

State of the NAR

February 2016

Ted Cochran

NAR President





NAR Officers and Trustees

Ted Cochran, President

John Hochheimer, Vice President

Joyce Guzik, Secretary

Tom Ha, Treasurer

Ryan Coleman

Vince Huegele

Ed LaCroix

John Lyngdal

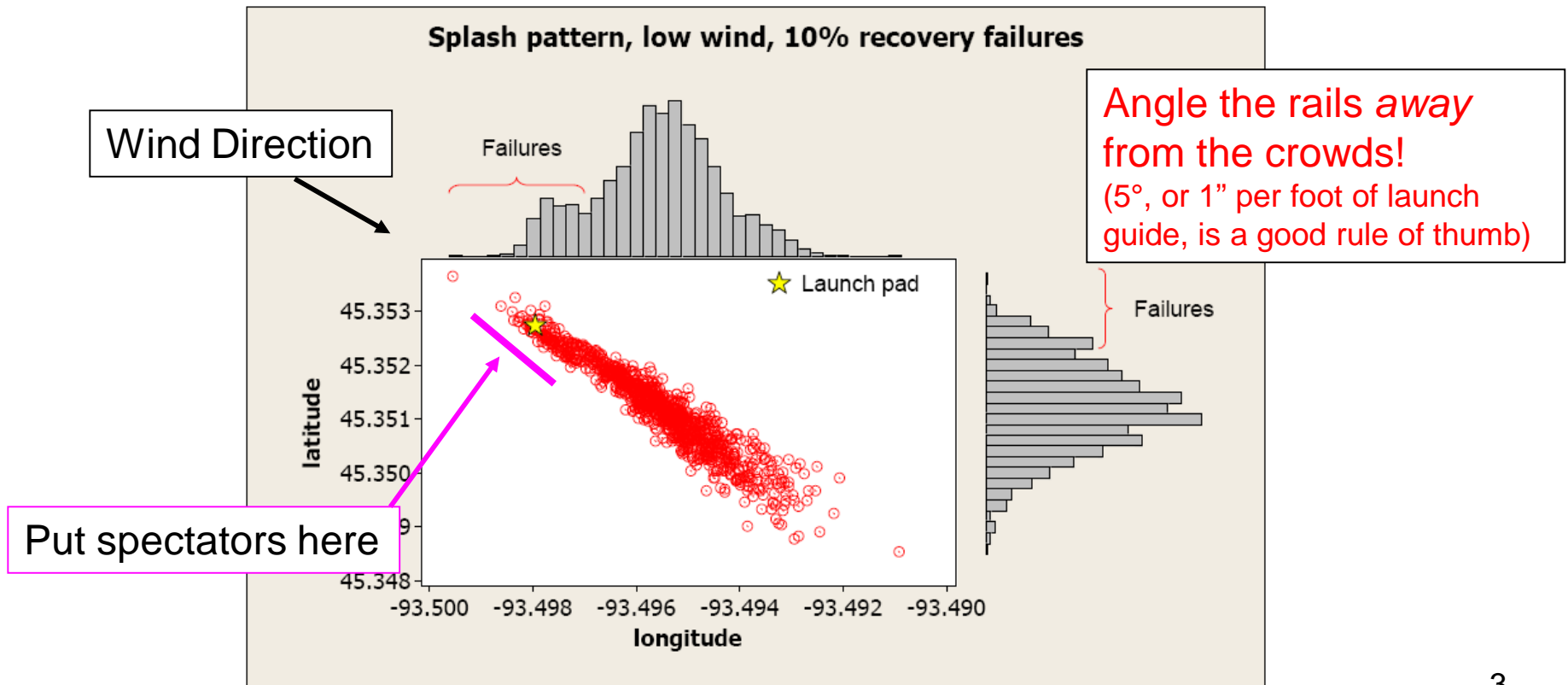
Mark Wise



Safety Minute:

Keep Spectators Safe

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





2015 was a great year, and we continue do well

- Our membership is at 6419, an all time high;
- We reached 171 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 and establish the National Collection of Model and Sport Rocketry;
- Our liability insurance was increased to \$5M;
- Our membership dues were reduced for Senior members age 25 and under;
- We continue to expand our new web site;
- We maintained a robust section grants program;
- We consistently delivered on our partnerships with AIA on TARC and NASA on SLP
- With AIA, we won the Dr. Mervin K. Strickler Award for Aerospace Education Leadership from NCASE, the National Coalition for Aviation and Space Education
- We significantly increased our budget for educational grants and scholarships—at \$35K, it's now one of the biggest components of our budget.



Membership

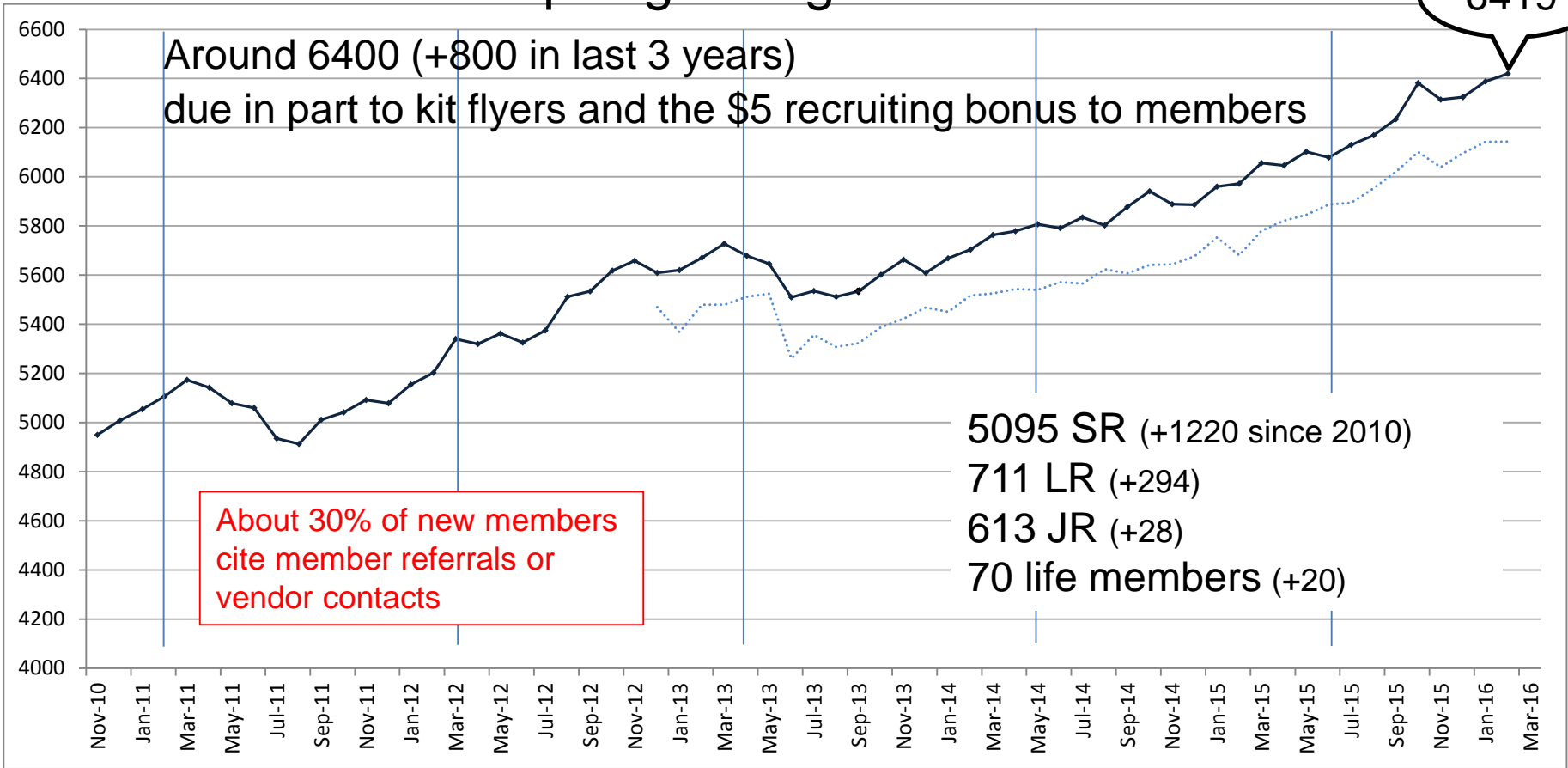
- Our membership is growing

Around 6400 (+800 in last 3 years)
due in part to kit flyers and the \$5 recruiting bonus to members

About 30% of new members
cite member referrals or
vendor contacts

5095 SR (+1220 since 2010)
711 LR (+294)
613 JR (+28)
70 life members (+20)

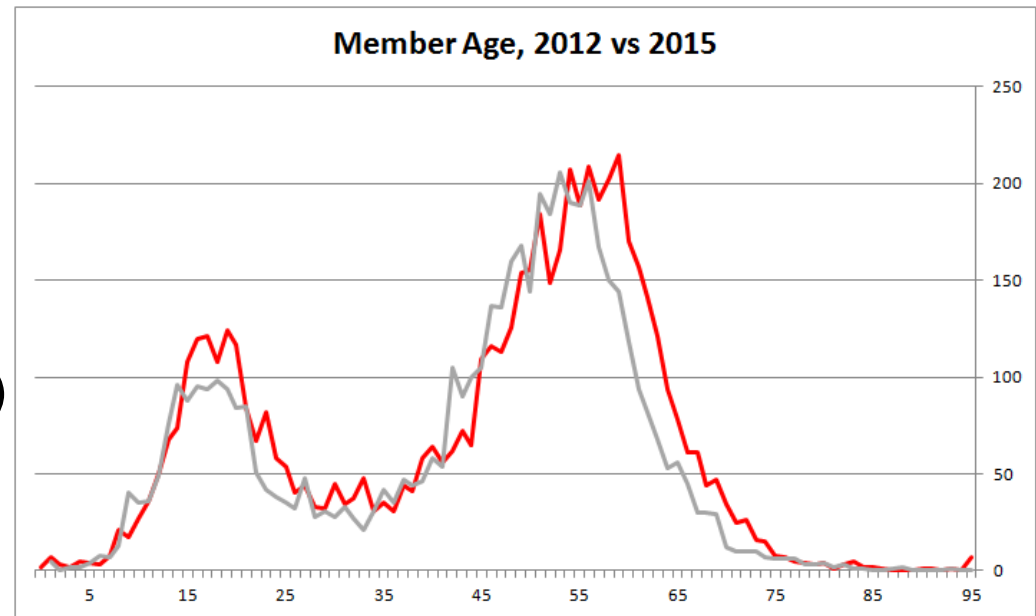
6419





Our Association is Diverse

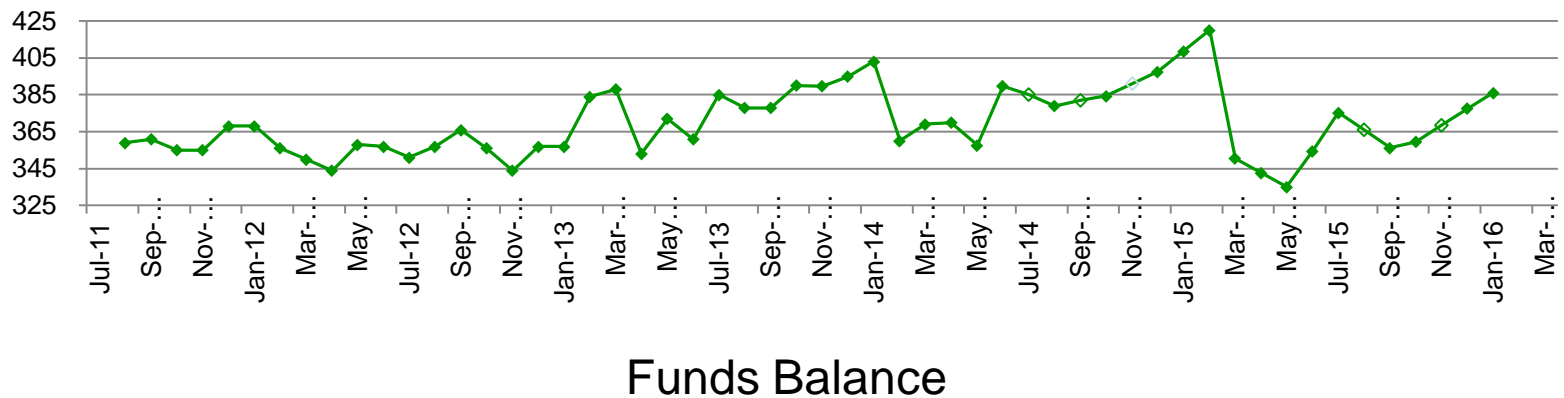
- Age
- Membership duration (~20% <1 year; ~14% > 20 years)
- ~300 Contest flyers
- 3032 High Power flyers (~60% of eligible members)
 - 157 Jr (+9)
 - 1281 Level 1 (+100)
 - 1226 Level 2 (+20)
 - 468 Level 3 (+25)
- 325 Teachers (+175)
- 170+Sections
- 3391 Section members (56%)





Finances

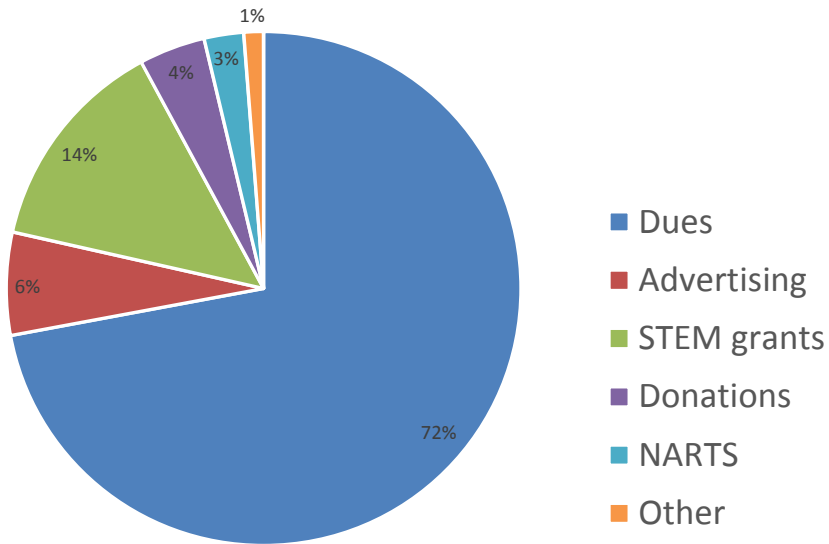
- Our finances remain healthy
 - ~\$480K annual revenue, well-executed budget, appropriate reserves
 - We continue to increase services to meet emerging needs
 - Section grants, educational support and outreach, launch infrastructure, upgraded technology, scholarships and grants



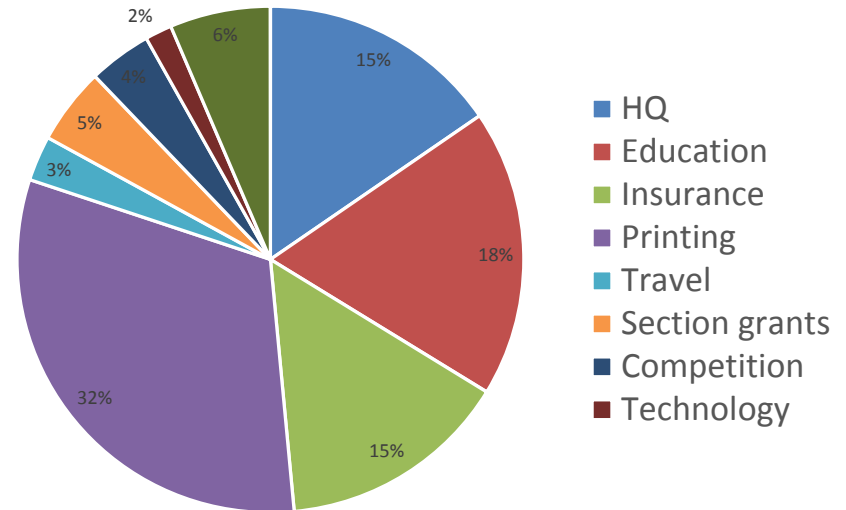


Income and expenses

- Income



- Expenses





How Are We Doing?

- Our magazine is the best it has ever been
 - Paying \$350 for top-quality “how to” and technical articles
 - Always looking for great content to sustain 56-page issues
 - Now the *only* rocketry magazine
- Our outreach programs are doing well
 - TARC: 14 years! 701 teams!
 - NASA SLI: 50+ teams in 2016
 - Seattle Museum of Flight: National Collection of Model and Sport Rocketry
- Educational funding:
 - \$35K in Cannon Teacher Grants, Extracurricular grants, and Scholarships,
 - Continuing to do R&D Prizes, B division travel grants



NAR.org

Continuing to build the platform

- National events web sites
- All R&D reports are now online in members-only section
- Competition Voting
- Applications for awards
- Past editions of NAR magazines starting with 1973-4 *Model Rocketeer*

Coming this year

- NAR Section Renewal
- Trustee voting
- NARTS
- Contest-only launch calendar
- More back issues of magazines



WELCOME TO NAR MEMBER RESOURCES

Welcome to the Member's only section of the NAR website, a perk for joining the NAR! We'll be adding lots of new features in the coming year, just for you, the NAR membership.

NAR Magazine Online Archive

- [Check out the new NAR Magazine Online Archive](#)

R&D REPORTS

- All R&D Reports in Chronological Order in the NAR Archives
- Technical Bibliography linked to reports where applicable
- [Submit your reports here](#) if they aren't yet archived

COMPETITION VOTING AND EXTRAS

- [Archive of 2014-2015 Rule Change Proposals](#)
- [2015-2016 Rule Change Proposals](#)
- [Guide for Competition for the Casual Competitor](#) (by Jennifer Ash)

APPLICATIONS

- [NARAM B Division Travel Grant Application](#)
- [NAR Scholarship Application](#)
- [NAR Section Grants](#)



Recent NAR Board Actions

- 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) with subsidized pricing through NARTS
- Raised Liability Insurance limit to \$5M
- Significant new support for Education:
 - \$35,000 (+\$20,000) allocation for scholarships and grants in 2016
 - narTcert: Teacher Certification for rocketry program
 - Up to \$2000 per scholarship, new Extracurricular activity grants for teachers.
 - Lowered dues for late-college-aged kids: *Now \$25 for everyone aged 25 and under.*
- Support for Museum of Flight Sport Rocketry exhibit
- Support for another round of kit stuffers in Estes kits
- Back issues of Sport Rocketry going online starting this year



National Events

- NARCON strong and growing
- NSL depends on location, but strong demand for multiple (regional) HPR launches
- NARAM flat to declining
 - 7 days may be (probably is) too long for modern families
 - Competition draw is flat to declining
 - HPR draw increasing, depends on location
 - Significant investment on the part of sponsors (Thank you Ed and Stephen!)
 - Now the smallest National Event in terms of participation



Contest Rocketry

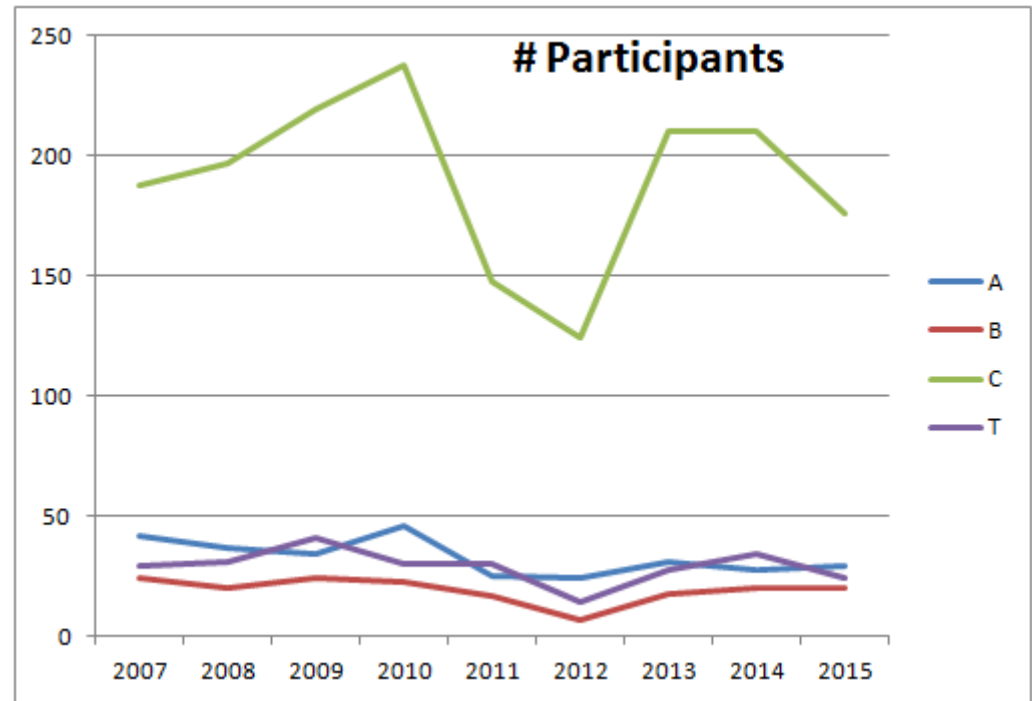
- An integral part of our organizational history
- A foundation for technical advancement in the field
- The primary source of non-HPR technical challenges in sport rocketry
- A core group of member enthusiasts

...but declining



Contest Rocketry

- Flat to declining participation even as NAR grew by 30%
- Threatening to become insignificant in terms of numbers of members
 - There are more L3 fliers
 - There are more Teachers
 - 8X members are Jr HPR vs. B-division contest fliers



Estimated number of contest participants



Enhancing National Events

Board of Trustees has established a Special Committee for the Enhancement of National Events to recommend ways to attract more NAR members to the NAR's National Events and to reinvigorate all forms of rocketry competition.

- Chaired by NAR Vice President John Hochheimer
- Subcommittee on Competition chaired by NAR Trustee Ed LaCroix



Enhancing Contest Rocketry

- Interim report from the Contest subcommittee was very well received by the Board.
- Positive, constructive alternatives are on the table.
- Expect refinement and discussion between now and NARAM
- Thanks from the Board to Ed and all the participants and consultants involved



Also Still Happening

- Still paying up to \$350 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 4190 members



Our Primary Concerns

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)
 - Don’t fly rockets over people or parking areas
 - Don’t let people park where rockets are landing (Hint: Most car damage repairs don’t exceed the personal \$1000 deductible).



Our Priorities

- 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 Value Proposition

- At \$62/year (\$25 for ages **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
 - Access to the hobby's **best website**, with enormous technical content
 - 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?

- *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