Document #7

**2015 Second Meeting**

**ARRL Board of Directors**

**Report of the Chief Executive Officer**

To the Board of Directors:

July 2015 is quite a contrast to July 2014! Last year at this time we were deep into final preparations for the National Centennial Convention in Hartford and the Board Meeting that followed. Several of us were involved in the World Radiosport Team Championship activity up the road in Massachusetts. As I write this a Teacher’s Institute is being conducted in the conference room across the hall and we have our usual stream of summer visitors, so things are not exactly tranquil but neither are they frenetic.

As officers and directors have been aware for some time, my target date for retirement from ARRL employment is May 1, 2016. At that time I will be 67 years old and will have been on the full-time staff for 44 years, 34 of them in the same office at the same desk. My connection with ARRL Headquarters goes back even further, to June 1968 and a summer stint before my junior year in college. After graduation I returned for the summer of 1970 and part-time during the winter of 1970-71 before being hired by the Travelers Insurance Company to work in the home office in Hartford. I spent a year there, but when the opportunity arose to rejoin the ARRL staff in May 1972 it was simply irresistible.

Retirement will be quite a change for me, as I know it has been for those of you who have reached that point in your own careers. I have advised IARU President Tim Ellam, VE6SH, that I hope to be able to be of some service as a volunteer on the international scene and have the full support of my wife Linda, KA1ZD, in that regard.

In one sense, May 2016 is a long time from now and it is certainly premature to engage in much reminiscence. But in a larger sense there is precious little time between now and then to do everything required to ready our national association for the challenges of the future.

* At this meeting it is essential that the Board complete the process that it began at Minute 30 of the July 2013 meeting with the creation of the CEO Candidate Screening Committee. We cannot leave Windsor without the Board having approved search and selection criteria. The actual selection of the next CEO will have to be done at a regular or special meeting of the Board, and there is only one regular meeting between now and next May 1.
* It is also essential that the Board come to grips with the necessity of a dues increase. There was good and sufficient reason to postpone the increase until after the Centennial, but it is now overdue. I urge the Board to adopt the recommendation of the Administration & Finance Committee.
* The Strategic Planning Working Group has made excellent progress since being appointed by President Craigie in early February. I hope the Board will be comfortable with endorsing the work it has done to date.
* IARU volunteers and the ARRL Technical Relations Office staff are in the final stages of preparations for November’s World Radiocommunication Conference in Geneva. There are several agenda items of concern to the Amateur Radio Service, principally the possibility of gaining an international secondary allocation in the vicinity of 5.4 MHz. At this point we are still short of the level of support required to bring an allocation to fruition. Chief Technology Officer Brennan Price, N4QX, who currently is attending a meeting of ITU-R Working Party 5A in Bucharest, Romania, will have more to say on this subject.

**Travel**

Anything I might say with regard to the Amateur Radio Parity Act and FCC enforcement would duplicate the reports of others. My activity on those fronts included five trips to Washington or Gettysburg. The holding of an Executive Committee meeting at Dulles Airport allowed for one such trip to serve double duty.

My member contact travel during the past six months was limited, aside from a Skype presentation to the Twin City DX Association and the usual Dayton Hamvention, to the West Gulf Division Convention (Ham-Com) at a new location in Irving, Texas. Director Woolweaver, Vice Director Stratton and Mary, and the Section Managers did a great job at the ARRL booth and in extending Texas hospitality. I also attended the international convention in Friedrichshafen, Germany in order to meet with the IARU officers for planning on WRC-15 and the October meeting of the IARU Administrative Council in Indonesia. At the latter meeting I will serve as recording secretary as has been customary since Rod Stafford, W6ROD, became IARU Secretary in 2009 and also will join International Affairs Vice President Jay Bellows, KØQB, in representing the ARRL at the IARU Region 3 Conference. At this time I do not plan to attend WRC-15 in Geneva although I have been asked to keep open the possibility of joining the IARU team for part of the four-week conference.

**Thanks**

While the efforts of volunteers and General Counsel Imlay to pass the Amateur Radio Parity Act into law have been outstanding over the past four months, I would be remiss if I did not also note the yeoman service by Dan Henderson, N1ND, and other staff members in support of the initiative. Much of this work is performed behind the scenes, organizing members’ letters by Congressional district so they can be hand delivered on the Hill and updating information on the website.

The reports of Media & Public Relations Manager Sean Kutzko, KX9X, and Development Manager Lauren Clarke, KB1YDD, are appended herewith. I thank them both for rising to meet challenges in the first half of the year. Sean has supplied both the creative spark and a large part of the fleshing out of the National Park Service Centennial initiative. Lauren overcame an unexpected hurdle when our application for renewed participation in the Combined Federal Campaign was initially denied.

The rest of the staff also has been busy and productive, as reflected in the reports of the staff officers.

Finally, I want to thank the volunteers and General Counsel Imlay who do such a great job of presenting the ARRL and Amateur Radio in a positive light to members, potential members, and the public as well as in state capitals and DC. It has been a special pleasure to work with the other members of the HF Band Planning Committee under the leadership of First Vice President Rick Roderick, K5UR. I hope the Board will see fit to adopt the committee’s recommendations in Document #22; they won’t make everyone happy but we can say with confidence that they enjoy support of a clear majority of those members – more than a thousand – who took the time to participate in the online survey.

Sincere 73,

David Sumner, K1ZZ

Chief Executive Officer

Newington, CT – July 10, 2015

Annex A: Media and Public Relations

Annex B: Development

Annex A to Document #7

**Report to the Board of Directors - July 2015
Media and Public Relations - Sean Kutzko, KX9X**

The first half of 2015 was focused on getting the new PR Committee up to speed, developing more outreach to the non-ham community, and expanding on strategies for social media content and engagement.

**Outreach**

Public Relations remains focused on diversifying our message to select target groups outside of the ham radio world. The Outreach Through Discovery program remains the primary program the PR Committee is promoting. Efforts are ongoing to incorporate Outreach Through Discovery into ARRL’s long-term vision for sustaining Amateur Radio into the Second Century.

Efforts to promote more scientific and academic applications of Amateur Radio are beginning to bear fruit. In late June, the online edition of *Make:* Magazine featured an article by longtime ARRL associate Ward Silver, NØAX, , which provided an introduction to ham radio for the several million self-identified “Makers.” This is a core group of people outside of Amateur Radio that aligns well to what we do and offer. As a result of this article, talks are just beginning on ways the ham radio community can provide more ham radio-related content to the Maker Media group.

Another project we are keeping our eyes on is the fledgling HAMSCI, a proposed long-term program incorporating Amateur Radio into real scientific research. HAMSCI brings together scientists from Virginia Tech, the Applied Physics Laboratory of Johns Hopkins University, undergraduate and graduate-level students, and developers of the Reverse Beacon Network (RBN) used by many hams and contesters. The initial project is to study the effects of a 2017 solar eclipse on ionospheric propagation. While the details of the project are still being worked out, the general idea is that hams all across North America will have an opportunity to provide real-time data for this project by simply making QSOs, effectively “crowdsourcing” scientific data collection. HAMSCI offers a real opportunity for Amateur Radio to raise its visibility within the scientific community. It is hoped this will develop into a long-term program with multiple projects involving Amateur Radio and scientific research.

Ward Silver, NØAX, also attended the IEEE International Microwave Symposium (IMS) for the third straight year this past May. Academic and industry leaders were pleased to see ARRL at the event, promoting Amateur Radio as a professional development tool among students in engineering and science. Silver was able to get video testimonials from several attendees on how Amateur Radio influenced and benefitted their career path; PR is looking for ways to best implement these testimonials into a promotional tool, most likely a YouTube video. Look for continued involvement with IMS in the future.

Internal Promotion

PR Manager Sean Kutzko, KX9X, has been working with Dave Sumner, Chris Imlay, Mike Lisenco, and Dan Henderson to help promote the Amateur Radio Parity Act among amateurs. Kutzko has been focusing his efforts on promoting the bill, and ARRL’s efforts to get it signed into law, via social media, primarily Facebook and Twitter. He also assisted Chris Imlay in drafting language for the Senate version of the bill, portions of which were used by Senator Wicker in his initial announcement of support for the Senate version of the Parity Act.

Kutzko was also involved in constructing the document highlighting member benefits to be used as talking points to our members in the event of a dues increase.

Kutzko created a poster and social media outreach for World Amateur Radio Day, at the request of IARU Secretary Rod Stafford, W6ROD. The poster and outreach were well-received.

Kutzko conceived and developed a year-long special event, celebrating the centennial of the National Park Service (NPS) in 2016. With considerable help from Norm Fusaro and Barry Shelley, a business proposal and rules draft were prepared for “National Parks on the Air,” an organized program of ham radio operations from all 407 NPS administrative units, similar to the ARRL Centennial QSO Party. It is to be used as a vehicle to both promote the capabilities of Amateur Radio to the public and help raise awareness of the NPS. See the full proposal for complete information.

To complement the PR component of Field Day, a Field Day “event” was created on the ARRL Facebook page. Over 1500 Facebook users said they would “attend” the event, and the page provided real-time communication with ARRL members asking questions about rules, looking for technical support, and just seeking camaraderie. ARRL used the page to engage members with surveys, social engagement, and small giveaways of Field Day-related merchandise, which was enjoyed by page users. Many photos and videos were posted using the ARRL Facebook event page, and the Twitter hashtag #ARRLFD.

The ARRL Online Library was launched in January 2015, as tasked by the ARRL Board of Directors in 2014, as a repository for club talks and general knowledge by and for the Amateur Radio community. We have received almost twenty submissions in areas ranging from technical to operating to historical, and continue to solicit material and oral histories from the membership for permanent storage in the Library.

**Media Content and Production**

With the development of the new Media Room, additional audio/visual promotional media content is being considered. While the ARRL Lab provides product review videos for our members, the room can also be used for additional podcasts, audio interviews, and webinars. Kutzko plans on learning more about video editing, and two internal video projects are already (slowly) being worked on. It will take time to fully develop video editing capabilities within budget.

There has been an increased interest in ARRL Audio News, since the death of Amateur Radio Newsline’s creator Bill Pasternak, WA6ITF. The 15-minute ARRL Audio News program is recorded every Friday (except holidays) and is distributed free on the ARRL website and through iTunes. Member engagement through “Audio News IDs” and via acknowledging repeaters that air Audio News during the program is slowly gaining momentum.

In June, Kutzko attended a conference focusing on digital publishing and social media strategies for non-profit associations, and looks forward to working with the PR Committee to implement some of the ideas learned there.

Respectfully submitted,

Sean Kutzko, KX9X
ARRL Media & Public Relations Manager

Annex B to Document #7

ARRL Development Report

To the Board of Directors

For the 2015 Second Meeting

**2015 Fiscal Year Revenue Results (as of 6/30/2015):**

Spectrum Defense Fund: $139,705

Diamond Club: $242,015 (gross) - $150,942 (net after dues to membership)

Education & Technology: $10,948

 \*plus an additional $70,192 from 4 donors to support the Teachers Institute program

 (note: $10,000 is from DARA’s 2014 TI Commitment)

Second Century Fund – please see the attached reconciled report.

**Total contributions received as of June 30, 2015, including the above funds, SCC, various other funds and unrestricted totaled: $610,304.**

**The Second Century Campaign (SCC)**

A Letter of Commitment officially committing Dayton Amateur Radio Association’s generous pledge to the Second Century Campaign of $100,000 was signed by DARA President Don Dubon, N6JRL, and DARA Secretary Nancy Krodel, KC8RMT, in May. This generous commitment is to be paid over 10 years. The first check of $10,000 was presented to ARRL President Craigie, N3KN, and SCC Committee member Mike Valentine, W8MM, at the Annual Dayton Donor Recognition Reception prior to Hamvention.

The Development Office is working to ensure multi-year pledges are made by donors; the final commitment payment is scheduled for 2022.

**Annual Giving – The Diamond Club**

The Diamond Club is a key component of The Development Office, and is an important source of unrestricted revenue for ARRL. As of June 30, 2015, there are 1,766 Diamond Club members. A gross of $242,015 has been raised through Diamond Club, with a net of $150,942 after dues paid for membership. 223 new Diamond Club members have been welcomed into this annual giving program to date for this year. Development has continued to include a Diamond Club ‘upgrade’ buckslip in all membership renewals to encourage members to step up to Diamond Club.

A new low cost benefit has been added for Gold, Platinum and Director level members – a specially designed Diamond Club badge. These new badges were presented in time for donors to wear at Hamvention and help create awareness of the Diamond Club.

The Diamond Terrace continues to grow; 221 bricks have been placed in the patio to date this year, bringing the total number of bricks installed to 1,833. Many bricks are requested by Brass level or higher Diamond Club members, however, we also receive a fair number of bricks ‘purchased’ at a rate of $250 from family/friends and clubs in memory of SKs.

**The Spectrum Defense Fund**

A solicitation mailing for the Spectrum Defense Fund went to 75,000 members in May. Results to date have been strong; as of June 30, we have received $139,705 in donations, or nearly 40 percent of the total annual goal. The newly designed mug and pin – the second in a five-year ‘series’ – has proven to be very popular.

A second solicitation mailing will be sent out in October.

**The Education & Technology Fund**

A solicitation mailing will be sent in September. Individuals and the Dayton Amateur Radio Association who support the Teachers Institute program through major gifts have boosted the Fund substantially.

**W1AW Endowment Fund**

Development solicited donations for the W1AW Endowment in March – the first appeal for this Fund since 2012. Included in the appeal were the many visitors to W1AW throughout the Centennial year and the convention weekend. This appeal proved successful, exceeding the goal and adding $66,802 to the Endowment. The next solicitation is planned for 2017.

**The ARRL Maxim Society**

The Development Office just welcomed the 177th member into this special recognition group acknowledging donors whose lifetime donations to ARRL have exceeded $10,000. While the number of Maxim Society members jumped substantially over the past two years thanks in part to the Second Century Campaign, Development still fields many calls from donors who look forward to being a part of the group.

**The Legacy Circle**

ARRL has been the beneficiary of many generous bequests over the years. Development has noted an increase in donations through trusts and wills in the past several years, some known to us and some not. There was a great deal of interest in estate giving at Hamvention, and Development is responding more and more to calls and emails from donors requesting information on how to designate ARRL as a beneficiary in their estate plans. With proper documentation, we invite these donors to become part of the Legacy Circle, allowing ARRL to thank them for their generous foresight.

**Other Unrestricted Giving and Combined Federal Campaign (CFC)**

ARRL was initially denied for participation in the 2015 Combined Federal Campaign (CFC). However, our appeal was approved and ARRL will be listed as an official charity in the CFC brochure this fall. New requirements by the Office of Personnel Management will make applying more challenging in the future.

Commitments through CFC totaled $45,088.34 for 2014, of which $14,315.20 has been received to date.

**Other Development Activities**

COO Harold Kramer, WJ1B, signed a contract with a company allowing ARRL to benefit from vehicle donations. A new webpage has been created (www.arrl.org/arrl-vehicle-donation-program) to support this program, and includes a form for members to complete regarding a potential vehicle donation. This form goes automatically to the processing company, and an employee from the company then contacts the individual to work through the donation. To help drive this new program, there has been an ad in *QST*, and buckslips are included in all membership card mailings. To date, ARRL has received $2,209.50 from this effort.

The newly created Legal Issues Advocacy Fund received two $4,000 donations last fall. As with the Vehicle Donation Program, a new webpage has been created (www.arrl.org/legislative-issues-advocacy-fund) to support this fund, together with an ad in the May *QST* and a slider on the homepage. There will be an e-blast in early September to all members as well.

As always, the Member Loyalty program is well received by our members. Although there is no direct financial gain when we acknowledge our long-term members (40-, 50-, 60-, 70- and 80-years), the goodwill generated by this inexpensive and simple effort goes a long way. Development offers personalized plaques at a cost to the member for 40-, 50- and 60-year members, and personalized plaques at no cost to 70- and 80-year members. In 2015, 384 ARRL members received a letter signed by CEO Sumner, a certificate and a pin.

The 2015 Annual Donor Reception on the Thursday evening before the Dayton Hamvention was well-attended and set a positive tone for the weekend. The key note speaker was ARRL Emergency Preparedness Manager Mike Corey, KI1U. ARRL President Craigie also announced a special gift from long-time ARRL supporter Dave Bell, W6AQ: an original print by Andy Warhol valued at approximately $150,000. This print will be sold at auction by Christie’s in October with proceeds creating the “Dave Bell Endowment Fund” to benefit the League.

Submitted by

Lauren Clarke, KB1YDD

Development Manager

 Prepared July 9, 2015

Attachments:

* 2015 Development Revenue Report
* Financial Report on the Second Century Campaign