



IN-NEWSLETTER

Vol. 43, No. 47

December 7, 2018

Covers the period November 25 – December 1, 2018

Upcoming In-Person Meetings and Events:

West Central Florida Convention

December 7 @ Plant City, FL

LoTW Committee Meeting

January 16 @ ARRL HQ, Newington

New Director/Vice Director Orientation

January 16 @ ARRL HQ, Newington

Administration & Finance Committee Meeting

January 17 @ ARRL HQ, Newington

Programs & Services Committee Meeting

January 17 @ ARRL HQ, Newington

ARRL Annual Board Meeting

January 17 – 19 @ Windsor, CT

ARRL Audio News

Please listen to the latest edition of the *ARRL Audio News Podcast*, dated November 30, 2018:

<https://www.blubrry.com/arrlaudionews/39836445/arrl-audio-news-november-30-2018?sbe=1>

Chief Executive Office

Reported by Carla Pereira, KC1HSX

The 2018 Hiram Percy Maxim Memorial Award was presented to Ruth Willet, KM4LAO, in Lawrenceville, GA. This award, which includes a \$1,500 gift, is given annually by the Board of Directors to a radio amateur under 21 who has made exemplary contributions to both amateur radio and their community. The award was presented to Ruth at the 2018 Georgia section convention by Southeastern Division Director Greg Sarratt, W4OZK.



The 2018 Philip J. McGan Award for outstanding public relations efforts in support of amateur radio was presented to Public Information Officer E. Gordon Mooneyhan, W4EGM, in South Carolina. The award was presented to Gordon by Roanoke Division Vice Director Bill Morine, N2COP.

Howard Michel, WB2ITX, and Diane Middleton, W2DLM, completed the monthly department meetings with all managers.

Planning and preparations for the 2019 Annual Board Meeting have begun. Carla sent the advance notice of the meeting to all members of the ODV, including the newly elected members.

Communications

Reported by David Isgur, N1RSN

Michelle Patnode, W3MVP, took photos of volunteers working at W1AW for SKYWARN Recognition Day (December 1) and posted them to the ARRL's social media feeds. Michelle also created posts on the ARRL's social media platforms in the days leading up to SKYWARN Recognition Day to promote the event. Michelle will be working with Ken Bailey, K1FUG, to select one of her photos to be used as a QSL card for those who made contact with W1AW, which operated as a bonus station for the event.

Michelle met with Bob Allison, WB1GCM, to discuss what was needed in terms of video recording, audio, monitoring, and lighting equipment to create quality video content in the proposed Maxim Learning Lab space. She then provided a list of potential equipment and prices to the members of the project team.

David made a last push to generate nominations for the ARRL Public Relations Committee's 2018 Leonard Awards, which recognize stories in the media that portray amateur radio in a positive light. David also worked on arrangements to finalize the presentations of the 2017 Leonard Awards.

Michelle recorded and edited demos for the "So Now What?" podcast to give to Janet Rocco, W1JLR, who will be pursuing a corporate sponsor for the podcast.

Michelle created social media posts for the ARRL's "Giving Tuesday" initiative.

Media Mentions

Among the most notable stories posted to the Media Hits (www.arrl.org/Media-Hits) web page were:

- A Minnesota television station doing a story about a donation of amateur radio equipment to the Salvation Army and how that will help the Salvation Army respond in times of emergency
- Several Ohio newspapers published stories about the Southern Ohio Amateur Radio Association receiving a Special Service Club award for their public service activities from the ARRL
- A story in a Washington newspaper about the Skagit Amateur Radio Emergency Communications Club purchasing a repeater to be placed on top of Mount Erie to help ensure emergency communication in a crisis

Top Social Media Posts

Facebook: SKYWARN™ Recognition Day (SRD) 2018 takes place on Saturday, December 1, from 0000 until 2400 UTC. Developed in 1999 by the National Weather Service (NWS) and ARRL, SRD celebrates the contributions that SKYWARN volunteers make to the NWS mission, the protection of life and property. During SKYWARN Recognition Day, special event stations will be on the air from NWS offices, contacting radio amateurs around the world. "Amateur Radio operators comprise a large percentage of the SKYWARN volunteers across the country," the NWS announcement said. "Amateur Radio operators also provide vital communication between the NWS and emergency management, if normal communications become inoperative." <http://www.arrl.org/news/reminder-skywarn-recognition-day-2018-is-december-1-utc> #Skywarn18

Instagram: Celebrating SKYWARN Recognition Day from Maxim Memorial Station W1AW!

Maxim Memorial Station is active as bonus station, WX1AW. Get on the air, make new contacts, and share the weather from your area. A big thanks to Kenneth Bailey, K1FUG, Steve Sant Andrea, AG1YK, Skip Colton, W1FTE, Dan Wall, W1ZFG, Ronald Lesniak, KW3S, and Marc Goldstein, K8LSB, for participating in SKYWARN Recognition Day and operating from WX1AW. #SKYWARN18 #WX1AW #ARRL #HamRadio

LinkedIn: Celebrating SKYWARN Recognition Day from Maxim Memorial Station W1AW! Maxim Memorial Station is active as bonus station, WX1AW. Get on the air, make new contacts, and share the weather from your area. A big thanks to Kenneth Bailey, K1FUG, Steve Sant Andrea, AG1YK, Skip Colton, W1FTE, Dan Wall, W1ZFG, Ronald Lesniak, KW3S, and Marc Goldstein, K8LSB, for participating in SKYWARN Recognition Day and operating from WX1AW. #SKYWARN18 #WX1AW #ARRL #HamRadio



Twitter: California Radio Amateur Receives Notice of Unlicensed Operation from FCC <http://ow.ly/9dXD101n3X7> #ARRL #HamRadio

Development

Reported by Lauren Clarke, KB1YDD

ARRL received a check in the amount of \$4,528.50, representing proceeds from ticket sales, ads and raffles at the Hudson Division Awards Dinner on November 3 hosted by Director Mike Lisenco, N2YBB and the Orange County Amateur Radio Club. Thank you, Mike!

Lauren has been working with a donor who intends to leave a substantial bequest (up to \$500,000) to ARRL through his Trust. The intended objective of the gift is to provide ARRL publications, either hard copy or electronic, to libraries.

Lauren also received notification from two entities that ARRL is a beneficiary of Thomas Jakubec, N5ZR, SK. Mr. Jakubec, formerly of the West Gulf Division, named ARRL as a beneficiary of his investment account and a retirement account. Both gifts are unrestricted.

Lauren also received notification that The ARRL Foundation is a beneficiary of the John D. Donald Remainder Trust. Mr. Donald, W7OIQ, SK, formerly of the Northwestern Division, indicated The Foundation is to receive 25% of trust assets.

A 24,000-piece mailing was sent to members over the age of 70½ in early November to remind members they can make contributions from the Required Minimum Distributions (RMD) of their Individual

Retirement Accounts (IRA). As a result of this mailing, Development has received numerous inquiries and checks, including a \$10,000 unrestricted contribution.

Lauren has participated in four presentations from possible vendors bidding on development of the new Circulation/Membership and Development Software.

A 40,000-piece Spectrum Defense mailing was sent to members in early November. Returns have been strong. Many thanks to Chris Imlay, W3KD, and Jon Siverling, WB3ERA, for their assistance.

Field Organization

Reported by Leona Adams, W1LGA

Leona received a Section Manager nomination petition from Steve Morgan, W4NHO, of the Kentucky section.

There will be two new Section Managers starting as of January 1, 2019:

- Tom Preiser, N2XW – Southern New Jersey
- Jack Tiley, AD7FO – Eastern Washington

Lab

Reported by Joe Carcia, NJ1Q

W1AW

Thanks to Ken Bailey, Michelle Patnode, and Dan Wall, W1ZFG, along with Steve Saint Andrea, AG1YK, and volunteers Skip Colton, W1FTE, Marc Goldstein, K8LSB, and Ronald Lesniak, KW3S, for participating and operating WX1AW at W1AW for SKYWARN Recognition Day (SRD). They were active on 40 and 20 meters, as well as some local FM 2-meter repeaters and EchoLink (WX_TALK).

Joe Carcia and Michelle Patnode recorded their final demo podcast. Thank you to Michelle for making us sound good!

Joe also performed a modification on a donated Icom IC-PW1 HF/6-meter amplifier. This modification allows the amplifier to be used on 12 and 10 meters. He also finalized a new Windows 10 box that will replace an old Windows 7 Box located in Studio Two. (Thanks to Dave Distefano for his effort getting McAfee to allow the installation of logging software, and networking on this new machine, and future Windows 10 boxes destined for W1AW.)

Scott Gee, WB9RRU, worked on fast and slow code practice files for the week. He processed two paper and fifteen electronic VUCC applications for a total of 929 credits.

Lifelong Learning

Reported by Ally Riedel, KM3ALF

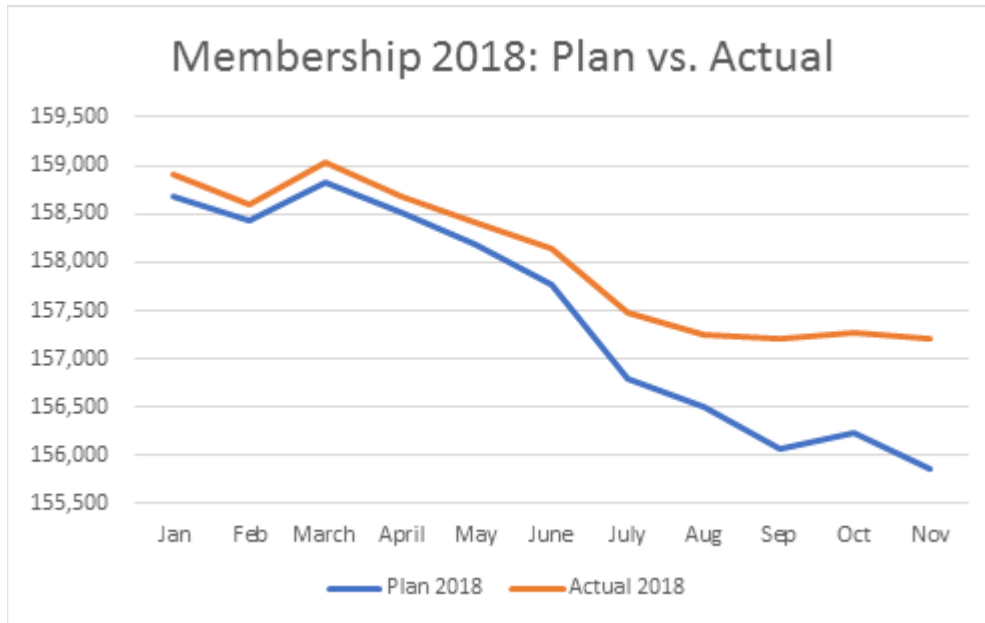
On Friday, December 14th, students from Pathfinder VoTech High School in Palmer, MA, will be visiting HQ with their teacher, Mariusz Zielinski, KB1MDS. Marius is a former Teachers Institute participant who brought ham radio back to his classroom and continues to motivate his students to become licensed and explore the world of amateur radio. Mariusz and his students have formed the Pathfinder Amateur

Radio Club and recently made an ARISS contact with astronaut Serena Auñón Chancellor, KG5TMT. If you see this group during their tour, please help us make them feel welcome.

Membership

Reported by Diane Petrilli,

The on-time renewal rate for November expiries was 70% vs. 71% last November.



Diane is part of a team evaluating new AMS systems. Four vendors have provided demos of their platforms, three have been invited back for follow-up demos.

The raw data was ordered from Readex from the 2015 Market Study which will be used by both ARRL and Mintz + Hoke to fine tune strategy moving forward.

Diane and Yvette Vinci, KC1AIM, are working on updating the graphics and messaging of the buckslips that accompany the paper-copy 1st and 2nd renewal notices.

Diane prepared membership material for the upcoming 2019 Annual Board Meeting.

The semi-annual thank you Tour Guide/Volunteer Lunch was attended by 20 volunteers on November 14 at the Corner Pug in West Hartford.

2018 ARRL Volunteer Thank You Luncheon



Volunteers from left to right:
 Carey Harmon, KB1SCS; Dave Lesso, K1DVL (back); Peter Turbide, W1PT; Ray Thomson, W1YFF; Gary McManus, NQ1G (back); Mike White, W1RSX;
 Rich Lawrence, KB1DMX (back); David Kaplan, WA1OU; George Carbonell, N1RMF (back); Emil Pocock, W3EP; Joe Poland, N1EAI (back);
 Marc Goldstein, K8LSB; Skip Colton, W1FTE (back); Tage Carlson, K1SEI (back); Dan Arnold, W1CNI; Tom Brooks, KE1R; Jonathan Allen, K2KKH.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	3 weeks
Logbook Processing Time	1 – 2 business days
2018 DXCC Applications	12,737
2018 WAS Applications	2,330
2018 VUCC Applications	939
2018 WPX Applications	879
2018 WAZ Applications	928

Sales and Marketing

Reported by Bob Inderbitzen, NQ1R

Covers Nov 11-Dec 1

Jackie Ferreira, KB1PWB, reports that November product sales were \$330,146, exceeding the sales forecast of \$282,412 by \$47,734. Year-to-date sales are \$2,748,924 -- \$25,168 ahead of forecast. Royalties earned on sales of our Kindle e-books were \$7,016; \$7,500 forecast (\$77,555 YTD; \$83,000 forecast). For a second consecutive month, sales were spurred on by high demand for the new 2019 edition, 6-volume *ARRL Handbook*. We expect to stock out of the special edition *Handbook* this week – a few weeks earlier than our end-of-year goal.

Sales of our newest book, [Magic Band Antennas for Ham Radio](#) by Bruce Walker, N3JO, topped 650 units in its first full month, significantly exceeding forecast.

Jackie crafted and coordinated sales campaigns conducted throughout the Thanksgiving, Black Friday, and Cyber Monday holidays. These included marketing attention via email, the website, and social media. 704 orders were placed over the Thanksgiving holiday weekend and 501 on Cyber Monday. Special thanks to the warehouse clerks and some additional staff who helped clear the deck, promptly fulfilling all shipments following these holidays.

Jackie has also organized ARRL's 3rd annual "12 days of deals" e-store campaign, which promotes a [daily deal](#) to anyone who has signed up, Dec. 3-12. Graphics featuring each deal were prepared with the help of Sue Fagan, KB1OKW, and Diane Szlachetka, KB1OKV.

Yvette Vinci reports that on Monday, November 19, 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 117,850 members.

Margie Bourgoïn, KB1DCO, attended a 1-day Microsoft Excel training workshop.

Bob Inderbitzen and Yvette met by telephone with the organizers for Orlando HamCation, which will be held February 8-10, 2019. They discussed ARRL's exhibit area and related activities. The event, which is sanctioned as the 2019 ARRL [Southeastern Division Convention](#), is the second largest hamfest in the US.

Yvette and Bob are members of an interdepartmental project team who are evaluating proposals for an association management system to replace our current membership and donation recordkeeping system. They participated with the team in four demonstrations over the last couple of weeks.

Eric Casey has been busy administering many applications for ARRL hamfest and convention sanctioning for 2019 events.

Our team of Member Service Representatives handled 3,162 calls in November, versus 3,792 in November 2017. The team includes Margie Bourgoïn, Jon Faasen, KC1ECT, Liz Karpiej, KA1DTU, Kim McNeill, KB1WUX, 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
11/30/2018	838	18.6	32:21:03	9 seconds
11/21/2018 (3 days)	477	17.6	20:08:34	11 seconds
11/16/2018	729	16.2	26:54:45	16 seconds
11/9/2018	754	16.8	29:05:47	11 seconds
11/2/2018	880	19.5	32:29:53	10 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
11/30/2018	1,737	571
11/21/2018 (3 days)	829	398
11/16/2018	1,019	435
11/9/2018	1,196	491
11/2/2018	1,284	392

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Leona Adams	12/21 – 12/31	PTO
“	01/10 – 01/11	PTO
Joe Garcia	12/07	PTO
Steve Ewald	12/07 – 12/08	West Central Florida Section Convention, Plant City, FL
Steve Ford	12/26 – 12/21	PTO
Scott Gee	12/10 – 12/11	PTO
“	12/26 – 12/28	PTO
Dan Henderson	12/07 – 01/07	PTO
Bob Inderbitzen	12/26 – 12/28	PTO
“	12/31	PTO
David Isgur	12/10 – 12/14	PTO
Monique Levesque	12/26 – 01/01	PTO
Howard Michel	12/07	PTO
“	12/14	PTO
“	12/17 – 12/18	McGan Awards Presentation, Atlanta, GA
“	12/26 – 12/31	PTO
Diane Middleton	12/14	PTO
“	12/26 – 12/28	PTO
Michelle Patnode	12/26 – 12/31	PTO
Carla Pereira	12/07 (half day)	PTO
“	12/21	PTO
Diane Petrilli	12/20 – 12/21	PTO
“	12/26	PTO
“	12/28 – 12/31	PTO
Yvette Vinci	12/26	PTO

Compiled and Edited by: Carla Pereira, Assistant to CEO