

American Radio Relay League

Administration & Finance Meeting

Via Conference Bridge

April 21, 2005

The meeting was convened by Chairman Day at 8:00 pm on Thursday, April 21, 2005 via the ARRL Conference Bridge with the following in attendance.

Chairman Coy Day, N5OK,
Director Frenaye, K1KI,
Director Milnes, W7OZ,
Director Morton, WS7W,
Treasurer McCobb, W1LLU,
Vice President Craigie, N3KN,
CEO Sumner, K1ZZ,
CFO Shelley, N1VXY,
COO Kramer, WJ1B,
CDO Hobart, K1MMH.

Not present Director Fuller, N3EFN.

1. 1st Quarter results—B. Shelley

During the first quarter we are under spending expenses and are ahead of target in revenues and ahead of results for the same period last year. Most of the January Board meeting expenses are in.

2. The following project status reports were submitted in advance and accepted:

- a. Short term Contingency Plan for 2005—D. Sumner
In response to a question about the observation in his report that there is no room in the 2005 budget for significant unanticipated expenses vs. the proposal for an additional staff position to be discussed later, Mr. Sumner said that the expense of adding the position would somewhat reduce the bottom line for 2005 but that the position was necessary to achieve our longer-run revenue targets.
- b. Long term Contingency Plan—D. Sumner and Senior Staff (With the addition of Mr. Cramer, action on this item should improve)
- c. ARRL Affinity Credit Card proposal—B. Shelley (Program to be implemented electronically on May 15 and in July QST)
- d. Fully allocated cost reporting—B. Shelley (Efforts to fully automate the process will continue)
- e. Arbitration with Strong Systems—B. Shelley
Shelley added that no information has been received from banks yet, and one bank has asked for a one-week extension. Treasurer McCobb queried

why the request for delay, wondering if the bank in question holds code in escrow for owners of software or if the bank may be holding something else or whether there may be circumstances influencing their position. No information was available to answer the questions.

- f. Documentation retention—B. Shelley (To be completed by the July board meeting)
- g. Improving member relationships—D. Sumner (Mr. Cramer reported: Customer contact training has been initiated)
- h. Viability of having one board meeting a year—Subcommittee Group Chairman McCobb updated the committee that the group has exchanged ideas and has decided to collect some data. McCobb would like to open the concept to ODV for input.

Action: Open comment to ODV via memo approved by committee and Day

Responsibility: McCobb

Deadline: input to be completed by May 31, 2005

- i. Results of Telephone Service Training – Kramer

Kramer added that the training process should be a continuum and a change in attitude, not just an update to systems. Kramer will form a team comprised of himself, Dennis Motschenbacher and Bart Jahnke with staff who took the training to develop a more comprehensive plan on how to deal with training and customer service issues.

A key management internal communication piece is related to the training process. Staff must know what is going on in the organization to respond to the complex inquiries from members. There is a need an in house “yellow pages” to assist staff in directing calls and finding answers. In addition, staff is not always aware of what managers expect from them. The organization should develop standards for good service and employee performance, including response to customers.

Action: Team to convene, Plan to be submitted to senior mgmt team

Responsibility: Kramer

Deadline: June 30, 2005

- 3. Investment portfolio report—J. McCobb

Bank information was just received. Information will be sent to the committee by month’s end. First quarter was fine.

The first quarter pension payment made without going to portfolio.

- 4. Development update—M. Hobart

Mystery gift of 50 shares of Intel still unidentified. Hobart and Shelley are investigating the viability of offering charitable gift annuities to members.

5. Declining membership—All

Will there be a negative impact of bandwidth proposal on membership? Concern was expressed that we are considering the bandwidth proposal from the membership standpoint, rather than considering what is best for Amateur Radio. The proposal is good to attract comment even though there are a few individuals who stir the pot. The challenge is to educate the audience and remind them that at this point the proposal is a recommendation of the Executive Committee. Winlink seems to be sparking many comments on both sides.

With the uptick in sale of license manuals, has there been any increase in the number of new licensees? There is no quantitative evidence, but data can be gleaned from VEC.

Action: Monthly report to the A & F Committee on new licensees

Responsibility: Kramer

Deadline:

Rocky Mountain Division is working on a grass roots member recruiting effort to hand out QSTs and membership forms to new licensees throughout the division. Director Morton will report on results.

6. Other

a. A new staff position of Web Project Manager was proposed. The position would be responsible for managing the ARRL web site and creating, developing and implementing web software projects. The web is a vital communications and marketing platform for the ARRL. However, web development and maintenance requirements are blocking progress on Logbook of the World and Siebel integration, which are necessary to meet future revenue and productivity targets.

Action: Consensus recommendation to proceed

Responsibility: Kramer

Deadline:

B Health care renewal – Shelley

- a. An anticipated increase may hold at about 5% by switching plans. (CT Care wants an increase of 23%). Any increase will be applied per our 75/25 standard for benefits sharing with employees and by salary level ranging from 20% to 30%.

7. Staff report of performance, changes in responsibilities/assignments – D. Sumner, H. Kramer

Mr. Kramer reported briefly on the planned rearrangement of reporting relationships in F&ES and the transfer of Jean Wolfgang to Sales & Marketing.

8. Staff compensation recommendation – D. Sumner.

Mr. Sumner updated the committee on current staff issues.

9. Other

- a. Committee members expressed a strong desire to change the configuration of email reflectors so that the sender of a message is again identified on the “From” line.
- b. It was noted that the standing committees have a role in reviewing the ARRL Strategic Plan and should be involved in the review process initiated by the Executive Committee.

Respectfully submitted,

Mary Hobart, K1MMH
Committee Secretary