

A & F Committee Operations Report November 2014

To: ARRL Administration & Finance Committee

From: COO Harold Kramer, WJ1B, with the assistance of the ARRL Department Heads

Subject: Operations Report – Highlights from July 2014- November 2014

Date: November 15, 2014

ARRL Centennial:

- The ARRL Centennial and, specifically, the National Centennial Convention has made 2014 an exciting, busy, and challenging year.
- The National Centennial Convention, held July 17-July 19 at the Hartford Convention Center, was a very successful event. The total attendance (unique visitors) was 3294. Over 700 people attended Thursday's all-day training tracks and luncheon. Attendance at Friday night's banquet topped 900. There were over 110 exhibitors. Approximately 1000 people visited ARRL Headquarters. The ARRL staff also supported six regional Centennial Conventions.
- To prepare for the many visitors to Newington, extensive updates were completed to the interior and exterior of the Headquarters building and W1AW. These included new wall displays for Publications, Development, Education, the lobby, and DXCC. The HQ administration building was dressed up with new exterior panels emphasizing the ARRL's five strategic pillars.

Publications:

- Since July, *The 2015 ARRL Handbook*, *The 2015 ARRL Calendar*, *Arduino for Ham Radio*, and *The Ham Radio License Manual* for Kindle were published.
- The digital edition of *QST* continues to attract about 20,000 readers a month.

Marketing/Membership:

- October ended with 165,160 members. The last time membership was this high was 1998. We are now 1,790 members over goal year-to-date. We attribute these gains to the high numbers of new licensees and stronger than predicted acquisition through direct mail.
- The Marketing Department planned, organized, and implemented much of the National Convention. It also supported the two remaining successful Regional Centennial Events at the Huntsville Convention and at Pacificon.
- We launched *The 2015 ARRL Handbook*. Sales currently are exceeding forecast.
- A digital edition of *The ARRL Ham Radio License Manual* was added to the Kindle Store.
- Sales of the print edition of *The ARRL Ham Radio License Manual* are up 15% over the same period in 2013.
- ARRL's own retail publications sales have grown as more individuals are purchasing ARRL books and supplies directly from the ARRL. We attribute some of this to higher response rates from direct and e-mail solicitations.
- We changed our member insurance affiliate benefit program from Met Life to Liberty Mutual Insurance.

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Business Services:

- We met our advertising sales goals through the month of July. However, in July, Yaesu reduced their 2014 advertising commitment by \$75,568 and their total 2015 advertising commitment by \$221,000. This reduction will be difficult to overcome with current or new advertisers.
- The 9th annual ARRL On-Line Auction was held at the end of October and produced excellent results. Two hundred and thirty eight items were up for bid. A total of 1297 bids from 276 unique bidders allowed us to reach \$51,342 in gross revenue.
- Wholesale book sales through October 2014 were flat when compared to 2013. A partial reason for this was a cessation of orders from a mainstream reseller due to business issues.
- The Business Services Department successfully obtained and managed over 100 exhibitors at the National Centennial Convention.

VEC:

- New Amateur licenses issued are up 18% over the same period last year.
- Similarly, exam sessions conducted are up 9%.
- Upgrades are also up 14% compared to the same period in 2013.
- The ARRL VEC market still coordinates 75% of all Amateur Radio exams.
- 40,272 exam elements were administered, compared to 34,250 in 2013, up a noteworthy 18%.

Emergency Preparedness:

- Signed a new Memorandum of Agreement with FEMA at the National Centennial Convention.
- Escalated its work with National VOAD (Volunteer Organizations Active in Disaster) by appointing Mike Corey, KI1U, to their Technology Committee.
- Shipped Ham-Aid equipment to Hawaii to assist with the Puna Lava flow operation.
- One balloted Section Manager election (Southern Florida) was conducted during the summer season, and the incumbent won the election. Western New York and Oklahoma Sections have brand new Section Managers as of October 1.

Field Organization:

- One balloted Section Manager election (Western Pennsylvania) is presently underway. As of this report, four new Section Managers, Western Pennsylvania, Southern New Jersey, Eastern Massachusetts, and West Central Florida, will begin terms of office starting in January.
- There are currently 7,618 ARRL Field Organization appointees (including 71 Section Managers).
- Annual ARRL Simulated Emergency Tests are being conducted throughout the country this fall. Although many exercises were held on the weekend of October 4 and 5, other ARRL Sections and local areas are opting to conduct their exercise on another date to maximize participation and cooperation with served agencies at the section and local levels.
- ARRL and the National Weather Service will co-sponsor the annual SKYWARN Recognition Day – an on-air operating event – on December 6, 2014.

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Radiosport:

- The Centennial QSO Party has been a resounding success. The W1AW/x event has logged more than two and a half million QSOs.
- LoTW exceeded 106,000 active certificates and 71,000 users.
- DXCC paper card processing time has remained at 3 weeks or less since the beginning of the year, even though applications have increased slightly.
- The Contest branch has now stabilized under the direction of Contest Manager Matt Wilhelm, W1MSW. The certificate backlog has been significantly caught up and certificates are now being issued in a timely manner.

Education Services:

- We produced a new *Instructor Manual for Technician License Courses*.
- Three new issues of "Radio Waves" were produced. Its e-mail distribution is now exceeds 10,000.
- Three Teachers Institutes were held in July with 34 teachers.
- ARISS News: NASA's contractor, CASIS, has confirmed that ham radio will continue to be welcome in the ISS National Lab. They will help raise in-kind and/or funding support to sustain the program. NASA has committed to fund operational support of the program through March 2015.

The ARRL Laboratory:

- The new test equipment has been installed and is being used to improve our Product Review test results.
- The Lab continues to make progress in preparing the donated satellite van for ARRL use.
- Lab staff continue to deal with RFI problems from RF sensing circuit breakers.

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