



IN-NEWSLETTER

Vol. 42, No. 26

July 7, 2017

Covers the period June 25 – July 1, 2017

Upcoming In-Person Meetings and Events:

HAM RADIO 2017

July 14 – 16 @ Friedrichshafen, Germany

ARRL 2nd Board Meeting

July 21 – 22 @ Farmington, CT

Administration & Finance Committee

July 20 @ HQ, Newington, CT

Tokyo HAMFEST

September 2 – 3 @ Tokyo, Japan

Programs & Services Committee

July 20 @ HQ, Newington, CT

New England Division Convention

September 8 – 10 @ Boxboro, MA

ARRL Audio News

Below is a link to last week's edition of the ARRL Audio News podcast, dated June 23, 2017:

<https://www.blubrry.com/arrlaudionews/24888129/june-30-2017?sbe=1>

Chief Executive Office

Reported by Tom Gallagher, NY2RF

Tom Gallagher attended the 29th meeting of the Permanent Consultive Committee II (PCC.II) meeting in Orlando, FL with Jon Siverling, WB3ER, ARRL Technical Relations Specialist, serving on the US delegation (16 countries throughout North, Central and South America were represented). The PCC.II serves as an advisory committee to CITEL, and most of their work focused on preparation for the upcoming World Radiocommunication Conference 2019, ensuring the needs and concerns of the Americas will be thoughtfully addressed. For more information on their work, visit:

<http://www.arrl.org/news/arrl-ceo-technical-relations-specialist-represent-us-at-pre-wrc-19-session>.

Tom recorded a new episode of "60-Second Century" for his August QST editorial, "Summer Reading: Consider...the Unassuming Battery." That video will be uploaded to all of ARRL's social media sites. Below is a link to Tom's July editorial, "Mythbusting: ARRL Not 'Big Radio Club'.", which has been garnering a high positive response from our members:

<https://www.youtube.com/watch?v=gHMoBpTLylo>

Tom also attended the New England Division Cabinet meeting on Saturday, July 1 in Springfield, MA. The meeting was attended by representatives from clubs across New England, allowing them to provide

direct input to the ARRL on policy issues. Tom spoke to the attendees on the ARRL's work here in Newington, as well as topics raised in his travels to hamfests and conventions around the country.

Carla Pereira has sent out several election petition packets for the 2017 elections to currently serving Directors/ Vice Directors, as well as some members who've never served or run. The deadline for petition requests is August 11, 12pm. The five divisions up for election this year are: Atlantic, Dakota, Delta, Great Lakes, and the Midwest.

Carla and Dan Henderson are actively working on planning and preparations for the 2nd Board Meeting of the ARRL in two weeks.

Field Services

Reported by Dave Patton, NN1N

John Fritze, K2QY, of Delmar, New York, has been appointed the new Eastern New York Section Manager as of June 29, and his appointment extends through March 31, 2018. Dave Patton consulted with Mike Lisenco before making this appointment after Pete Cecere, N2YJZ, announced his retirement from the position. Pete, N2YJZ, had been Eastern New York's Section Manager since March 2001.

Richard Pumphrey, WN9DDV, of Crossville, Tennessee, has been nominated to run for the position of Tennessee Section Manager. Nominating petitions for this Section Manager election cycle are due at Headquarters by September 8, and the new two-year term of office begins January 1, 2018.

Many Section Managers have been reporting on their successful travels around their respective sections to visit Field Day sites during the weekend of June 24 – 25.

Media and Public Relations

Reported by Michelle Patnode

The top three posts for engagement across platforms during the week of June 25 – July 1 were:

- Facebook:
Ruth, KM4LAO, rockin' 40m CW tonight for the Gwinnett Amateur Radio Society, W4GR. #FieldDay #ARRLFD #HamRadio **(Reactions: 589/ Comments: 39/ Shares: 28/ Total engagements: 656)**
- Main Twitter:
Ruth, KM4LAO, rockin' 40m CW tonight for the Gwinnett Amateur Radio Society, W4GR. #FieldDay #ARRLFD #HamRadio <https://twitter.com/arrl/status/878787651092066304/photo/1> **(Retweets: 12/ Replies: 2/ Quotes: 1/ Likes: 70/ Total engagements: 85)**
- Instagram:
Thanks to the efforts of the Dekalb County (Alabama) Amateur Radio Club, three amateurs upgraded to Extra! The club held a test session during their Field Day activities this past weekend. Joe Blackwell, KK4GFC (left, beard), and brothers JR Hamilton, W4YPX (right, white shirt) and Darryl Hamilton, KM4NQi (right, blue shirt). Congratulations to all! L-R: Christy Hardin, KB7BSA; DCARA President Jimmy Killian, KK4ICU; Joe Blackwell, KK4GFC; ARRL

Southeastern Division Director Greg Sarratt, W4OZK; J R Hamilton, W4YPX; Darryl Hamilton, KM4NQL. (Likes: 116/ Comments: 0/ Total engagements: 116)

Membership

Diane Petrilli, KB1RNF

June ended with 161,118 members – 397 members *ahead* of year-to-date goal. A loss of 665 members was forecast for the month; we lost 699 members. Earlier this month, we began testing a new direct mail package to newly licensed hams. Replies have just started coming in; the test will continue for at least 4 months. The on-time renewal rate for June is 71.80% vs. 68.93% last June.

Production/Editorial

Reported by Becky Schoenfeld, W1BXY

Production on ARRL's 2016 Annual Report is in the final stages, with the project due to be sent to the printer on Friday, July 7. The 2016 report is distinct from prior reports, both in its look, and in the information it contains. It's filled with stories about Amateur Radio – and hams – in action throughout 2016, in service to community, in service to industry, educating the next generation of hams, and just plain having fun. In reimagining the content of the report, we aimed to make the report an engaging tool for the promotion of Amateur Radio. We believe we have succeeded! The readability of the content is augmented by an exciting layout from Kolk Design of Bolton, Connecticut. Printed copies of the report will be available by July 19, in time to be distributed for the Board meeting.

Radiosport

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	1 – 2 Weeks
Logbook Processing Time	1 – 2 Business Days
2017 DXCC Applications	6176
2017 WAS Applications	708
2017 VUCC Applications	286
2017 WPX Applications	332

Sales and Marketing

Reported by Bob Inderbitzen, NQ1R

This department report covers two weeks. Jackie Ferreira reports that publication and product sales in June were \$205,278, falling short of the forecast of \$232,971. Despite the shortfall, net sales were only \$3,975 from target. Direct sales were \$131,212; dealer sales were \$74,066. Year-to-date sales are \$1,452,075; \$1,883 ahead of forecast. Royalties earned on sales of our Kindle e-books in June were \$6,404 (\$46,348 year-to-date).

Jackie prepared email solicitations promoting publication and product sales, with “first day of summer” and “getting on the air” themes. She also reports that new postcards have been designed to encourage Technician and General Class licensees to upgrade.

Yvette Vinci reports that on Tuesday, June 20, a reminder emailing was sent to members with a summary of “What’s trending” in July *QST*—taking advantage of some early analytics shared by Michelle Patnode. The notification was sent to 117,958 members.

A mid-year operational summary was prepared. Reforecasts were completed following our review of department expense and revenue results vs. plan.

Display and exhibit materials were prepared and shipped for ARRL’s exhibit at the upcoming International Exhibition of Radio Amateurs in Friedrichshafen, Germany, July 14-16.

Materials were assembled and shipped to support a significant ham-radio-and-youth outreach effort organized by the Garden School ARC in New York City during Field Day weekend.

Materials were fulfilled for the New England Division Cabinet meeting.

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
6/30/2017	655	14.5	25:30:35	9 seconds
6/23/2017	751	16.7	25:50:49	9 seconds
6/16/2017	775	17.2	28:32:26	10 seconds
6/9/2017	766	17.0	26:07:12	9 seconds
6/2/2017 (4 days)	637	17.7	25:48:07	8 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
6/30/2017	851	248
6/23/2017	833	389
6/16/2017	1,109	618
6/9/2017	996	403
6/2/2017 (4 days)	952	272

Hamfest/Member Contact/ARRL Representative/Meetings/Vacations

Ken Bailey	07/18	PTO
Joe Carcia	07/05 – 07/07	PTO
“	07/14	PTO
“	07/21	PTO
“	07/28	PTO
“	08/04	PTO
“	08/07 – 08/11	PTO
“	08/25	PTO
“	09/05 – 09/08	PTO
“	10/09	PTO
Lauren Clarke	08/01 – 08/04	Bridge to Integrated Marketing & Fundraising Annual Conference, National Harbor, MD
Mike Corey	07/06 – 07/11	PTO

Jackie Ferreira	08/04	PTO
“	08/24 – 08/25	PTO
Steve Ford	07/31 – 08/04	PTO
“	09/05 – 09/08	PTO
Norm Fusaro	07/11 – 07/18	HAM RADIO, Friedrichshafen, Germany
Tom Gallagher	07/20 – 07/22	ARRL 2 nd Board Meeting, Farmington, CT
Regina Galuppi	07/10	PTO
Scott Gee	09/15 – 09/18	PTO
“	09/22 – 09/25	PTO
Jen Glifort	07/05 – 07/07	PTO
Perry Green	TBD	Medical Leave
Amanda Grimaldi	07/19 – 07/21	NCVEC Conference, Gettysburg, VA
Dan Henderson	07/19 – 07/23	PSC Committee and Board of Directors meetings, HQ
“	07/20 – 07/22	ARRL 2 nd Board Meeting, Farmington, CT
Gail Iannone	08/10 – 08/16	PTO
Bob Inderbitzen	07/11 – 07/17	HAM RADIO, Friedrichshafen, Germany
“	07/18	PTO
“	08/21 – 08/25	PTO
“	09/08 – 09/10	New England Division Convention, Boxborough, MA
“	10/19 – 10/23	Pacific Division Convention, San Ramon, CA
“	10/24	PTO
Sean Kutzko	06/29 – 07/07	PTO
“	07/17	PTO
Maryann MacDonald	08/14 – 08/29	PTO
Allie McLellan	05/25 – 08/01	On Leave
Carla Pereira	07/20 – 07/22	ARRL 2 nd Board Meeting, Farmington, CT
“	07/31	PTO
“	09-05 – 09/08	PTO
Diane Petrilli	07/07	PTO
“	07/14	PTO
“	07/28	PTO
“	08/04 – 08/11	PTO
“	09/29	PTO
Andy Shefrin	07/10 – 07/14	PTO
Becky Shoenfeld	07/24 – 07/28	PTO
Barry Shelley	07/20 – 07/22	ARRL 2 nd Board Meeting, Farmington, CT
Jon Siverling	07/19 – 07/29	PTO
“	08/18 – 08/23	PTO
“	10/06	PTO
Maria Somma	07/07	PTO
“	07/12 – 07/14	PTO
“	07/19 – 07/21	NCVEC Conference, Gettysburg, PA
Dan Wall	07/05 – 07/07	PTO

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