



IN-NEWSLETTER

Vol. 43, No. 43

November 2, 2018

Covers the period October 21 – October 27, 2018

Upcoming In-Person Meetings and Events:

Georgia Section Convention

November 3 @ Lawrenceville, GA

Alabama Section Convention

November 10 @ Montgomery, AL

Administration & Finance Committee Meeting

November 10 @ Portland, OR

Central Division Convention

November 17 @ Fort Wayne, IN

Advertising and Wholesale Book Sales

Reported by Janet Rocco, W1JLR

The 2019 ARRL Online Auction closed Friday at midnight with over \$22,000 in sales made during the week-long event.

ARRL Audio News

Please listen to the latest edition of the *ARRL Audio News Podcast*, dated October 26, 2018:

<https://www.blubrry.com/arrlaudionews/38876223/arrl-audio-news-october-26-2018?sbe=1>

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Howard Michel, WB2ITX, Diane Middleton, W2DLM, and Barry Shelley, N1VXY, conducted the monthly department overview meetings with ARRL managers. This was Howard's first time joining in as CEO.

A party was held to celebrate the newest ARRL employees to enter the "10-Year Club", recognizing 10 years of employment and service to the League. Congratulations to **Bob Allison, WB1GCM**, **Kim McNeil, KB1WUX**, and **Diane Petrilli, KB1RNF**, and thank you all for your invaluable contributions to the ARRL on a daily basis.

The open enrollment information sessions for the 2019 health care plan have been scheduled for November 14. Everyone should have received their meeting time.



Communications

Reported by David Isgur, N1RSN

Michelle Patnode, W3MVP and David Isgur joined Kris Bickell, K1BIC, Ally Riedel, KM3ALF, and Joe Carcia, NJ1Q, to support an ARISS (Amateur Radio on the International Space Station) contact with students from the Ashford School on Monday, Oct. 22. David and one of teachers there had promoted the contact to local media, and we were able to generate coverage by four local TV stations and two local newspapers. Michelle photographed all elements of the event, which she posted to ARRL's Facebook, Instagram and LinkedIn platforms. David and Michelle both contributed materials that were used in a story on the ARRL News web page.

Michelle worked with designer Sue Fagan, KB1OKW, on new slides—highlighting the Contesting Calendar, Magic Band Antenna Book, and the 2019 Handbook—for the ARRL Lobby PowerPoint display.

David also worked with Bob Inderbitzen NQ1R, on editing a draft press release that would announce that Hamvention would be designated as the 2019 ARRL National Convention and that all parties agreed the theme of joint event would be “Mentoring the Next Generation.”

Michelle also took photos of the installation of new antenna equipment for W1AW that was donated to ARRL by JK Antennas.

David and Michelle met with Joe Carcia to discuss a recording schedule for the new “So Now What” podcast and to create ideas and scripts for the first six to eight episodes.

Top Social Media Posts

Facebook: This is what mentoring new hams looks like! Christopher Hoover, AI6KG (left) leads Tristan KG6JTW and Pam KM6UWV through their first HF radio contact. They're on the air as W1AW-6 from the ARRL Pacific Division Convention, 2018 Pacificon, in San Ramon, California. Thanks to the Palo Alto Amateur Radio Association for their part in organizing this Special Event Station.



Twitter: Students from Ashford School in CT will be making a #HamRadio contact with The Space Station at 9:05 am! #ARRL supplied equipment. Thanks #ARISS for coordinating this. Picture: Bernard Dubb, KB1DGY, Carly Imhoff, Kris Bickell, KC1JWJ, Ally Riedel, KM3ALF, and Joe Carcia, NJ1Q. <https://twitter.com/arrl/status/1054356972861095936/photo/1>

Instagram: Students from the Ashford School in CT will be making a #HamRadio contact with The Space Station in 5 minutes at 9:05 am! #ARRL was happy to supply the equipment for the contact. Thanks to #ARISS for coordinating this. Picture: Bernard Dubb, KB1DGY, Carly Imhoff, Kris Bickell, KC1JWJ, Ally Riedel, KM3ALF, and Joe Carcia, NJ1Q.

LinkedIn: Students from the Ashford School in CT will be making a #HamRadio contact with The Space Station in 5 minutes at 9:05 am! #ARRL was happy to supply the equipment for the contact. Thanks to #ARISS for coordinating this.

Field Services

Reported by Steve Ewald, WV1X

Leona Adams, W1LGA, reports that she received a Section Manager nomination petition from Kenneth E. Mitchell, KD2KW for the North Texas section. This would be for the term beginning April 1, 2019. Nominations are due here at ARRL HQ by December 7, 2018.

Leona also sent SM book order,s as well as sample books and brochures requests, Publication Sales for the new SM's who recently attended the SM Workshop training October 11-14, 2018. Publication Sales will process and ship them out.

Lab

Reported by Joe Carcia, NJ1Q

Paul Cianciolo, W1VLF, officially joined the ARRL Lab staff last week as the new Lab Engineer, replacing Mike Gruber, W1MG, who retired last month. Welcome Paul!

W1AW

The ARISS contact scheduled with the Ashford K-8 school (Ashford, CT) was a success! The contact with KZ1M (ECARA club callsign) took place at 9:05 AM. Joe arrived at the school just prior to 7 AM and completed the setup of the antenna and radio equipment. At 6 degrees above the horizon, NA1SS (ISS station) came in loud and clear. All the students were allowed to ask their questions. You can read more about the contact below in the *Lifelong Learning* section of this newsletter.

On Wednesday, October 24, Matt Strelow, KC1XX, and Andrew Toth – both of XX Towers Inc. – were on hand to perform the Autumn W1AW/W1HQ antenna/tower inspections. The donated JK-402T antenna was to be installed, replacing the old Cushcraft XM-240. Unfortunately, the wind picked up significantly, making it unsafe to perform the swap. A new date will be scheduled to perform the replacement.

W1AW received as a donation a 7-foot, 19-inch equipment rack. This rack will house some of the antique radio pieces currently on display in the station's foyer.

On Tuesday, October 23, Joe and Bob Allison, WB1GCM, drove to Brookfield, CT to pick up the donated antenna from JK Antennas. In preparation for the replacement, Joe assembled most of the antenna later that evening. Joe also updated the web code practice files and their archives.

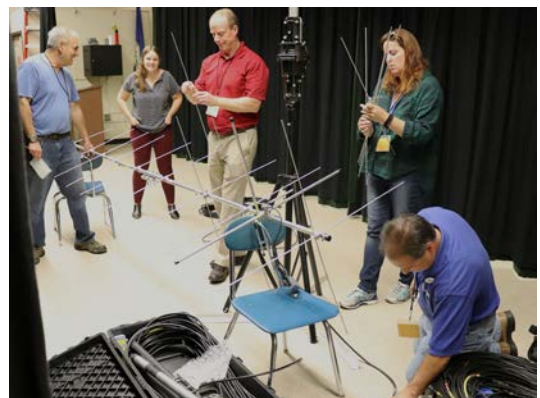
Scott Gee, WB9RRU, worked on fast and slow code practice files for the week. He processed nine electronic VUCC applications for a total of 505 credits.

Lifelong Learning

Reported by Kris Bickell, K1BIC

Picture: Bernard Dubb, KB1DGY, Carly Imhoff, Kris Bickell, KC1JWJ, Ally Riedel, KM3ALF, and Joe Carcia, NJ1Q.

Kris Bickell and Ally Riedel attended the ARISS contact in Ashford on Monday October 22, along with Joe Carcia, Dave Isgur and Michelle Patnode. The contact was a huge



success for all involved and was also supported by the Eastern Connecticut Amateur Radio Association (ECARA). The event was covered by local media from a variety of news outlets. The Ashford teachers have kept a journal detailing all of their STEM and space-related activities leading up to and including the contact, on their Ashford Adventures blog: <http://ashfordadventures.weebly.com/>

Membership

Diane Petrilli, KB1RNF

October ended with 157,277 members – putting us 1,038 members *ahead* of YTD goal. We forecast a net *gain* of 179 this month and gained 59 members. It still seems likely that we will end 2018 with a net loss rate of -1.5% (or less) rather than the -2.0% originally forecast. The on-time renewal rate for October expiries was 70.21% vs. 70.49% last October.

The next membership mailing is set to mail this Friday, November 9.

The final test for 2018 for the new ham mailings is well under way. A new design is being tested against the control; messaging is the same.

I continue to work with Mintz + Hoke and provided them membership data for their recent presentation to the ARRL Executive Committee meeting on October 20. I will participate in the ARRL Expression Working Session M+H has scheduled for Monday, November 5.

A thank you lunch for all ARRL volunteers is scheduled for Wednesday, November 14. Close to 25 volunteers will be attending.

New CEO Howard Michel's signature has been updated on appropriate membership-related documents (renewal notices).

Working with Jackie Ferreira and Yvette Vinci, an IT ticket has been submitted requesting that the plain text e-mail renewal notices are replaced with html, giving them a similar appearance to the new e-mail membership confirmation that goes to all joining and renewing members. The IT ticket also requests additional functionality whereby a member can click on a link that takes them to a personalized invoice (identical to the one they would get in the mail). Over time, we hope this will require less hard-copy notices to be mailed.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	3 – 4 weeks
Logbook Processing Time	1 – 2 business days
2018 DXCC Applications	11,434
2018 WAS Applications	2,131
2018 VUCC Applications	858
2018 WPX Applications	799
2018 WAZ Applications	833

Sales and Marketing

Reported by Bob Inderbitzen, NQ1R

Jackie Ferreira reports that October product sales were \$498,222, exceeding the sales forecast of \$396,113 by \$102,109. Sales were spurred on this month by high demand for the new 2019 edition, 6-volume *ARRL Handbook*. It's the highest one-month sales total since Dec. 2013, when we enjoyed peak demand for the ARRL Centennial edition *Handbook*. Direct sales were \$321,584; dealer sales were \$176,638. Net sales were ahead by \$90,036. Year-to-date sales are \$2,418,778 -- \$22,566 short of forecast. Royalties earned on sales of our Kindle e-books were \$7,488; \$7,500 forecast (\$70,539 YTD; \$75,500 forecast).

The Member Services team helped upsell copies of the 2019 *Handbook* to callers throughout the month – including members telephoning to renew their membership or change a mailing address. This effort contributed sales of \$3,200!

Jackie and Yvette Vinci attended a 2-day Microsoft Access training workshop.

In a joint press release on Nov. 1, ARRL and Hamvention have announced that Hamvention will host the 2019 ARRL National Convention, May 17-19 in Xenia, Ohio. [More info](#)

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
10/26/2018	643	14.2	22:20:13	8 seconds
10/19/2018	801	17.8	28:23:46	8 seconds
10/12/2018	809	17.9	28:33:02	10 seconds
10/5/2018	700	15.5	24:06:29	10 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
10/26/2018	843	464
10/19/2018	1,392	404
10/12/2018	2,413	100
10/5/2018	1,348	297

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Joe Carcia	11/30	PTO
“	12/07	PTO
Lauren Clarke	10/22 – 10/29	PTO
Norm Fusaro	11/26 – 11/30	PTO
Scott Gee	11/01 – 11/02	PTO
“	12/10 – 12/11	PTO
David Isgur	12/10 – 12/14	PTO
Howard Michel	11/09 – 11/11	Administration & Finance Committee Meeting, Portland, OR

	“	11/15	PTO
	“	11/20	PTO
Diane Middleton		11/06	PTO
	“	11/12	PTO
	“	11/09 – 11/12	Administration & Finance Committee Meeting, Portland, OR
	“	11/19 – 11/23	PTO
	“	12/14	PTO
	“	12/26 – 12/28	PTO
Michelle Patnode		12/26 – 12/31	PTO
Carla Pereira		11/14	PTO
	“	12/26	PTO
Barry Shelley		11/2 – 11/5	PTO
	“	11/09 – 11/11	Administration & Finance Committee Meeting, Portland, OR

Compiled and Edited by: Carla Pereira, Assistant to CEO