



## **IN-NEWSLETTER**

*Vol. 42, No. 32*

**August 11, 2017**

*Covers the period July 30 – August 4, 2017*

### **Upcoming In-Person Meetings and Events:**

***Huntsville Hamfest (Alabama State Convention)***

August 18 – 20 @ Huntsville, AL

***Shelby Hamfest (North Carolina state Convention)***

September 1 – 3 @ Shelby, NC

***Tokyo HAMFEST***

September 2 – 3 @ Tokyo, Japan

***New England Division Convention***

September 8 – 10 @ Boxboro, MA

***HAMCON (Southwestern Division Convention)***

September 15 – 17 @ Los Angeles, CA

***United States Telecommunications Training Institute (USTTI)***

October 2 – 6 @ HQ, Newington, CT

***Pacificon (Pacific Division Convention)***

October 20 – 22 @ San Ramon, CA

### **ARRL Audio News**

Below is a link to last week's edition of the ARRL Audio News podcast, the final episode featuring the work of Sean Kutzko, KX9X, dated August 4, 2017:

<https://www.blubrry.com/arrlaudionews/25747984/arrl-audio-news-august-4-2017?sbe=1>

In addition, below is a link to a new ARRL news feature: "ARRL Audio News Extra." It highlights the Williamson County, TX ARES group's innovations in emergency communications. The piece was written by Tom Gallagher, recorded and edited by Steve Ford, narrated by Carla Pereira, and features interviews recorded by West Gulf Director David Woolweaver.



Audio News Extra  
Edition - Williamson

### **Chief Executive Office**

Reported by Tom Gallagher, NY2RF

Tom Gallagher recorded a new webisode of "60-Second Century" for his September *QST* editorial, "Official Observers: Something's Coming." That video will be uploaded to all of ARRL's social media platforms. Below is a link to Tom's August editorial, "Summer Reading: Consider...the Unassuming Battery":

<https://www.youtube.com/watch?v=PGPe1ie7N1g>

## Education

Reported by Lisa Kustosik, KA1UFZ

### Education & Technology Program

Now that the Teachers Institute has completed, Lisa has been going through leftover inventory and forwarding reimbursement forms to Diane Middleton for processing.

### USTTI

27 applications have come in. Lisa has been reviewing all of them and has forwarded her recommendations to Jon Siverling, WB3ERA who will be the USTTI Instructor this year.

Teacher Registration	Instructor Registration	Graduation Kit Requests	License Class Listings
1	7	2	7

## Field Services

Reported by Dave Patton, NN1N

### Field Organization

Leona reports that she has received an SM nomination petition for Keith Miller Sr., N9DGK for the Tennessee section for the term beginning January 1, 2018. She also continues to update the Field Organization data-base, as well as send informational supplies to Field Appointees and Section Manager expense reports. We are also expecting a visit from one of our new Section Managers, John Fritze, K2QY of the Eastern New York section here at ARRL HQ on Monday, August 14<sup>th</sup> and we've focused support to him by getting his supplies, etc. ready for his visit.

## Marketing and Public Relations

Reported by Sean Kutzko, KX9X

### Top posts across social media platforms:

**Facebook** – New #ARRL #HamRadio promotional posters to use for your club's outreach efforts!  
<http://www.arrl.org/pr-posters> (**Reactions: 416/ Comments: 7/ Shares: 180/ Total engagements: 603**)

**Twitter** – New #ARRL #HamRadio promotional posters to use for your club's outreach efforts!  
<http://www.arrl.org/pr-posters> <https://twitter.com/arrl/status/892758334658498560/photo/1> (**Retweets: 56/ Replies: 2/ Quotes: 4/ Likes: 75/ Total engagements: 137**)

**Instagram** – (2 posts with the same amount of engagement)

1. Veteran radio amateur Alexander “Al” Cohen, W1FXQ, of Newington, Connecticut, died on July 27. He was 99. A businessman, Cohen was a fixture within the Greater Hartford, Connecticut, Amateur Radio community as well as in broadcasting circles. He was an ARRL member and had served as the Public Information Coordinator and as a Public Information Officer for the ARRL Connecticut Section. Cohen was licensed in 1932 at age 14. When he was 18, he obtained an FCC First-Class Radiotelephone License. <http://www.arrl.org/news/amateur-radio-personality-broadcaster-businessman-al-cohen-w1fxq-sk> #ARRL #HamRadio (**Likes: 67/ Comments: 3/ Total engagements: 70**)

2. Learn about "Keys and Keyers" on the new "ARRL The Doctor is In" podcast. @dxengineering #ARRL #HamRadio (**Likes: 67/ Comments: 3/ Total engagements: 70**)

### **Production/Editorial**

Reported by Becky Schoenfeld, W1BXY

As of last week, Alli McLellan is back at her position in digital media support and will begin working with PageSuite to test out new app builds for digital *QST*.

For the month of July, arrl.org had 271,966 unique users, a decrease of about 5% from last month.

The August 2017 edition of digital *QST* received 14,779 unique users, an increase of 5% from last month's edition.

### **Radiosport**

Reported by Norm Fusaro, W3IZ

Paper/Fieldcheck Processing Time	1 – 2 Weeks
Logbook Processing Time	1 – 2 Business Days
2017 DXCC Applications	7043
2017 WAS Applications	791
2017 VUCC Applications	386
2017 WPX Applications	373

### **Sales and Marketing**

Reported by Bob Inderbitzen, NQ1R

ARRL earned \$3,020 in July for royalties attributed to the ARRL Visa Credit Card. The largest source of program growth is email conducted by ARRL on behalf of U. S. Bank. YTD (Jan-Jul), ARRL has earned \$26,199 (\$27,208 Jan-Jul 2016). There are 2,664 open cards. Card holder sales volume is nearly \$4.5 million YTD. ARRL earns royalties on newly opened cards and on net purchases. Information about the card is available at [www.arrl.org/visa](http://www.arrl.org/visa).

Our warehouse, in close coordination with staff from Business Services and the Controller's Dept., is closely scrutinizing the steps required to assemble, pack, and ship orders for Amazon. The effort is ongoing. As an Amazon vendor, we are required to fulfill Amazon's shipments with exacting precision, and following their very specific fulfillment guidelines which are modified regularly. While our performance is very good, Amazon charges fees for errors made by its vendors. Amazon tracks 20 different metrics of operational performance for warehouse orders, and we meet or exceed target performance levels for all areas!

A new design has been introduced to the graphic carousel on the website home page featuring bolder images and less text. Special thanks to Sue Fagan for supporting our effort with the handsome, new graphics.

Yvette Vinci reports that in August we processed 23 paid-in-full Life Memberships and 9 Life Membership pledges.

Jackie Ferreira is coordinating a new mailing that will promote the upcoming 2018 edition *ARRL Handbook*.

**Hamfest/Member Contact/ARRL Representative/Meetings/Vacations**

Leona Adams	09/08	PTO
“	09/15	PTO
Bob Allison	08/24 – 09/01	PTO
“	09/15 – 09/17	HAMCON, Los Angeles, CA
Steve Capodicasa	08/21 – 08/25	PTO
“	08/30	PTO
“	09/18 – 09/22	PTO
Joe Garcia	08/07 – 08/11	PTO
“	08/25	PTO
“	09/01	PTO
“	09/28 – 09/29	PTO
“	10/09	PTO
“	12/01	PTO
“	12/08	PTO
Mike Corey	09/05 – 09/06	NPSTC Meeting, Washington D.C.
Jackie Ferreira	08/14 – 08/15	PTO
“	08/24 – 08/25	PTO
Steve Ford	09/05 – 09/08	PTO
Tom Gallagher	08/11	PTO
“	09/06	NPSTC Meeting, Washington, D.C.
“	09/08 – 09/10	Boxborough Hamfest, Boxborough MA
“	09/15 – 09/19	PTO
“	09/26 – 10/26	PTO
“	10/18 – 10/19	NAB Show, NYC
“	10/26	Montgomery County ARES/RACES and Philadelphia Digital Repeater Association Meeting, PA
Scott Gee	08/18 – 08/23	PTO
“	09/14 – 09/15	PTO
“	09/22 – 09/25	PTO
“	10/26 – 10/27	PTO
“	11/02 – 11/03	PTO
Mike Gruber	08 21 – 08/25	PTO
“	09/25 – 09/29	PTO
Ed Hare	08/11	IEEE EMC National Convention, Washington DC
Dan Henderson	08/28 – 09/05	PTO and ARRL NC State Convention / Shelby Hamfest
“	09/21 – 09/26	SEDCO/W4DXCC and PTO
Gail Iannone	08/10 – 08/16	PTO
“	08/23 – 08/28	PTO
Bob Inderbitzen	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
Deb Jahnke	08/10 – 08/16	PTO

Monique Levesque	07/31 – 08/11	PTO
Maryann MacDonald	08/14 – 08/29	PTO
Allison McLellan	08/25 – 08/31	PTO
Carla Pereira	09-05 – 09/08	PTO
“	10/19 – 10/23	Pacific Division Convention, San Ramon, CA
“	10/24	PTO
Diane Petrilli	08/04 – 08/11	PTO
“	09/29	PTO
Barry Shelley	08/14 – 08/25	PTO
Jon Siverling	08/18 – 08/23	PTO
“	10/06	PTO
Yvette Vinci	08/07	PTO
“	08/18 – 08/21	Huntsville Hamfest, Alabama State Convention
“	08/25	PTO
Dan Wall	08/18 – 08/20	Huntsville Hamfest, Alabama State Convention

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