# Fair Lawn Amateur Radio Club

**Tom Gallagher, CEO**
**December 9, 2016**

# Agenda

- Report from Headquarters
  - Constructing the budget
  - Implementing the strategic plan

- Building the Future
  - Streamlining the organization
  - New media
  - New educational initiatives

- Three Major Threats

# "What does this brick want to be?"



--Louis Kahn, 1901–1974
Pennsylvania Architect

# "Even a brick wants to be something"



National Assembly Building in Dhaka, Bangladesh,
--Louis Kahn, 1962–83

# Business Planning Process

- Asking each department manager to speak about the future — 2-3-5 years out.

- Create an **aggressive** goal consistent with the strategic plan of 2015
  - Let's be the leading, the dominant contesting organization in the world. What do we have to do in order to achieve that?
  - How can we become the leading source of **Amateur Radio education in the world**?
    - Starting with 6$^{th}$ grade through high school and college? Expanding our age, gender and economic diversity? All vital goals of our strategic plan.
    - How much will it cost? How must we rearrange priorities to accomplish it?

# Focus on Large and Small

- New FedEx master contract savings on overseas shipping

- Logbook of the World costs medium six figures

- Streamlining outgoing QSL bureau: losses of $50,000 each year. Share best practices among bureaus

- Closing a $350,000 operating deficit

# Technology

- ARRL Labs is constructing a WSPR emergency beaconing device for FEMA

- Simple, cheap and easy to make

- Dormant, low power, cost-effective

- New mode of sensor networking: low, slow, long reach-back (HF, LF)

# WSPR Uses



As a mode, QRP HF WSPR is an ideal platform for ground-level truth

- Waffle House Index: Green, Yellow, Red
  - Call sign, maidenhead-to-national grid system
- APRS on HF
- Mapology: 2,600 APRS Symbols
- Flood sensors (Water Level, Tides, Salinity)
- Infra Sound detectors: natural disasters have their own acoustic signatures

# Focus On: New Media Content

- Podcast: *The Doctor is In* with Joel Hallas and Steve Ford –sponsored by DX Engineering

  - more than 158,000 downloads in the
    six months since introduction
  - 10,600 unique listeners

- New Audio and Video Podcast

- Cross-over topics aimed at non-hams
  - With more hands-on and experimental content

- Facebook, Twitter and Instagram statistics climbing

# Amateur Radio Education

Education is the most powerful tool to achieve the goals of ARRL's 2015 strategic goals



- Age, gender, race and economic balance
- Building the next generation of hams and members
- Building educational tools in sync with the way that the next generation wants to learn

# In-School Programs

Piloting special school programs offered outside the regular school course of study: **Grace Academy**



- **A comprehensive educational program for girls' grades 5-8**
- **A tuition-free, college prep education in an atmosphere of rigorous academic standards.**
- **One ARRL staffer and two volunteer instructors teach a custom-designed course of study covering basic electronics and radio leading up to Amateur Technician class licensing**
- **Program consists of 18 one-hour units integrated into the school's after-class activities.**

https://www.youtube.com/watch?v=rSIyyIusD-c#t=0

# New GOTA Events

**Creating new, *spontaneous*, timely GOTA events:**

- 95th Anniversary of Transatlantic SW contact between Greenwich, CT and Androssan Scotland (N1BCG-GB2ZE) December 11 with RSGB



- 181st birthday of Mark Twain special event station W1T at his Hartford homestead November 30

- Seeking a Collegiate Amateur Radio Initiative event for March 2017

- Seeking an AM-only event for April 2017
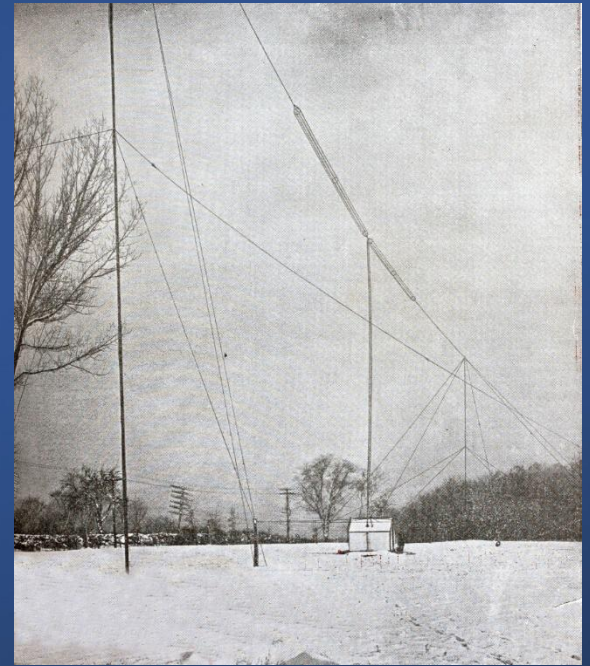
# Major Challenges

- Demographic

- Organizational

- Secular shift

# Demographic Challenges

- We're aging, and not yet replacing ourselves with younger members
    - Average age of current members is 61
    - Less than 15% of current members are under age 45
- New licenses are growing at 30,000 this year — a 4% increase vs ARRL's membership increase of just 1%
- A major population shift occurring from less populated, HF-friendly geographies to urban, HF-unfriendly locations.
    - This is why ARRL has labored greatly to help pass the Amateur radio parity act

# Organizational

- Our basic IT systems are also aging: they require more than $1MM to bring up to date. Our goal is first class customer service.

- We need to streamline every member service from the QSL bureau to the awards bureau. We've fallen behind and we must catch up.

- We must be good stewards of our members' dues, our donors' dollars.

- We must all be agents of change.

# Secular Shift

Recognize that the Amateur Radio community is undergoing a generational shift

- The shift causing for the first time dislocations in advertising revenues, membership dues
- We must be very thoughtful in how and where we invest in new and existing programs
- It's difficult to predict the length and depth of the transition

# What members can do…..

# Pick Up A Brick…



- **Find a talented young person and help expose them to Amateur Radio**





- **Teach an electronics or licensing course**

- **Find a ham with different interests than yours and teach and learn from each other**
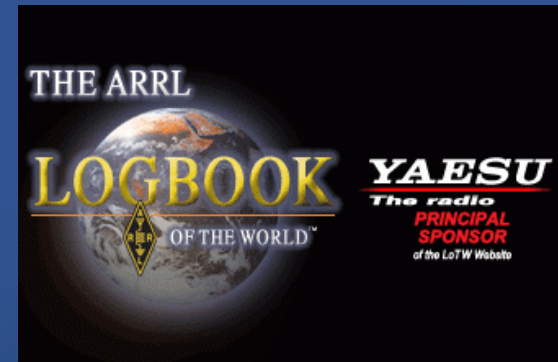
# …Pick Up A Brick

- **Buy a brick, from ARRL, to install into our headquarters courtyard**

# ARRL Investment Priorities

- Major investment in core IT infrastructure

  - Membership systems

  - ARRL Website



- LoTW

- New contests and new get-on-the-air events

- Educational curricula