

# State of the NAR

February 2015

Ted Cochran

NAR President





# NAR Officers and Trustees

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Ted Cochran, President

John Hochheimer, Vice President

Joyce Guzik, Secretary

Tom Ha, Treasurer

Ryan Coleman

Randy Gilbert

Vince Huegele

John Lyngdal

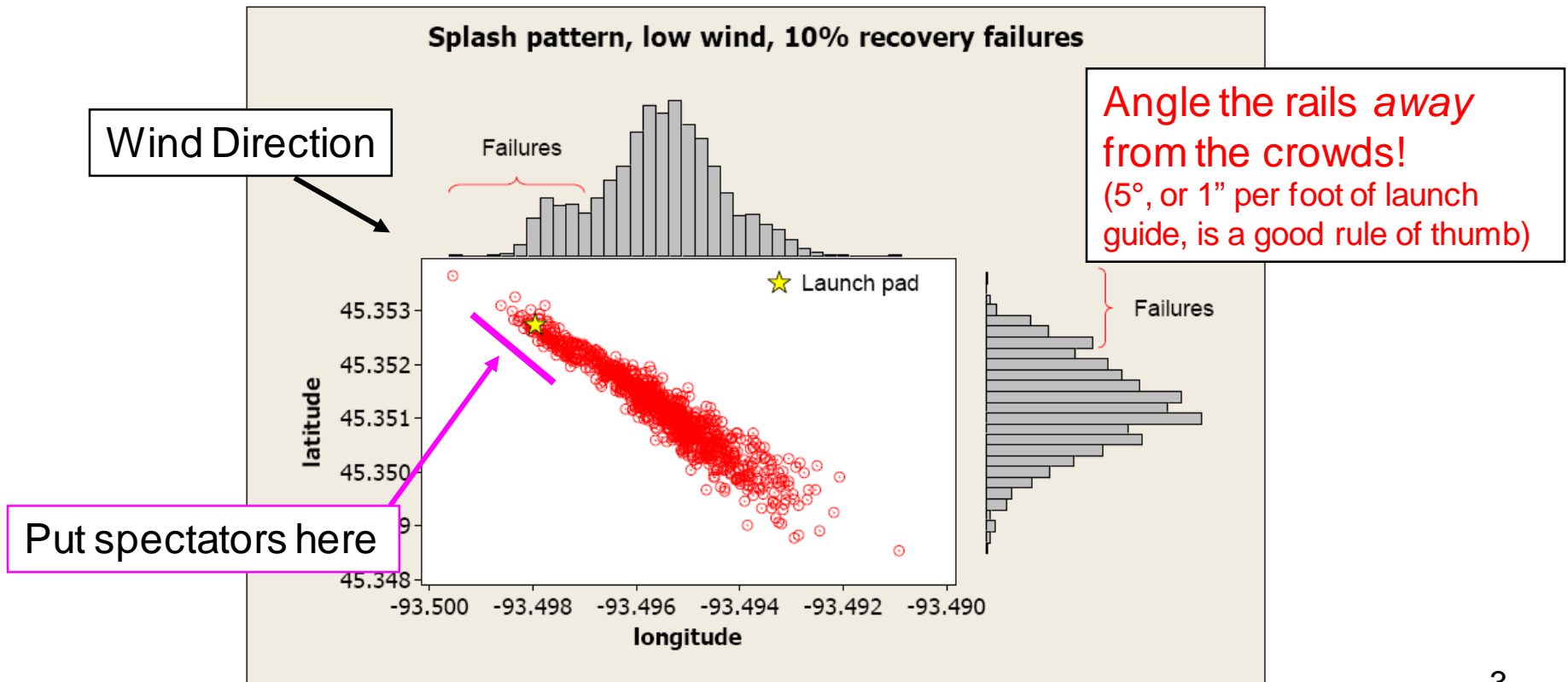
Mark Wise



# Safety Minute:

## Keep Spectators Safe

Significant risk reduction can be achieved by positioning people and vehicles crosswind from the launch pads.





# 2014 was a GREAT year!

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- Our membership reached an all time high;
- We reached 166 Sections;
- Our financial position remained extremely healthy;
- Our magazine is the best it has ever been;
- Our high power certification rate has achieved record levels;
- We partnered with the Museum of Flight to establish a significant new sport rocketry exhibit;
- Our liability insurance was increased to \$5M;
- Our membership dues were reduced for Senior members age 25 and under;
- We launched a new web site;
- We maintained a robust section grants program;
- We consistently delivered on our partnerships with AIA on TARC and NASA on SLP, and shared the Brewer Trophy from the NAA with AIA, and
- We significantly increased our budget for educational grants and scholarships—at \$30K, it's now one of the biggest components of our budget.

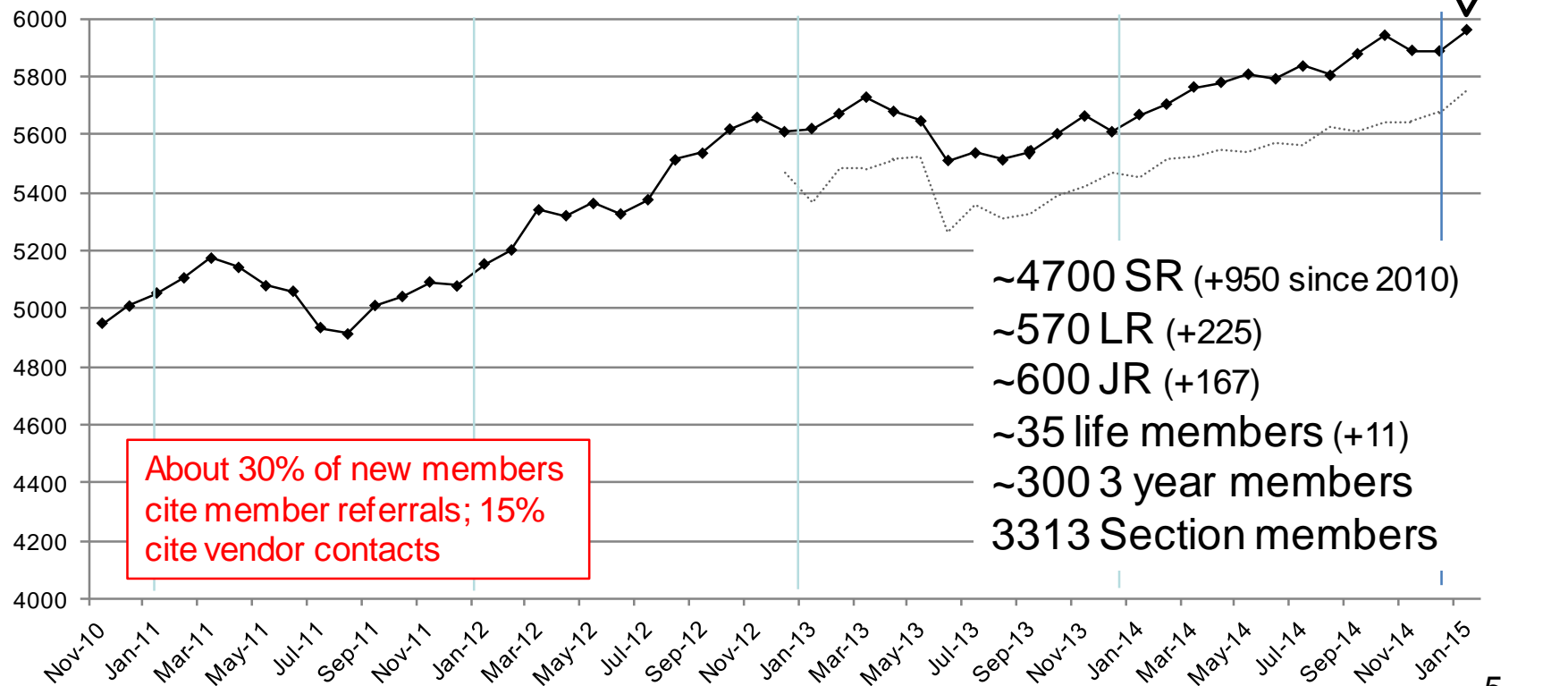




# How Are We Doing?

- Our membership levels remain high

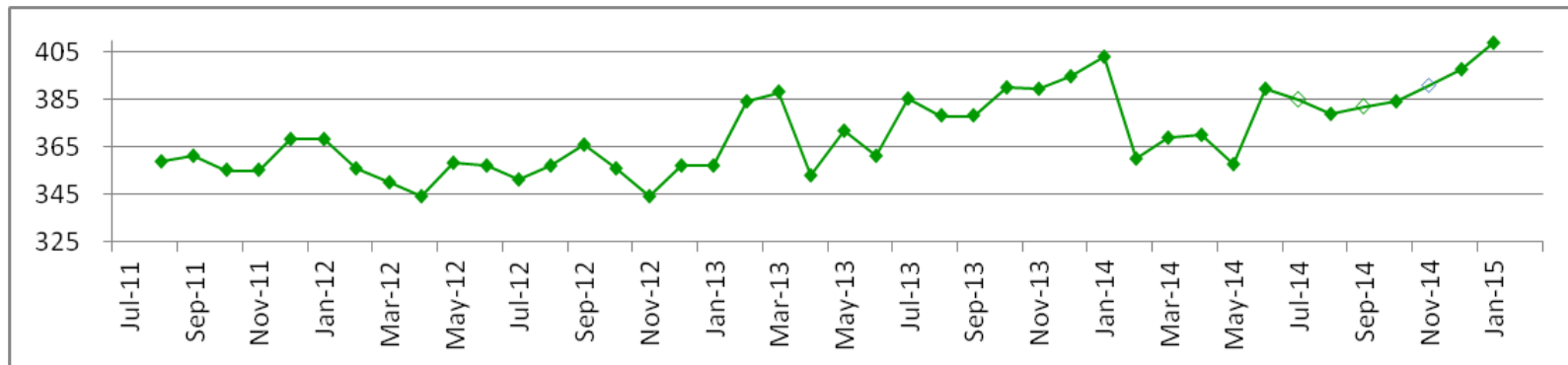
Around 5800 (+700 in last 3 years) thanks to focused efforts including kit flyers and the \$5 recruiting bonus to members





# How Are We Doing?

- Our finances remain healthy
  - ~\$400K annual revenue, ~breakeven budget, appropriate reserves
  - We continue to increase services to meet emerging needs
  - Section grants, educational support and outreach, launch infrastructure, upgraded technology

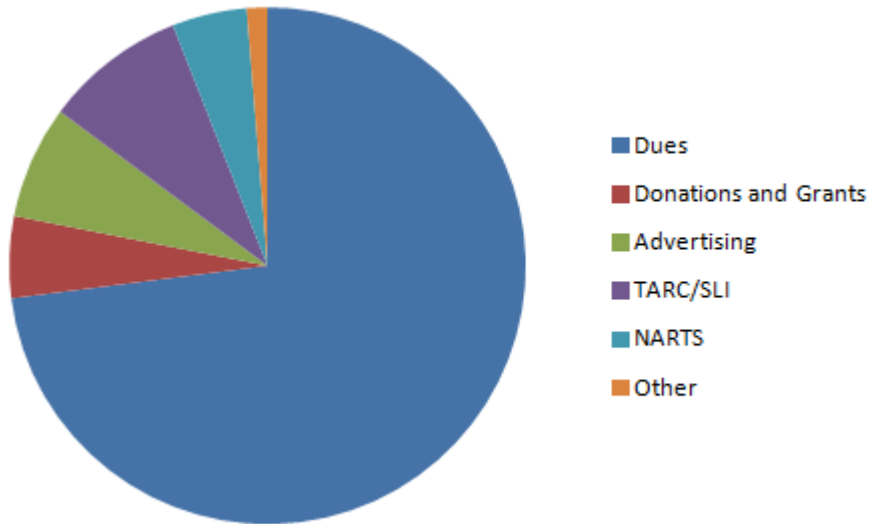


Funds Balance

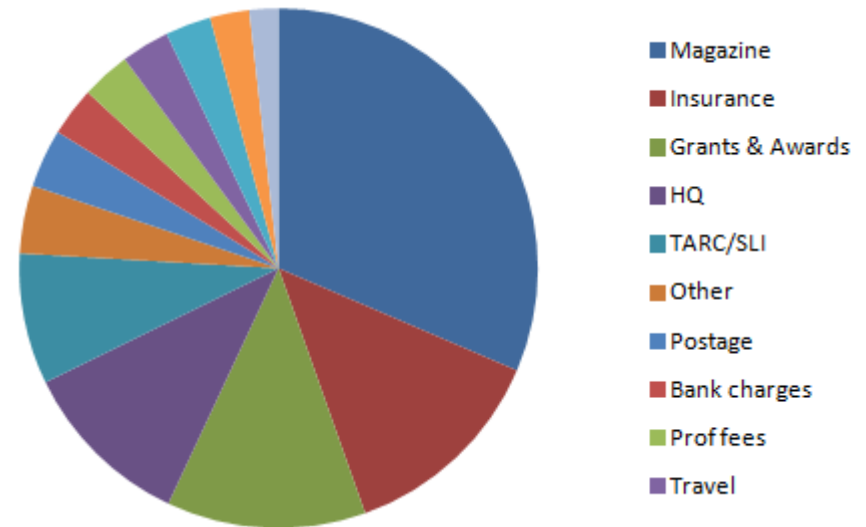


# Income and expenses

- Income



- Expenses





# How Are We Doing?

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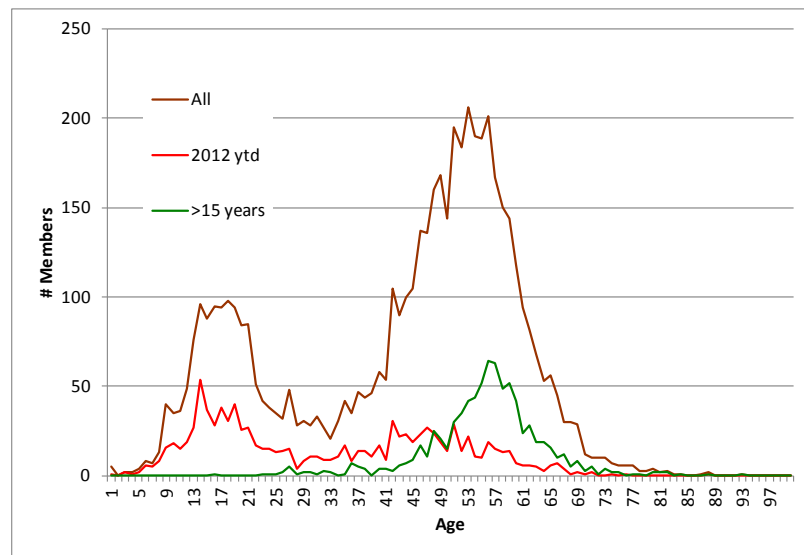
- Our magazine is the best it has ever been
  - Paying for top-quality “how to” and technical articles
  - Still looking for great content to sustain 56-page issues
  - Now the *only* rocketry magazine
- Our outreach programs are doing well
  - TARC: 13 years! 685+ teams!
  - Educational funding: Cannon Grants, Scholarships, R&D Prizes, Travel grants
  - 4-H partnership: Strong and growing
  - NASA SLI: Back strong in 2015
  - Seattle Museum of Flight: We’re heeeere
  - Civil Air Patrol: New Memorandum of Understanding signed





# Our Association is Diverse

- Age
- Membership duration (~20% <1 year; ~14% > 20 years)
- ~300 Contest flyers
- 3019 High Power flyers (~60% of eligible members)
  - 142 Jr (-6)
  - 1217 Level 1 (+36)
  - 1217 Level 2 (+13)
  - 443 Level 3 (+0)
- 150+ Teachers
- 166 Sections,  
3260 Section members





# Our Priorities

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- Continue to make flight safety our organization's first priority
- Support and celebrate all forms of commercial sport rocketry: Model rockets to Level 3 high power, High performance to oddrocs, sport rocketry to international competition.
  - HPR Awards
  - New web content for contest flying
- Increase our organization's size: Members and sections, then increase member services as our size goes up
  - Headquarters support, section support, member support
- Support and expand outreach and educational efforts
- Offer members full transparency and the opportunity to participate
- Continue to provide national support to our local sections
  - More grants, New Section Manual, effort to leverage partnerships with 4H and CAP

**Be safe, have fun, pay forward**



# Our Primary Concerns

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Rockets that should *not* be flown too often *do* get flown

- Near misses and landing mishaps occur too frequently
- Financial health would be significantly impacted by a major incident
- “Minor” incidents happen too often (several times per year)



# Our Other Concerns

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- We need to continue to attract and retain new NAR members to sustain our future
- Development encroachment and landowner fear of “safety” or litigation continues to reduce access to launch sites
- We could use still more sections; too many members do not belong to one
  - We need sections with flying sites near every major population center
- *We need more NAR volunteers to improve our services and programs, both locally and nationally*



# Membership Survey

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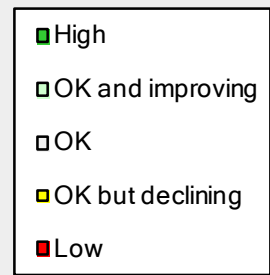
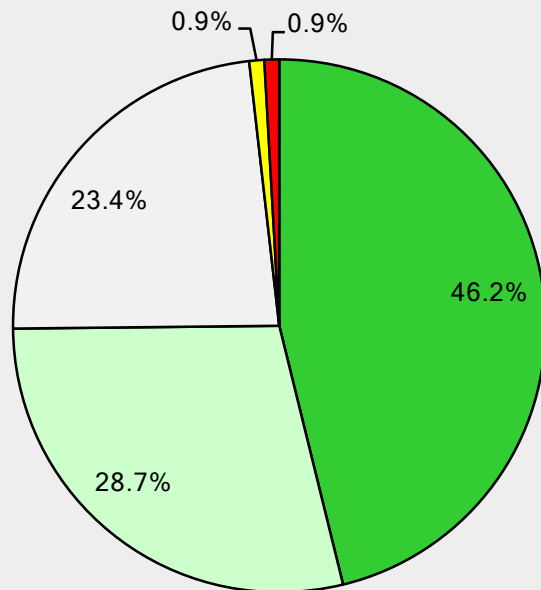
- About 725 NAR members responded to our online survey
- Good consensus on priorities, and we will continue to address them:
  - Increase support to sections
  - Provide better support for efforts to gain/maintain launch site access
  - Redo the NAR website
  - Enhance the “how to” article content in Sport Rocketry
- You also support significant growth in two areas:
  - Teacher support and student scholarship programs
  - Establish exhibit on Sport Rocketry in major museum

Your feedback will continue to drive the NAR Board's agenda



# Survey Highlights

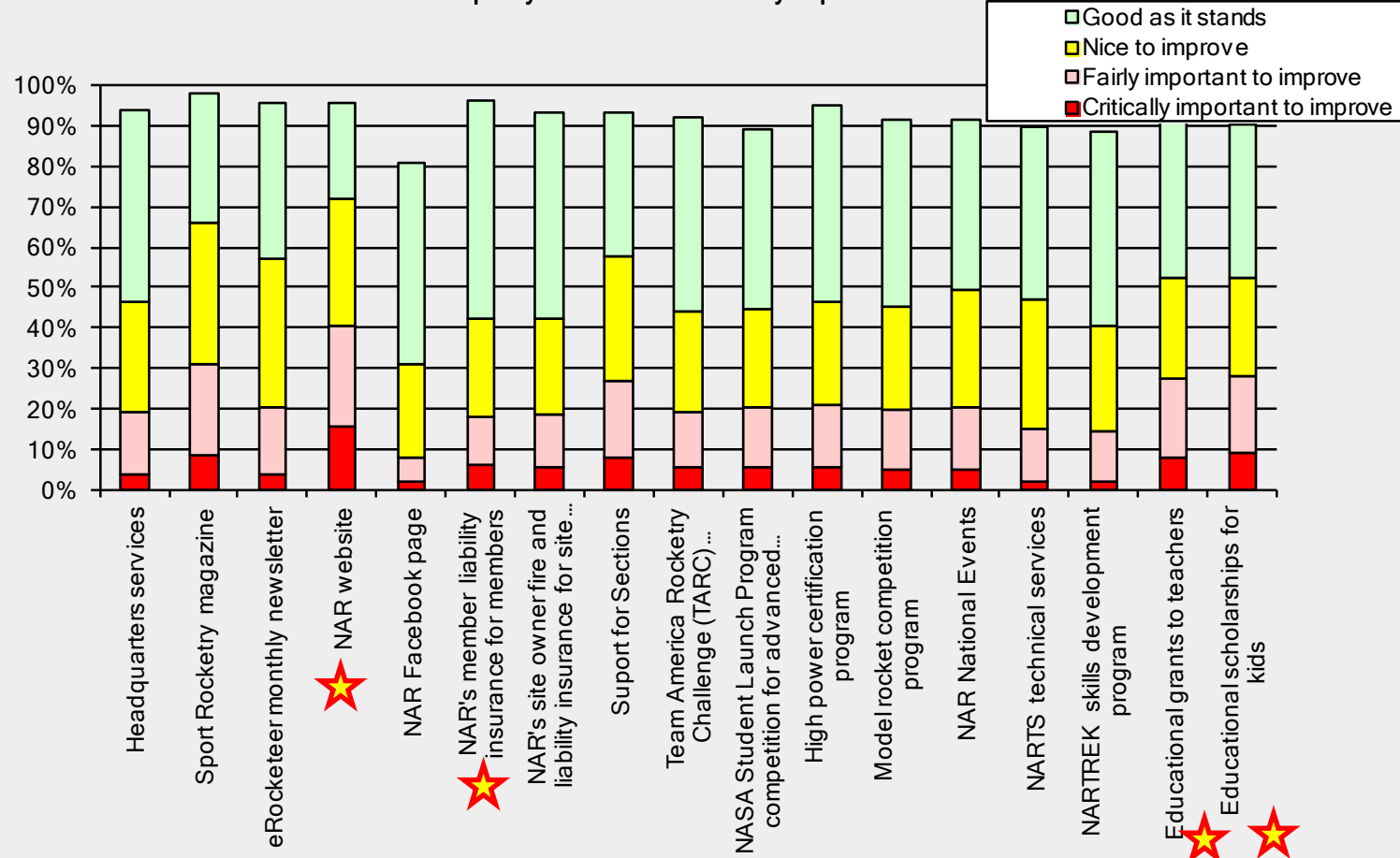
How would you rate your overall satisfaction with the quality of services that the NAR currently delivers?





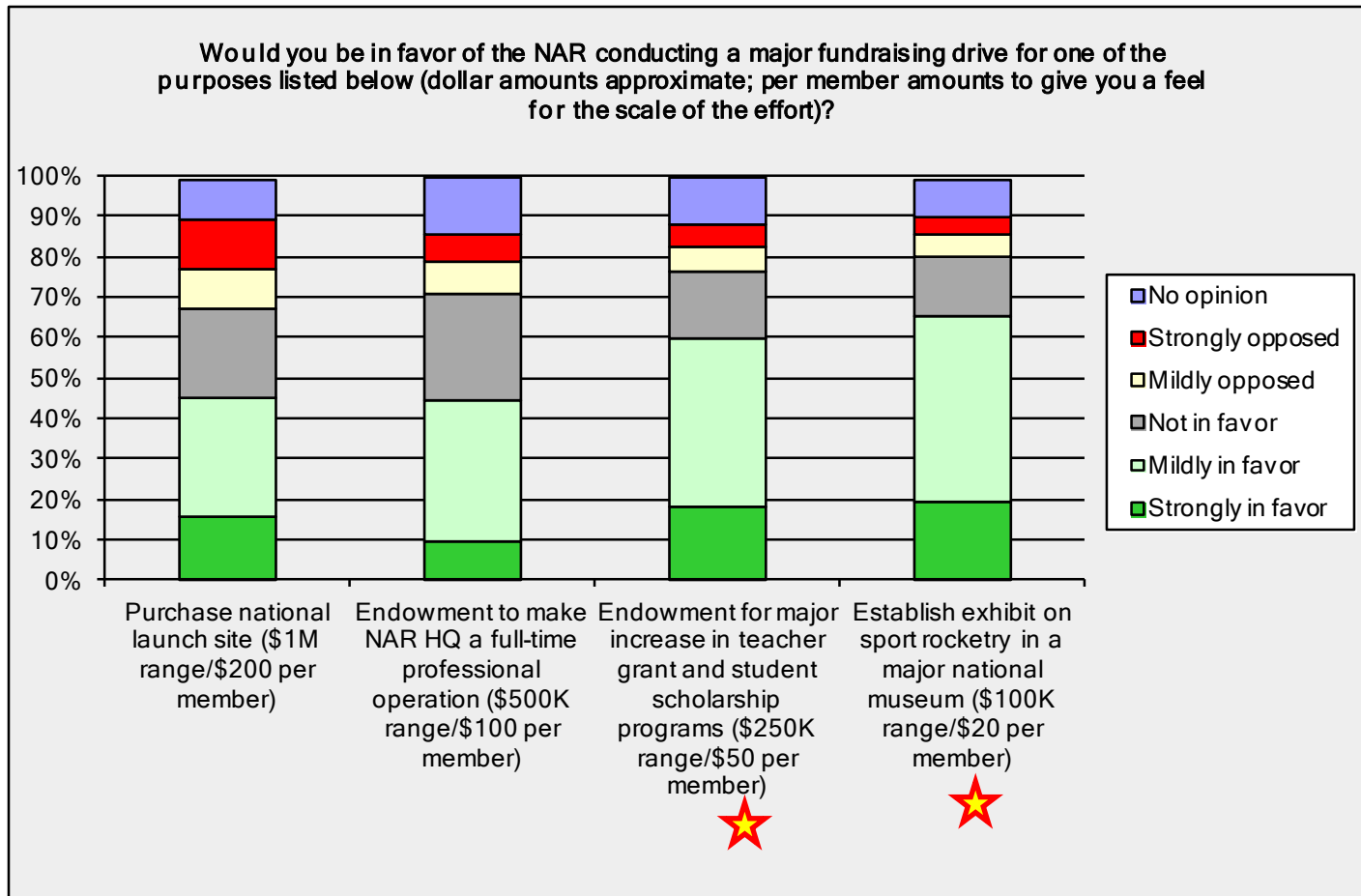
# Survey Highlights

Please rate the importance of further IMPROVING each of the following major NAR services beyond their current level of quality. Please use "critically important" no more than four times.





# Survey Highlights







# NAR Board Actions

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- Reaffirmed goals: 5800 members (2900 HPR certified), 140 sections with 3500 members
- Reaffirmed Section support: Section grants on continuous basis
  - Not limited to safety items
  - Will have a list of suggested items (Horns, signage, range safety vests, etc)
- Raised Liability Insurance limit to \$5M
- Significant new support for Education:
  - \$30,000 (+\$15,000) allocation for scholarships and grants in 2015
    - Details to be determined by Education committee, but amounts will likely be higher and there will be more of them.
  - \$1000 support for student teams who participate in the Small Satellites for Secondary Schools program in 2015
  - Lowered dues for late-college-aged kids: *Now \$25 for everyone aged 25 and under.*
- Support for Museum of Flight Sport Rocketry exhibit: \$10,000
- Support for another round of kit stuffers in Estes kits




# Still Happening

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- Still paying for Sport Rocketry Articles
- Recognizing HPR skills with “Rocket Science Achievement” awards
- \$5 recruitment bonus for new members
- Expired Motor testing program
- Motorcato.org
- Facebook page, now 3100 members (+1100)



# And one more thing...




**NATIONAL ASSOCIATION OF ROCKETRY**

HOME JOIN NAR SITE MAP CONTACT US MEMBER LOGIN ABOUT NAR

To search type and hit enter

- › Team America
- › Model Rocket Info
- › High Power Info
- › Educational Resources
- › Find a Launch
- › Local Clubs
- › Safety Information
- › Rocket Motor Information
- › Contest Flying
  - Contest Events
  - Competition Guide
  - Competition Meets
  - U.S. Model Rocket Sporting Code

## NARAM – THE NATIONALS



**NATIONAL ASSOCIATION OF ROCKETRY**

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To search type and hit enter

- › Team America
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- › Find a Launch
- › Local Clubs

## SECTION GUIDEBOOK

HOW TO USE THIS GUIDE

- › Find a Launch
- › Local Clubs
  - NAR Club Information
  - NAR Club Locator
  - Find a NAR Club Launch
  - Section Guidebook
  - Join Nar
- › Safety Information
- › Rocket Motor Information
- › Contest Flying



**NATIONAL ASSOCIATION OF ROCKETRY**

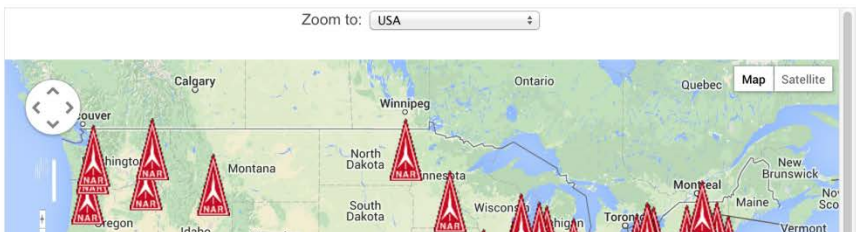
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- › Find a Launch
- › Local Clubs
  - NAR Club Information
  - NAR Club Locator

## NAR MAP LOCATOR

Zoom to: USA





# Our Value Proposition

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- At \$62/year (\$25 for Age 25 and under) dues, we are the best value in the hobby and should say it proudly:
  - The hobby's only **magazine**, 56 pages, every other month
  - Includes **\$5M insurance** that is valid anywhere in the US & Canada, any time, including **fire insurance** for launch sites
  - Includes HPR certification through Level 3
  - Includes US & international competition programs
  - Offers a family member discount of \$12

**We all need to recruit personally to keep our NAR going and growing!**



# What Can You Do?

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- *Fly safely*, and ensure that others around you do the same!
- Recruit new NAR members, HPR flyers, competitors
- Take your own turn volunteering to help with your section or with the NAR nationally (see me for our pressing needs)
- Do community outreach to community leaders, young people, parents, and to those who work with young people
- Make sure everyone knows and takes advantage of our scholarships and grants

**Be safe, have fun, pay forward**