



## **IN-NEWSLETTER**

Vol. 43, No. 38

**September 28, 2018**

**Covers the period September 16 – September 22, 2018**

### **Upcoming In-Person Meetings and Events:**

**Wisconsin State Convention (HRO Superfest)**  
September 28 @ Milwaukee, WI

**Executive Committee Meeting**  
October 20 @ Minneapolis, MN

**North Dakota State Convention**  
September 29 @ West Fargo, ND

**New Mexico State Convention**  
October 19 @ Socorro, NM

**Section Managers Workshop**  
October 12 – 14 @ ARRL HQ

**Pacific Division Convention (PACIFICON)**  
October 19 – 21 @ San Ramon, CA

### **Chief Executive Office**

Reported by Carla Pereira, KC1HSX

Barry Shelley, N1VXY and Diane Middleton, W2DLM and Lou Treglia spent much of the week completing the annual budget meetings for 2019 with all departments. All budgets have been submitted.

Incoming CEO Howard Michel, WB2ITX stopped by on Wednesday to work with members of the IT department on getting him set up for his official start on October 15. He also met informally with some managers and staff while he was here. Howard's ARRL red badge and business cards have already come in.

### **Communications**

Reported by David Isgur, N1RSN

Michelle Patnode worked with Bob Inderbitzen, N1QR, Jackie Ferreira, KB1PWB, and Diane Szlachetka, KB1OKV, to produce an Instagram TV video to promote the introduction of the 2019 Handbook. The video, which was posted on Friday, achieved great viewer response, as did the posts about the new Handbook on ARRL's other social media feeds. Michelle is now working on another version for ARRL's Facebook and YouTube channels (which requires a horizontal format as opposed to the vertical format of the IGTV video).

As David was away on PTO Sept. 17-19, Michelle handled all of the traditional media relations and social media posting work related to Hurricane Florence and the emergency communications efforts of ARRL members in the Carolinas and at ARRL HQ. Michelle gathered a quote from Roanoke Division Director James Boehner, N2ZZ, for Hurricane relief press use and coordinated PIC contact info to Tammy Livigston for interview use; posted stories to Facebook out of the Carolinas sent from Roanoke Division

Vice Director Bill Morine, N2COP; and posted links of news article to the Media Hits and the 2018 Hurricanes web pages.

David participated in conference calls between FEMA officials and private, nonprofit sector organizations about emergency communications issues. He was also in communication with PIOs and PICs in both South and North Carolina

David met with ARRL CEO Barry Shelley, N1VXY, CFO Diane Middleton, W2DLM, and Comptroller Lou Treglia on the proposed 2019 Budget Plan for the Media and Public Relations Department.

As part of her monthly routine, Michelle provided Digital *QST* analytics of the top read articles for Yvette Vinci's, KVC1AIM, monthly newsletter and scheduled posts from the *QST* editors for social media to highlight specific articles in the October issue of *QST*. She also provided analytics for Bob Inderbitzen regarding Publications and Ad pageviews in the October edition of Digital *QST*.

Michelle worked with members of the ARRL Lab and the ARRL Lifelong Learning Department to coordinate social media and traditional media coverage of an ARISS contact by a school in Ashford, CT in mid-October.

In addition, Michelle attended the World Maker Faire New York along with Ally Riedel, KM3ALF, of the Lifelong Learning Department, and gathered photos and videos of The Garden School and volunteers representing Amateur Radio at the Faire.

### Media Mentions

Check out the latest stories on the 2018 Hurricanes web page - <http://www.arrl.org/2018-hurricanes> -- or the Media Hits web page -- <http://www.arrl.org/media-hits>

### Top Social Media Posts September 16<sup>th</sup> to September 22<sup>nd</sup>

#### **Facebook:** Repost



**Twitter:** This changes everything! NEW #ARRL Handbook Six-Volume Boxed Set. Order now. Ships Oct. <http://www.arrl.org/shop/ARRL-Handbook-2019> #HamRadio <https://twitter.com/arrl/status/1043107805232881664/photo/1>

**LinkedIn:** Amateur Radio Emergency Service (ARES) volunteers from several South Carolina counties are pitching in to help support emergency communication, as the state deals with the aftereffects of Hurricane Florence. The storm, now a tropical depression, continues to generate heavy rainfall in the Carolinas. <https://lnkd.in/gbjE39p>

**Instagram:** All DX chasers are excited to add a rare grid to their log. Take a closer look at how those DXpeditioners were able to finance their trip to those rare locations in Don Greenbaum's, N1DG, article, "Who Pays for that New One?" in the October 2018 issue of QST, now available in the print or digital edition. (Photo T31A)



Check out our Instagram TV video for our new 2019 Handbook here! [https://www.instagram.com/tv/Bn\\_fYgKnm-W/?utm\\_source=ig\\_web\\_button\\_share\\_sheet](https://www.instagram.com/tv/Bn_fYgKnm-W/?utm_source=ig_web_button_share_sheet)

### **Instagram Story:**



### **Field Services**

Reported by Steve Ewald, WV1X

Leona Adams reports that Dan Marler, K7REX, of Boise, has been nominated to run for the office of Idaho Section Manager. The next term of office begins in the spring of 2019. Dan is presently serving as Assistant Section Manager for Idaho Section Manager Ed Stuckey, AI7H. Ed has decided not to run for a new term of office, and he has served as the leader of the Idaho Field Organization since 2008.

Steve Ewald reports that preparations continue for this year's Section Manager Workshop for new SM's, and he thanks everyone for their support of this event. Eleven Section Managers are signed up to travel to Newington on Thursday, October 11, to take part in the Workshop activities on October 12th to 14th (Friday to Sunday) at Headquarters.

### **Lab**

Reported by Joe Carcia, NJ1Q

### **WIAW**

On Wednesday, September 19, Joe attended a Seminar held at the Times Microwave Systems plant in Wallingford, CT (<http://www.timesmicrowave.com/>). The first half of the seminar dealt with the science of lightning, including how it enters buildings, the outcomes of direct and indirect strikes, as well as some methods used to mitigate lightning damage. The second half dealt with cable specifications, TMS' new

connectors, and a tour of the factory. Joe also assumed the project that deals with the Mitsubishi HVAC system noise problem affecting W1HQ.

Scott Gee, WB9RRU, worked on slow and fast code practice files for the week. He also processed one paper and twenty-four electronic VUCC applications for a total of 1618 credits.

### **Radiosport**

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	2 – 3 weeks
Logbook Processing Time	1 – 2 business days
2018 DXCC Applications	10,349
2018 WAS Applications	1,987
2018 VUCC Applications	777
2018 WPX Applications	726
2018 WAZ Applications	760

### **Sales and Marketing**

Reported by Bob Inderbitzen, NQ1R

#### *This department summary covers September 4-21*

Yvette Vinci completed the annual Statements of Ownership, Management, and Circulation for each of our periodicals: *QST*, *NCJ*, and *QEX*. The statements are a requirement of the US Postal Service, and will be published in the December issue of *QST* and the Nov-Dec issues of *QEX* and *NCJ*.

Yvette prepared the bulk email notification for the October 2018 digital edition of *QST*, distributed to ARRL members on Friday, Sep 7. The distribution list included 117,295 members. She also reports that on Monday, Sep 17, a reminder emailing was sent to members with a summary of “What’s trending” in October *QST*—taking advantage of some early analytics shared by Michelle Patnode. The notification was sent to 117,764 members.

In August, we processed 15 paid-in-full Life Memberships and 20 Life Membership pledges. “Reminder letters” were sent to 320 members making quarterly payments toward Life Membership.

Jackie Ferreira, KB1PWB reports that a handful of milestones were completed to promote the new [2019 ARRL Handbook](#), which begins shipping in early October: a mailing, social media posts, video promotion, and [ARRL News](#) brief. In addition to the first-ever multi-volume boxed set and traditional softcover format, *The Handbook* has also been introduced as e-Book downloads on Amazon’s popular Kindle platform – each of the six volumes available separately. Fulfillment of all formats, print and digital, begins in early Oct.

We will soon introduce a new email confirmation that will follow nearly every membership transaction that is completed. New and renewing members will receive a personalized email that includes their membership expiration date, a link to printing their membership certificate and card, and instructions for accessing other membership benefits including the digital edition of *QST*.

We are coordinating, with an intradepartmental team, the integration of new FedEx shipping services/options.

Materials were assembled and shipped for ARRL's exhibit at the upcoming Wisconsin State Convention, to be hosted by Ham Radio Outlet at its annual Superfest in Milwaukee, Sep 28-29. Bob Inderbitzen is attending as our staff representative. The event attracts a large number of Amateur Radio manufacturers.

Please join us in sharing best wishes with Gail Iannone as we celebrate her retirement. Gail's last day on our staff will be November 2. We're grateful for Gail's 26 years of service to ARRL, and to each of us – her colleagues and friends. Throughout her tenure as the Convention Program Manager, Gail has worked hard to help serve thousands of hamfests, conventions, and events that have enjoyed ARRL sanctioning. She has earned the well-deserved respect of our Board of Directors, Field Organization volunteers, hamfest and convention organizers, and many, many ARRL members.

**Hamfest/Member Contact/ARRL Representative/Meetings/Vacations**

Leona Adams	10/05	PTO
“	10/26	PTO
Joe Garcia	10/05	PTO
“	11/30	PTO
“	12/07	PTO
Lauren Clarke	10/22 – 10/29	PTO
Steve Ewald	10/19 – 10/20	Tennessee State Convention, Chattanooga, TN
“	10/22 – 10/30	PTO
Norm Fusaro	10/18 – 10/21	New Mexico State Convention, Socorro, NM
Regina Galuppi	10/05	PTO
“	10/16 – 10/24	PTO
Scott Gee	10/15 – 10/16	PTO
“	12/10 – 12/11	PTO
Dan Henderson	10/04	PTO (half day 8a-1p)
Bob Inderbitzen	09/27 – 09/29	Wisconsin State Convention (Superfest), Milwaukee, WI
“	10/18 – 10/22	Pacific Division Convention, San Ramon, CA
“	10/23	PTO
Diane Middleton	10/08	PTO
“	11/06	PTO
“	11/12	PTO
“	11/19 – 11/21	PTO
“	12/26 – 11/28	PTO
Michelle Patnode	10/17 – 10/18	NAB 2018, New York, NY
Carla Pereira	11/14	PTO

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