



IN-NEWSLETTER

January 10, 2020

Covers the period December 30, 2019 – January 5, 2020

Vol. 45, No. 2

UPCOMING MEETINGS AND EVENTS

LoTW Committee Meeting

January 15 @ HQ, Newington, CT

New Director Orientation

January 15 @ HQ, Newington, CT

Administration & Finance Committee

January 16 @ HQ, Newington, CT

Programs & Services Committee Meeting

January 16 @ HQ, Newington, CT

2020 ARRL Annual Board Meeting

January 17 – 18 @ Windsor, CT

ARRL Midwest Conference (Winterfest 2020)

January 24 – 25 @ St. Louis, MO

ARRL Northern Florida Section Convention (Orlando HamCation)

February 7 – 9 @ Orlando, FL

ARRL Podcasts: Downloads and Charts

Reported by Michelle Patnode, W3MVP and Carla Pereira, KC1HSX

ARRL Audio News dated January 10, 2020:

<https://blubrry.com/arrlaudionews/54055670/arrl-audio-news-january-10-2020?sbe=1>

- Downloads: 614,267
- #60 Apple Podcasts USA Tech News

So Now What? dated January 9, 2020

On January 9th we aired the last episode of *So Now What?*

Thank you to LDG Electronics for being our sponsor and thanks to everyone for listening!

<https://blubrry.com/arrlnowwhat/54064721/17-final-episode-joe-and-michelle-talk-with-arrl-vec-assistant-manager-amanda-grimaldi-n1nhl/>

- Downloads: 138,547
- #16 on Apple Podcasts USA Hobbies

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Planning and preparations are in full swing for next week's Board and committee meetings. Approximately half of the reports have been received to date and the books are being prepared. All received reports have been uploaded to the ODV-confidential section of the ARRL website. At the request of Directors, a Dropbox was created for all Board Motions to be filed for easy access. The pro forma draft agenda was sent to Directors and received no edits. The New Director Orientation itinerary for January 15 was finalized and sent to all attendees.

Communications

Reported by David Isgur, N1RSN

David Isgur and Michelle Patnode, W3MVP, met with Becky Schoenfeld, W1BXY, Jen Glifort, KC1KNL, and Kathleen Callahan, HC1MBY, to set the framework for creating a new Facebook page for material related to the *On the Air* magazine, podcast and blog.

David worked with Bob Inderbitzen, NQ1R, and Kim McNeill, KM1IPA, to fulfill a U.S. military officer's request for magazines, license manuals and other materials for deployed troops.

Michelle worked with Joe Carcia, NJ1Q, in testing an AREDN communications system for ARRL HQ.

Michelle updated the statistics in the Social Media primer that will be included in material being given to the ARRL Board of Directors at their annual meeting.

David and Michelle participated in the ARRL Public Relations Committee's monthly video teleconference. The committee discussed plans and goals for 2020, including holding more webinars on "best practices" for Public Information Officers (PIOs) and others, and developing public relations campaigns for select Amateur Radio-related events.

Top Social Media Posts

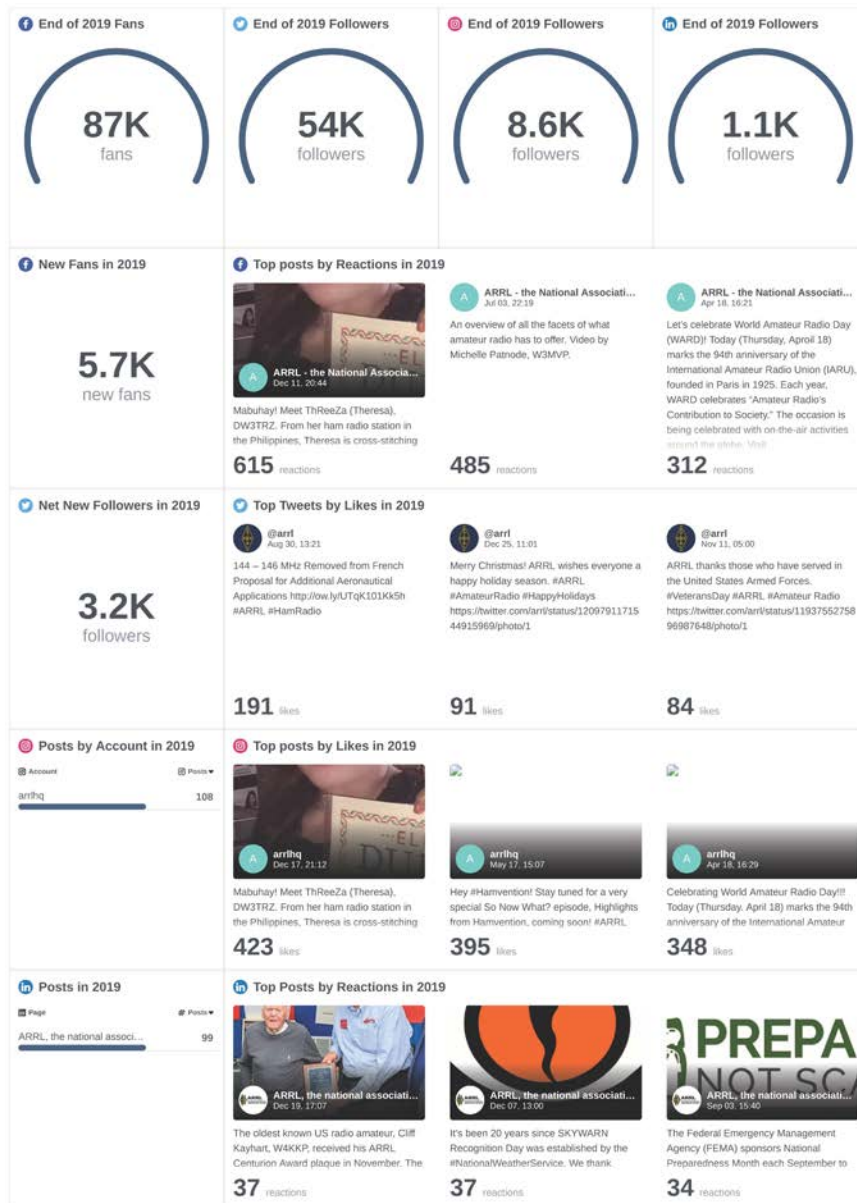
Facebook/LinkedIn: ARRL is excited to bring you many new offerings in 2020. Let's first ring it in with the Straight Key Night contest! Click here for more contest information: <http://ow.ly/nQds50xEpJa>
#ARRL #AmateurRadio #HappyNewYear #StraightKeyNight

Instagram: As 2019 draws to a close, ARRL is grateful for all of our members and followers who helped make this such a great year. In looking back at our "Top 9" posts in 2019, it's clear to see how much fun we had this past year! Help us ring in the new year by telling us about your top ham radio memory of 2019. #ARRL #AmateurRadio #HamRadio #Top9 #NewYear



Twitter: Australian Bushfires Causing Major Telecommunication Outages, Hams Asked to Remain Alert
<http://ow.ly/iFqy1025qi7> #ARRL #HamRadio

Please take a look at a year-in-review snapshot of ARRL's social media for 2019 (provided by Hootsuite):



Development

Reported by Melissa Stemmer, KA7CLO

We are pleased to welcome David Bruse, W4DTR, of the Southeastern Division and Bernard Krasowski, KD5QHV, as the 282nd and 283rd members of the Maxim Society. We are also pleased to welcome Walter Stinson, WØCP, of the Rocky Mountain Division to the Ambassador Level of the Maxim Society.

The Development Department ran a Year-end Campaign that generated \$15,561 in online donations.

ARRL has received a gift of \$69,200 from John Ore in memory of Carla, N7OPU, and George, W1RGH, Chaet. The gift is unrestricted.

The Development Department was notified that ARRL will receive \$5,000 from the estate of Albert Formica, W2YMH. The gift will be unrestricted.

The ARRL Foundation received \$28,000 through the estate of Keith D. Pugh, W5IU. The Foundation is also named as the beneficiary of Mr. Pugh's Wells Fargo retirement account. The gift is to be used for spectrum defense, education and satellite projects.

Melissa Stemmer completed the Combined Federal Campaign (CFC) application for consideration by the Office of Personnel Management so that ARRL may be listed as an eligible organization in the 2019 CFC Campaign.

The ARRL Foundation Scholarship Program closed its application period at midnight on December 31, 2019.

The ARRL Foundation Board held a meeting on January 8, 2020 to discuss both the scholarship and grant programs.

Field Services

Reported by Steve Ewald, WV1X

ARRL members and friends were saddened to learn that San Joaquin Valley Section Manager Dan Pruitt, AE6SX, passed away on December 27. Dan had served as Section Manager for ten and a half years.

John Litz, NZ6Q, has been appointed as the ARRL San Joaquin Valley Section Manager to succeed Dan Pruitt. John will complete the remaining term of office that runs through June 30, 2021. Bart Jahnke, W9JJ, made the appointment, after consulting with Pacific Division Director Jim Tiemstra, K6JAT, and San Joaquin Valley Section Leaders. John has served as an Assistant Section Manager in San Joaquin Valley for the past year.

Leona Adams has been receiving and processing many end-of-2019 section expenses from Section Managers. She and the Accounting Office staff at HQ have been working on these in advance of the 2019 expense receipt deadline.

Leona has also been updating information in the Field Organization data base after receiving appointments from the Section Managers.

Lab

Reported by Joe Carcia, NJ1Q

W1AW

Thank you to Gil Woodside, WA1LAD, for his donation to W1AW of new Andrews and Commscope hard-line, as well as N-connectors, for same.

Joe Carcia updated the web code practice files and their archives.

Joe processed six Qualifying Run certificates. Joe also processed regular QSL card requests.

Joe prepped another new Windows 10 box to be used for W1AW's scheduled digital transmissions (running *fldigi*).

Joe also upgraded the firmware on two (2) Ubiquity Powerbeam units for AREDN use. One will eventually be installed at the Talcott Mountain Science Center, while the other will be used portable.

Scot Gee, WB9RRU, worked on slow and fast code practice runs for the week. He also processed one paper and twenty electronic VUCC applications for a total of 988 credits.

Lifelong Learning

Reported by Kris Bickell, K1BIC

Kris Bickell was invited to be the keynote speaker at Ham Radio University 2020 (HRU 2020), where he discussed both current and new educational initiatives being offered and developed by ARRL. The annual event, now in its 21st year, took place on Saturday, January 4, in the Hillwood Commons Student Center at Long Island University-Post. HRU 2020 was billed as, "A day of education to share ideas, experiences, knowledge, and fellowship among amateur radio operators." The event was well attended and included a variety of forums and hands-on workshops that were offered to attendees.

Product Development

Reported by Bob Inderbitzen, NQ1R

There have been a couple of nice Facebook posts following our fulfillment of the winners' plaques for the 2018 and 2019 Collegiate QSO Party. Here's one from a member of the Augusta University Amateur Radio Club, KN4WZX: "I returned to the office in the new year to find this award in my mailbox. Wow! So exciting...this is a great looking plaque. It will serve as a great encouragement for our new club here at Augusta University -- in December we managed to get 8 students and 2 faculty licensed and we are looking forward to participating in many more events this year, and adding more licensed amateurs."

On the Air magazine (as reported by Diane Petrilli, KB1RNF)

The following tables include a summary of members who have selected *On the Air* as their print magazine benefit. New this week is an additional breakdown of the number of new licensees who have selected OTA -- members who have earned their license since Jan 1, 2018 (2 years ago).

Month or week ending	Members w/ OTA selected	First-time Members w/ OTA selected	New Licensees w/ OTA selected (licensed since 1/1/2018)
Nov 2019	657	219	XXX
Dec 2019	2,457	678	XXX
1/5/2020	3,268	961	921
1/12/2020			
1/19/2020			
1/26/2020			

By License Class (through 1/5/2020)	Members w/ OTA selected	First-time Members w/ OTA selected	New Licensees w/ OTA selected
Novice	2	0	0
Technician	1,525	588	553
General	1,060	242	312
Advanced	42	1	0
Extra	514	44	56
Associate (null)	125	86	0
TOTAL	3,268	961	921

Radiosport

Reported by Sharon Taratula

Paper/Fieldcheck Processing Time	3 weeks
Logbook Processing Time	7 business days
2020 DXCC Applications	301
2020 WAS Applications	28
2020 VUCC Applications	21
2020 WAC Applications	3
2020 WPX Applications	20
2020 WAZ Applications	17

Sales and Marketing

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports that:

- December product sales were \$321,850, falling just short of the sales forecast of \$325,928.
- Direct sales were \$215,144; dealer sales were \$106,706.
- Direct sales were up \$69,150 from December 2018.
- Royalties earned on sales of our Kindle e-books were \$4,876; \$8,500 forecast (\$69,708 YTD; \$102,00 forecast).
- Year-to-date sales are \$2,791,685; \$153,435 short of forecast.

Jackie has crafted ARRL's annual "12 days of deals" e-store campaign. She organized this daily deal beginning December 1 and sent it to a large group of ARRL members/customers. This holiday-themed promotion contributed at least 1,018 online orders and over \$39,000 in sales revenue.

A special offer postcard promoting the new 2019 ARRL Periodicals on DVD is being prepared to mail to 3,000 past purchasers.

Members of the warehouse and fulfillment teams worked with the accounting staff to complete the annual physical inventory on Thursday, January 2nd. We resumed processing and shipping orders before noon on Friday. The auditor gave the warehouse a thumbs-up for perfect counts.

Warehouse Supervisor Steve Capodicasa reported that the warehouse processed **48,784** packages for individual and dealer orders in 2019.

During our busy season fulfilling member orders for publications and products, we've also fulfilled a surge of end-of-year requests from Section Managers for publications and supplies.

Planning is well underway for ARRL's participation at Orlando Hamcation, February 7 – 9, and a team of staff has been committed to travel to the event. Overhead banners and posters are being prepared and the layout for the ARRL exhibit area is being finalized.

In December, we processed 9 paid-in-full Life Memberships.

Now Shipping: [2019 ARRL Periodicals on DVD](#).

Hamfests/Conventions/Meetings with ARRL Representation/Vacations

Leona Adams	01/16 – 01/20	PTO
Kathleen Callahan	01/20 – 01/21	PTO
“	02/05 – 02/09	ARRL Northern FL Section Convention, Orlando, FL
“	02/10 – 02/14	PTO
Steve Capodicasa	01/10	PTO
“	01/24	PTO
“	02/07	PTO
“	02/24	PTO
Joe Garcia	04/10	PTO
“	05/22	PTO
“	07/06 – 07/10	PTO
“	07/17	PTO
“	07/24	PTO
“	07/31	PTO
“	08/03 – 08/07	PTO
“	08/14	PTO
“	08/21	PTO
“	08/28	PTO
Steve Ford	01/10	PTO
Norm Fusaro	01/17 – 01/18	Annual Board Meeting, Windsor, CT
Scott Gee	03/30 – 04/03	PTO
“	05/14 – 05/15	PTO
“	09/12 – 09/19	PTO
Dan Henderson	01/17 – 01/18	Annual Board Meeting, Windsor, CT

Dee Methé	01/16 – 01/18	Annual Board Meeting, Windsor, CT
Howard Michel	01/17 – 01/18	Annual Board Meeting, Windsor, CT
“	01/24 – 01/26	ARRL Midwest Conference, ST. Louis, MO
“	02/07 – 02/09	ARRL Northern FL Section Convention, Orlando, FL
“	03/20	Fairlawn Amateur Radio Club, Fairlawn, NJ
“	04/02	Keystone VHF Club, York, PA
“	04/03 – 04/13	PTO
Diane Middleton	01/17 – 01/18	Annual Board Meeting, Windsor, CT
“	03/06	PTO
“	03/09	PTO
“	03/12	Jury Duty
“	03/30 – 04/07	PTO
Michelle Patnode	02/05 – 02/11	PTO
Carla Pereira	01/17 – 01/18	Annual Board Meeting, Windsor, CT
“	01/22	PTO

Compiled and Edited by: Carla Pereira, KCIHSX, Executive Manager