



IN-NEWSLETTER

Vol. 43, No. 2

January 12, 2018

Covers the period December 31 – January 6, 2017

Upcoming In-Person Meetings and Events

New Director/Vice Director Orientation

January 17 @ HQ, Newington, CT

2018 Annual Board Meeting

January 19-20 @ Windsor, CT

Administrative & Finance Committee Meeting

January 18 @ HQ, Newington CT

2018 ARRL Florida State Convention (Hamcation)

February 8 – 11 @ Orlando, FL

Programs & Services Committee Meeting

January 18 @ HQ, Newington, CT

ARRL Audio News

Please listen to the latest edition of the *ARRL Audio News Podcast*, dated January 5, 2018:

<https://www.blubrry.com/arrlaudionews/30302848/arrl-audio-news-january-5-2018/>

Chief Executive Office

Reported by Tom Gallagher, NY2RF

Planning and preparations are under way for the 2018 Board Meeting next week. Please be reminded, HQ will host the New Director/Vice Director Orientation here next Wednesday, as well as the Administrative & Finance and Programs & Services committee meetings on Thursday.

Communications

Reported by David Isgur

David Isgur continues to work with Dale Williams and the PSC working group on messaging for ARES groups and members about joining the new volunteer management system (ARES), which is phase one of a number of enhancements and improvements to the ARES program. Initial messaging received both positive and negative feedback, and that feedback will be used to further refine the messages.

David and Michelle Patnode took part in a product demonstration set up for them by Mintz & Hoke. The software product, called Sprout, is an advanced social media monitoring and publishing tool. This tool has many capabilities that the software we currently use does not. Our collaboration with Mintz & Hoke would allow us to use this tool under their license agreement at a reduced cost.

In addition, David and Michelle had a long discussion with Caroline Lee, public relations coordinator at Mintz & Hoke, about ARRL's needs in the areas of media outreach and distribution of press materials and how Mintz & Hoke might be able to assist us. We also discussed the automated services Mintz & Hoke uses, and whether such services could help ARRL.

We have upgraded our video production capabilities with the acquisition of a new digital camera that can capture stop-motion, new lighting equipment, stands and a camera-grip for steady shots. The stop-motion feature was used to capture images during the recent snowstorm that was posted to social media. So, let's put this new gear to use. Your ideas are welcome!

Top 3 Social Media Posts December 31st to January 6th

Facebook – The 2018 ARRL Repeater Directory®– the most complete printed directory of on-the-air repeaters – is now available! Order yours online at www.arrl.org/shop #HamRadio #ARRL #AmateurRadio

Twitter – #ARRL #HamRadio Young Washington Radio Amateur Debuts Her Call Sign on HF, Hands Out Her Grid Square on Opening Day <http://ow.ly/OIk250g0KYI>

Instagram – Thanks to all the loyal staffers who braved the blizzard today! #ARRL HQ and #W1AW will be closing at 2 pm.

LinkedIn – An interesting feature from Hackaday.com <https://lnkd.in/dCn3tfs>

Development

Reported by Lauren Clarke, KB1YDD

Development staff processed numerous end of year gifts. Final numbers will be included in the report at the upcoming board meeting.

We are pleased to welcome Kermit and Caron Carlson, W8XA and W9QLT respectively, into the Maxim Society.

The deadline to submit applications to be considered for the ARRL Foundation's 2018 scholarship program is January 31, 2018. Please read more at <http://www.arrl.org/scholarship-descriptions>.

The ARRL Foundation Annual Meeting is set for January 30, 2018 at 9:00 p.m. EST.

Field Services

Reported by Steve Ewald, WV1X

As the New Year gets underway, the Field Service Team continued to receive the remaining 2017 expense reports from Section Managers. Leona Adams and Steve Ewald processed these reports and turned them into the Accounting Office before their receipt deadline.

Many Section Managers submitted updates or changes to their respective Field Organization appointment data base, and Leona has been updating the main appointment base at Headquarters accordingly. Meanwhile, December activity reports from across the country have started arriving, and they will be compiled for the March *QST* Field Organization Reports column.

Lab

Reported by Joe Carcia, NJ1Q

W1AW

W1AW began transmitting its CW practice, as well as CW, digital and phone bulletins on 6 meters (50.350 MHz). While reports have been received via the online Signal Report page (http://www.arrl.org/w1aw_6m_srp), a number of them essentially state there was no reception of the 6 meter transmissions. However, the response to W1AW being back on 6 meters in this fashion has been quite positive; to date, no one has offered any criticism.

Joe updated the web code practice files and their archives. He finished construction and testing of the FSK/AFSK audio interface used with the Yaesu FTdx9000 HF transceiver.

Scott worked on fast and slow code practice texts for the week. He processed three paper and nine electronic VUCC applications for a total of 1021 credits.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	Solely processing 2017 applications
Logbook Processing Time	Solely processing 2017 applications
2017 DXCC Applications	11,829
2017 WAS Applications	1,724
2017 VUCC Applications	626
2017 WPX Applications	645

Sales by **and** **Marketing**
Reported by Bob Inderbitzen, NQ1R

This report covers three weeks, Dec. 18-Jan 7

Jackie Ferreira reports that December product sales were \$371,404, exceeding the sales forecast of \$297,298. As expected, much of the sales overage is associated with shipped orders of the 2018 *Handbook* which were spread across October, November, and December. Direct sales were \$243,032; dealer sales were \$128,372. Royalties earned on sales of our Kindle e-books were \$7,253 in December; \$8,833 forecast (\$92,968 YTD; \$106,000 forecast). The third and final coupon code included with the holiday mailing (mailed October 18) contributed sales of over \$45K in December; net profit (contribution margin) of \$33.6K. The coupon code, "CHEER," was redeemed 1,000 times from Dec 4-31. There were 440 orders received over the Christmas holiday weekend. Late-December campaigns have promoted license upgrades (license manuals), and attention on older, but still relevant, publications from among our technical- and operating-themed offerings.

Overall, publication sales totaled \$3,134,631 in 2017 (\$3,159,220 in 2016) – \$53,146 short of the forecast goal of \$3,187,777. Softer than predicted sales of our *Ham Radio License Manual* (Technician class) was the most significant contributor to the shortfall. Direct sales were up 2.9% over 2016; sales to dealers were down 6%, though sales to Amazon have increased. While our warehouse fulfills orders from an inventory with over 500 items (SKUs), ten products and merchandise lines contributed 66% of our sales revenue during the year.

ARRL earned royalties of \$43,692 in 2017 for the ARRL Visa Credit Card program (\$47,910 in 2016). There are 2,574 open cards. Card holder sales volume was over \$7.7 million. ARRL earns royalties on newly opened cards and on net purchases. The affinity benefit was introduced to members in 2005; www.arrl.org/visa.

Steve Capodicasa reports that our warehouse team fulfilled 53,734 parcels in 2017 (52,815 in 2016), not including shipments to Amazon.

Yvette Vinci reports that our Member Services Representatives handled a total of 40,238 phone calls in 2017, compared to 43,258 calls in 2016.

Members of our warehouse and fulfillment teams worked with the Controller’s Department to complete the annual physical inventory. Warehouse Supervisor Steve Capodicasa helped ready the warehouse on New Year’s Day. Due to the swift and good work of everyone involved, we were able to resume shipping orders just after noon-time on Wednesday, Jan 3. That’s good news, as we had amassed over 800 orders during the 3-day New Year’s holiday weekend, and a large order from Amazon.

Yvette reports that on Tuesday, December 19, a reminder emailing was sent to members with a summary of “What’s trending” in January *QST*—taking advantage of some early analytics shared by Michelle Patnode. The notification was sent to 117,604 members. Yvette also completed a handful of tasks supporting Life Membership administration, including an order for 30 personalized plaques for newly elected Life Members.

Ally Riedel, one of our Member Services Representatives, has accepted a position in the Lifelong Learning Department. Please join us in wishing Ally much success with her new responsibilities. Rather than refilling the position opening, Ally’s former duties have been redistributed across the rest of the Member Services team, and Jon Faasen (a part time member of our staff) will assume some additional hours.

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
12/29/2017 (4 days)	626	17.3	22:57:33	11 seconds
12/22/2017	798	17.7	25:26:05	12 seconds
12/15/2017	927	20.6	31:09:32	11 seconds
12/8/2017	916	20.3	32:17:40	11 seconds
12/1/2017	1080	24.0	41:11:35	17 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
12/29/2017 (4 days)	1,067	343
12/22/2017	1,093	429
12/15/2017	2,135	628
12/8/2017	1,587	539
12/1/2017	1,987	805

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Steve Capodicasa	01/12	PTO
“	01/22	PTO
“	02/05	PTO
“	02/12	PTO
Joe Carcia	05/25	PTO
“	07/02 – 07/06	PTO
“	07/13	PTO
“	07/20	PTO
“	07/27	PTO
“	08/03 – 08/10	PTO
“	08/24	PTO
“	08/31	PTO
“	10/08	PTO
“	11/30	PTO
“	12/07	PTO
Tom Gallagher	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
“	02/02 – 02/06	PTO
“	02/07	D.E.A.R.S. Club Meeting @ Orlando, FL
“	02/08 – 02/11	ARRL Florida State Convention, Orlando HamCation
Scott Gee	01/22 – 01/24	PTO
“	04/16 – 04/19	PTO
“	05/17 – 05/19	PTO
“	08/16 – 08/17	PTO
Dan Henderson	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Bob Inderbitzen	02/08 – 02/12	ARRL Florida State Convention, Orlando HamCation
Diane Middleton	02/20 – 02/23	PTO
Carla Pereira	01/18 – 01/20	ARRL Annual Board Meeting, Windsor, CT
Diane Petrilli	02/08 – 02/12	ARRL Florida State Convention, Orlando HamCation
Ally Riedel	01/15	PTO
Barry Shelley	01/19 – 01/20	ARRL Annual Board Meeting, Windsor, CT
“	02/19 – 02/23	PTO
“	05/22 – 05/31	PTO

Please remember—pictures are always welcome!

*Compiled and Edited by:
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