



IN-NEWSLETTER

Vol. 44, No. 25

July 12, 2019

Covers the period June 24 – July 7, 2019

Upcoming In-Person Meetings and Event

Committee on Communications with ARRL

Members

July 16 @ HQ, Newington

LoTW Committee Meeting

July 17 @ HQ, Newington

Administrative & Finance Committee Meeting

July 18 @ HQ, Newington

Programs & Services Committee Meeting

July 18 @ HQ, Newington

Nevada State Convention

July 19 @ Reno, NV

ARRL 2nd Board Meeting

July 19 – 20 @ Windsor, CT

ARRL Audio News

Please listen to the most recent *ARRL Audio News Podcast*, dated June 28, 2019:

<https://www.blubrry.com/arrlaudionews/45138657/arrl-audio-news-june-28-2019/>

Chief Executive Office

Reported by Carla Pereira, KC1HSX

Howard Michel, WB2ITX, and Diane Middleton, W2DLM, completed their series of staff lunches with members of HQ staff prior to the holiday break. The purpose of the lunches was to provide an opportunity for staff to ask questions, share any concerns, and provide their thoughts and ideas on the state of the League and our direction moving forward. Howard and Diane have been reviewing and considering all of the feedback they've received from these sessions. Thank you to all who participated and shared your thoughts and suggestions.

Howard and Michael Keane, K1MK, participated in a telephonic meeting with Director Matt Holden, K0BBC, and Director Ria Jairam, N2RJ, to discuss IT infrastructure.

Carla Pereira, Dan Henderson, N1ND, and Dee Methe continue with the planning and preparations for the Board meeting next week.

Communications

Reported by Michelle Patnode, W3MVP

Top Social Media Posts for week ending July 5:

Facebook: The ARRL team enjoyed meeting many friends from across Amateur Radio at the big exhibition in Germany...

Twitter: No Strong Opposition to 144 – 146 MHz Reallocation Proposal at CEPT Meeting <http://ow.ly/bhLy101EdH5> #ARRL #HamRadio

Our newest IGTV Video is an add on to our newest episode of, *So Now What?* **IGTV (Instagram TV):**

https://www.instagram.com/tv/BzRkOOWjoQ-/?utm_source=ig_web_button_share_sheet



Podcasts- Total Downloads

- **Audio News:** 501,634 downloads
- **So Now What?:** 45,642 downloads
- **The Doctor is In:** 1,037,158 downloads

Top Social Media Posts for week ending July 12:

Facebook: What is Ham Radio; Video
<https://www.facebook.com/20069212407/posts/10156693824467408/>

Instagram: Happy Fourth of July from ARRL HQ! Wishing everyone a safe and fun holiday weekend. We will be back on Monday. #ARRL #HamRadio #FourthOfJuly #IndependenceDay

LinkedIn: Happy Fourth of July from ARRL HQ! Wishing everyone a safe and fun holiday weekend. We will be back on Monday. #ARRL #HamRadio #FourthOfJuly #IndependenceDay

Twitter: Restraint Urged in Response to 2-Meter Reallocation Proposal <http://ow.ly/WeW4101EOcD> #ARRL #HamRadio



Social Media Follower Count

- **Facebook:** 85,839
- **Instagram:** 7,207
- **LinkedIn:** 822
- **Twitter:** 35,591

Podcasts- New Downloads

- **Audio News:** 1,981
- **So Now What?:** 1,647
- **The Doctor is In:** 8,279

Podcasts- Total Downloads

- **Audio News:** 503,777
- **So Now What?:** 47,538
- **The Doctor is In:** 1,047,063

Lab

Reported by Joe Carcia, NJ1Q

WIAW

Report for the week ending July 6, 2019:

The HPM 150th Birthday Celebration operating event is now live on the ARRL website:

<http://www.arrl.org/hpm150-birthday-celebration>

Thank you to Steve Ewald, WV1X, and Dan Wall, W1ZFG, for covering the morning shifts on Monday through Wednesday for Joe Carcia who was out on vacation.

Thanks also to Bob Allison, WB1GCM, for operating WIAW at night during the evening transmissions. While Bob used the station's equipment for transmitting and logging, he used a remote receiver located at the home of Paul Cianciolo, W1VLF. Bob worked a number of stations on 40 and 20 meters using CW and phone. Many of these stations were glad to work WIAW!

In the previous week, Joe processed four Code Proficiency Certificates and seven endorsements. He participated in a MARS NORTHCOM communications exercise.

Joe and Michelle Patnode recorded some audio for the "So Now What" podcast.

Joe also performed firmware updates and some tests on a Flex 6600M SDR (for Product Review).

Scott Gee, WB9RRU, covered the early afternoon shifts on Monday through Wednesday for Joe. He worked on fast and slow code practice files for the week. Scott also processed thirty electronic VUCC applications for a total of 2,430 credits.

Lifelong Learning

Reported by Kris Bickell, K1BIC

The PR-101 and EC-016 courses have both been transitioned into the Canvas online learning environment. Both also now utilize the ARRL online registration process, matching EC-001. These updates provide students with a more streamlined enrollment process and a consistent learning experience across all 3 ARRL online courses.

Membership

Diane Petrilli, KB1RNF

June ended with 156,388 members, a 404 member loss over last month (a loss of 113 members was forecast). We are now behind year-to-date goal by 519 members. This year has been a struggle and we are consistently below forecast, in contrast to the past three years where we had been consistently above forecast. We typically do not start to aggressively use e-mail as a primary campaign until the summer months (June-August, when we do not send mail) but have had to start this approach in April to come close to goal. The on-time renewal rate for June expirees was 73% vs. 72% last June.

Last month Diane mentioned several staff were implementing a campaign to follow up with Hamvention Apps users. The campaign has been completed. A small handful of new members were acquired through

the last part of the effort, asking non-members to join.

Diane met with Tim Drugan from Mintz + Hoke about preliminary marketing efforts to promote the LLL benefit. She pulled a list of newly licensed members and non-members and sent a survey on behalf of M+H to help them gather feedback on content categories and titles for the LLL module.

Diane also updated the new ham mailings to a new design and switched the format of the first mailing from a large booklet envelope to a #10 envelope. The cost savings in postage will just about cover the costs of no longer recognizing revenue from sales to advertisers in the Quick Start Guide.

Diane has started working on the 2020 budget.

Radiosport

Reported by Bart Jahnke, W9JJ

As announced on the ARRL web <http://www.arrl.org/hpm150-birthday-celebration> and in August *QST*, ARRL will hold a Hiram Percy Maxim Birthday Celebration on-air event from August 31 through September 8, 2019. Efforts will be made to aggressively activate W1AW/150 during the 9-day event. Certificates will be made available online to interested participants.

Paper/Fieldcheck Processing Time	4 weeks
Logbook Processing Time	1 – 2 business days
2019 DXCC Applications	5976
2019 WAS Applications	1,092
2019 VUCC Applications	436
2019 WAC Applications	59
2019 WPX Applications	439
2019 WAZ Applications	441

Sales and Marketing

Reported by Yvette Vinci, KC1AIM

Jackie Ferreira, KB1PWB, reports that June product sales were \$222,741, falling short of the sales forecast of \$233,611. Net sales were short \$9,029. Direct sales were \$117,394; dealer sales were \$105,346. Royalties earned on sales of our Kindle e-books were \$5,412; \$8,500 forecast (\$37,994 YTD; \$51,000 forecast). Year-to-date sales are \$1,321,970; \$20,627 short of forecast. The majority of the shortfall is attributed to the sold out 2019 softcover edition *ARRL Handbook*, which was included in the 2019 forecast.

Jackie also reports that there were 184 orders placed on Thursday, June 27, responding to her one-day “Summer Flash Sale” promotion and generated \$11,258 in sales. The Fourth of July weekend promotional email offer contributed to \$7,651 in sales.

The cover designs for the upcoming new editions of *The ARRL Antenna Book* and the *2020 ARRL Handbook* are complete. A special thank you goes to Sue Fagan, KB1OKW, for her contribution as the graphic design lead with creative input from Jackie Ferreira. The books will be introduced in September *QST* and will begin shipping in October.

Yvette Vinci prepared a mid-year operational summary for the department in advance of the July Board meeting. She also reports that our team of Member Service Representatives handled 2,957 calls in June, versus 3,162 in June 2018. The team includes Margie Bourgoin, KB1DCO, Jon Faasen, AA1EZ, Liz Karpiej, KA1DTU, Kim McNeill, KM1IPA, and Cathy Stepina.

Margie reports that in June we processed 20 paid-in-full Life Memberships.

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
6/28/2019	675	15.0	25:49:25	15 seconds
6/21/2019	759	16.8	26:57:16	10 seconds
6/14/2019	731	16.2	26:44:44	10 seconds
6/7/2019	791	17.5	29:16:43	11 seconds

Summary of warehouse fulfillment activity, reported by Steve Capodicasa:

Week Ending	Packages fulfilled	Member Premiums
6/28/2019	989	409
6/21/2019	1,237	637
6/14/2019	1,066	473
6/7/2019	856	622

Hamfests/ Conventions/Meetings/ ARRL Representative/Vacations

Leona Adams	08/01 – 08/02	PTO
Steve Capodicasa	07/12	PTO
“	07/19	PTO
“	06/16 – 09/20	PTO
Joe Garcia	07/12	PTO
“	07/19	PTO
“	07/26	PTO
“	08/02	PTO
“	08/05 – 08/09	PTO
“	08/16	PTO
“	08/23	PTO
“	10/11 – 10/14	PTO
“	10/18 – 10/21	PTO
Eric Casey	08/16 – 08/19	Alabama State Convention, Huntsville, AL
Scott Gee	09/20 – 09/23	PTO
Bob Inderbitzen	07/20 – 07/29	EAA AirVenture, Oshkosh, WI
“	08/16 – 08/19	Alabama State Convention, Huntsville, AL
Howard Michel	07/18 – 07/20	ARRL 2 nd Board Meeting, Windsor, CT
Diane Middleton	11/25 – 11/29	PTO
Carla Pereira	09/06	PTO
Diane Petrilli	08/02 – 08/16	PTO
Maria Somma	07/15 – 07/18	PTO

“ 7/19 NCVEC Annual Conference
“ 07/22 PTO

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