running ahead of plan (through May) by nearly \$10k; up 13% and 7% respectively. This subscription revenue is also running slightly ahead of 2014 YTD. The paper stock used for QEX was changed to a less expensive paper with the May/June issue.

### Digital Edition of *QST*

The Member Services team provides regular support to members using the digital edition of *QST*. Over 121,000 members receive our monthly announcements for the latest edition—up 6,000 members since year end 2014. Since December, a reminder emailing is sent to members with a summary of “What’s trending” for each issue of *QST*—taking advantage of some early analytics. This “reminder” emailing has significantly increased readership and page views. The number of members who have voluntarily opted to receive digital-*QST*-only is 7,375; 4.4% of members (5,097 in July 2013); 40% are international members at the reduced international membership rate.

### Publication Sales

Total publication and product sales were \$1,325,000 for the first 5 months of the year; \$194K less than had been projected. Net sales (excess revenues over cost-of-goods) reflect a smaller, though still considerable, \$118K shortfall. The softer than predicted sales climate was very uncharacteristic of the period when compared to previous years. One factor identified as contributing to this ‘slump’ was fewer new publications introduced during the first quarter—an incident of

having redirected some of our publication development resources to one-time centennial activities throughout 2014; and over-forecasting the performance of our older titles to overcome sales from fewer new publications.

While our entire product line includes hundreds of publications and products, the top 10 publications and products contribute more than 55% of overall sales. The following table is comprised of the top grossing products for H1/2015. It is interesting to note that this table includes the 2 new titles introduced during the period; *Oscilloscopes for Radio Amateurs* (April) and *Propagation and Radio Science* (May).

Print Book Sales:	Qty	Gross Sales
<i>ARRL Ham Radio License Manual</i> (3rd edition)	10,734	\$226,929.55
<i>2015 ARRL Handbook</i> (softcover & hardcover)	3,745	\$138,282.88
<i>ARRL General Class License Manual</i> (7th and new 8th edition, including new spiral bound edition)	4,131	\$92,996.38
2015 ARRL Field Day Shirts	4,238	\$60,082.41
<i>ARRL Repeater Directory</i> (2015-2016 edition)	6,097	\$58,555.37
<i>ARRL Antenna Book</i> (22nd edition)	1,607	\$56,162.79
<i>ARRL Extra Class License Manual</i> (10th edition)	2,428	\$53,284.72
<i>Oscilloscopes for Radio Amateurs</i> – New book	1,888	\$31,647.05
<i>Arduino for Ham Radio</i> (Aug 2014)	1,189	\$26,831.15
<i>Propagation and Radio Science</i> – New book	1,255	\$25,812.78

One particularly bright note was our 2015 ARRL Field Day merchandise; t-shirts, hats, pins, patches, and mugs. This popular product line contributed sales through June of \$99K (\$76K in 2014). Another success has been our accelerated effort to increase the number of our titles available as digital editions in the Kindle format—Amazon’s proprietary e-book platform. With not quite 10 titles, earnings from royalties paid to ARRL by Amazon topped \$26K for this first half of the year. By yearend, we will have 20 e-book titles or more available.

### **Affinity Membership Benefits**

ARRL Visa Credit Card (U.S. Bank) – H1/2015 earnings of \$21,794 (4,744 total credit cards).

Auto and Home Insurance – In February, we introduced Liberty Mutual Insurance as our new benefit provider for home and auto insurance. In the past this benefit was provided by MetLife. Under the affinity arrangement, a portion of each premium comes back to ARRL. The new program has been promoted with emailings to members, ARRL News postings, and attention on the website including a dedicated landing page; <http://www.arrl.org/liberty-mutual-insurance>. For its part, Liberty Mutual conducts direct-to-member mailings

AmazonSmile – Members shopping with Amazon are invited to shop at [smile.amazon.com](http://smile.amazon.com) and choose American Radio Relay League Inc. (ARRL) as their charity of choice. With every purchase made at AmazonSmile, Amazon makes a contribution to ARRL; \$1,000 during for Q1/2015. The program has made it possible for members to extend additional support to ARRL through ordinary purchases with Amazon.

### **Conventions**

The group successfully organized ARRL’s participation for Dayton Hamvention, held May 15-17. The ARRL EXPO team included over 130 people: Section Managers, Board members, staff, spouses, and friends. Among the successful activities we supported was a national meeting for Section Managers, an ARRL-hosted youth luncheon with Astronaut Mike Fincke, KE5AIT, sixteen exhibits showcasing ARRL programs & services, and five ARRL-sponsored forums. Membership applications totaled 1,084 (1,150 in 2014) including applications from 141 new members. Dues totaled \$51K. Product sales were \$55K.

We also provided increased attention for, and support of, promoting membership at these Division-level conventions and larger events:

Southeastern Division Convention in Orlando, Florida – February  
Wisconsin State Convention at AES, Milwaukee, Wisconsin - March  
Northwestern Division Convention in Seaside, Oregon – June  
West Gulf Division Convention in Irving, Texas – June  
International Amateur Radio Exhibition in Germany - June

## COO

During the first half of the year, I represented the ARRL at the Orlando Hamcation Southeastern Division Convention in Orlando, Florida and the Sea Pac Northwest Division Convention in Seaside, Oregon. I also spent much of my time working with the Strategic Planning Working Group.

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