



TarValon.Net, Inc.
413 Graycroft Drive, Huntsville, AL 35815

2019 Annual Report

TarValon.Net, Inc. Annual Report 2019

Property of TarValon.Net, Incorporated

Compiled and edited by Erin DeSimone

Statement from the Board of Directors

This has been a difficult year for TarValon.Net. On February 28, 2019, we lost James Beattie after a short but hard-fought battle with cancer. We will remember his dedication to the site and to the board, his wicked sense of humor, and his ability to look at all sides of an issue. We also lost 2 other members of the Tar Valon community - Strelak Stormhorn/Steve Godecke, and Liam al'Eire/Sean Kerby. We mourn their loss and pass on our condolences to their families.

We also saw both the resignation of the Amyrlin/CEO, Rhed al'Tere, and the Keeper/COO, Lireina ni Dormerus t'al Bearach. A search was held for both positions. Serinia Edoras was selected by the Board to be invested with the Amyrlin's stole. Mieriana Souvra was selected by the Board to be invested with the Keeper's responsibilities.

A new Chairperson was selected in March 2019 - Crystal Dumonceaux was selected unanimously during that board meeting, and took the reins from Joe Pistrutto, who remains a board member. In order to keep the number of seats at 5, we invited Elizabeth Beattie to be our newest Board member.

The Board looks forward to 2020, with the investitures of both a new Amyrlin and Keeper. We thank the Officers for their determination and fortitude in navigating the future as the TV show comes to fruition.

~Crystal Dumonceaux, Chairperson of the Board of Directors

Table of Contents

[TarValon.Net, Inc. Annual Report 2019](#)

[State of the Tower - Amyrlin/CEO Welcome](#)

[Statement from the Board of Directors](#)

[Table of Contents](#)

[Keeper/COO](#)

[Annual Overview](#)

[Departments Overview](#)

[Looking Forward to 2020](#)

[Tower Archivist/CRO](#)

[Staffing Changes](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[Shatayan/CFO](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[Department of Community Outreach](#)

[Staff Changes](#)

[Department Staff](#)

[Outreach Activities Team](#)

[Servant of All](#)

[Annual Overview](#)

[Philanthropic Outreach Activities](#)

[Real Life Events](#)

[Fundraisers](#)

[Servant of All Program](#)

[Outreach Activities](#)

[Beltine](#)

[Shaoman](#)

[Looking Forward to 2020](#)

[Department of Events and Conferences](#)

[Staffing Changes](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[Department of Marketing](#)

[Staffing Changes](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[Department of Membership](#)

[Staffing Changes](#)

[Annual Overview](#)

[Name Changes](#)

[Tar Valon Citizens](#)

[White Tower Members](#)

[Looking Forward to 2020](#)

[Department of Moderators and Operators](#)

[Staffing Changes](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[Department of Research and Records](#)

[Staffing Changes](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[Department of Technology](#)

[Staff Changes](#)

[Annual Overview](#)

[Looking Forward to 2020](#)

[APPENDICES](#)

[Appendix A: Financial Data](#)

[Appendix B: Donor List](#)

[2019 Blood Drive Donors](#)

[Appendix C: Award Winners](#)

[Amyrlin Award Winners](#)

[Member of the Year](#)

[Volunteer of the Year](#)

[Philanthropist of the Year](#)

[Unsung Servant](#)

[Keeper's Award Winners](#)

[Members' Choice Awards](#)

[Appendix D: Membership Statistics](#)

[The Board of Directors](#)

[Department Directors](#)

[Appendix F: Volunteer Lists](#)

[Community Outreach](#)

[Events and Conferences](#)

[Marketing](#)

[Membership](#)

[Junior Member Administrators & Staff](#)

[Community Groups](#)

[Moderators and Operators](#)

[General and Frivolous Fun](#)

[Mafia](#)

[Current Events](#)

[Olde Warder and Hen](#)

[The Library](#)

[Discussion A \(Entertainment / Home and Garden / Creative Endeavors\)](#)

[Discussion B \(Sports Fanatics / Health and Fitness / Education and Employment\)](#)

[Master of Chat](#)

[Chat Operators](#)

[Research and Records](#)

[Assistant to Director of Research](#)

[Headmistress](#)

[Tower Historian](#)

[Events Historian](#)

[Annual Report Project Manager](#)

[Technology](#)

[Master of the Watch](#)

[Site Designer](#)

[Tower Gatekeeper](#)

[Non Departmental Staff](#)

[Other Positions](#)

[Membership Activities Coordinator](#)

[Legal Counsel](#)

Keeper/COO

This position serves as the Chief Operations Officer of TarValon.Net. It is responsible for all the Administration (“Admin”) positions, and daily functions of the community.

Annual Overview

2019 was a difficult year for the TarValon.Net community. We lost three beloved members, and saw the resignation of both the CEO & COO. Though we have been through a lot, the membership is still strong and we continued to gain new members each month.

Departments Overview

We had three staff changes this year. Calen Velevron stepped down as the Director of Community Outreach and has been replaced by Elia LePhant. Jeffan Caliarthan has stepped down as Director of Marketing and been replaced by Alenya Al’Roran. Asandra al’Terra has stepped down as the Director of Moderators and Operators and been replaced by Nymala Ingasy.

Looking Forward to 2020

In 2020, we will focus on improving internal processes at TarValon.Net. This will entail documentation for transition of positions, job manuals, process documentation, and improved internal communication. We will also endeavor to increase member engagement, member satisfaction, bring back the Keeper Awards and to make preparations to welcome new members, who are fans of the Wheel of Time TV Show into our community.

~Mieriana Souvra, Keeper Elect for Lireina ni Dormerus t’al’Bearach, Keeper of the Chronicles

Tower Archivist/CRO

The Tower Archivist is responsible for maintaining the Tower's records.

Staffing Changes

There have been no changes to the staff under me this year.

Annual Overview

Last year we had several goals, which were met to different extents

- 1) Update membership manual. This was partially done, but in reviewing it, we felt that it had more information that was necessary just to become a member and that a more extensive re-write to just include the essential information would be a good idea.
- 2) Complete the Annual Report in a timely manner - this was not achieved, but we have put in place mechanisms that we are hopeful will do this in future years.
- 3) Bonding survey - we did not manage.

Looking Forward to 2020

- To re-write the membership manual
- Work with Amyrlin to set questions for bonding survey

~Torai Delvar, Tower Archivist

Shatayan/CFO

As Shatayan, my duties include maintaining the tower general ledger; preparing the annual budget, monthly reports, and taxes; and making any payments necessary for tower events or the normal business or maintaining the website.

Annual Overview

This year the process was started to transfer the tower financial records from the previous bookkeeping method of spreadsheets maintained on the google drive to QuickBooks. This transition also includes starting the process of transferring the bookkeeping method from a cash basis to an accrual basis.

Looking Forward to 2020

Over the course of the next year, the transition to reliance on QuickBooks and use of an accrual basis will be continued. Additional activities will include planning for 20th Anni and Euro parties to evaluate methods to minimize the ticket prices.

Financial data is given in Appendix A.

~Amanda Beckman, CFO

~ Cassie Dainar, Shatayan

Department of Community Outreach

This Department is responsible for TarValon.Net's online events, organizing the official fundraisers and philanthropic efforts for the community, and recognizing the good works done by our members.

Staff Changes

Department Staff

On August 21, 2019 Elia LePhant was hired to replace Calen Velervron as Director of Community Outreach. On December 19, 2019 Leala al'Dareis retired as Community Care Coordinator. No one has been hired to replace her. Calen Velervron and Leala al'Dareis both became part of the Department Staff Team after retiring from their positions. Nebka Galyn left the Department Staff Team on August 24, and Arie Davion left the Department Staff Team on October 30.

Outreach Activities Team

Alora Sienn retired as Outreach Activities Coordinator on September 16, and Ilverin Matriam was hired to take over as of September 17. The Outreach Activities Team had several members leave January 26: Adanys Wynterwulf, Izabella Serra, Lokadien Vianharl, and Tallan Daar. On December 31 we had a few more members leave: Avendaella Tikvah, Eliza Al'Shaw, and Tsubasa Kamui. Thaddius al'Guy joined the team on March 2, and Alenya Al'Roran joined the team on September 9.

Servant of All

No Staff Changes.

Annual Overview

Philanthropic Outreach Activities

Real Life Events

North American Anni 2019

The charitable focus for this event was Ronald McDonald House charities of Oregon and Southwest Washington. We raised \$100 in funds, as well as a sizable donation of physical goods requested by the organization.



Euro 2019

The charitable focus for this event was Beogradske mačke. This is a local organization to the host city of Belgrade which runs a valuable “Trap, Neuter, Release” program for the stray cats of Belgrade. It also pays vet bills for sick animals, and takes care of stray kittens and cats in the area, as well as finding them loving forever homes. A total of 31000 RSD was raised in total, which is roughly the equivalent of \$291 US dollars.

Fall Ball 2019

The charitable focus for this event was Friends of Texas Wildlife. This organization rescues and rehabilitates injured wildlife of Texas, and we raised \$5 US dollars at our event.

Fundraisers

Maintaining the Tower Fundraiser

Our maintenance fundraiser in 2019 had the theme of “The Leaning Tower of Tar Valon.” We ran a successful event, surpassing our goal of \$3,000 US dollars with a total of \$3,235.14 raised.

For a complete list of donors, please see Appendix B / Maintaining the Tower Donors.

Robert Jordan Memorial Scholarship

Our annual Robert Jordan Memorial Scholarship awards two scholars \$500 each to help with the cost of education. Our winners this year were Amanda Brainard and Angela Mcelroy. Their winning essays can be found in the Library.

2019 Blood Drive

This year we had a whopping total of 27 pints donated by 13 members! This was our highest number of pints donated since 2015.

For a complete list of donors, please see Appendix B / 2019 Blood Drive Donors.

Servant of All Program

This program was dormant in 2019.

Outreach Activities

Beltine

Group themes

- Blue Ajah: Bless Your Heart
- Brown Ajah: Rude AF Hedges
- Gray Ajah: Bunnies
- Red Ajah: Rose Garden
- White Ajah: Steampunk Tea Party
- Yellow Ajah: Save the Bees
- Dai M'Hael: Knights and Dames
- Novices, Recruits, Accepted & Soldiers: Down the Rabbit Hole with the JMs
- Citizens: Citizens ROCK the Garden

Shaoman

Group themes

- Blue Ajah: House Scamander
- Brown Ajah: House Deletyrani
- Gray Ajah: House of Graytness
- White Ajah: House Eireweiss
- Val Cueran: House Snufflepelt
- Accepted, Novices, Soldiers and Recruits: House Rana
- Citizens: House of Old Lore

Looking Forward to 2020

The upcoming year of 2020 should hold several changes and exciting ventures for the Department. The department itself is in need of restructuring, and I will be auditing our positions and teams to see what is most beneficial to our future progress, and which positions or programs are ready to be retired. I plan to finally relaunch the Servant of All forum and program to the community, as it has been sitting on the back burner for quite awhile and deserves focus. In 2020, Homecoming will be replaced by a birthday holiday surrounding the time of Harriet McDougal's birthday in August, as we would like to honor Harriet and her years of dedication both The Wheel of Time and its fan community. Finally, the department will be running several Library projects to compile a more detailed history of the department, past holidays, and our philanthropic efforts. I look forward to growing and refining the Department of Community Outreach in the year to come.

~Elia LePhant, Director of Community Outreach

Department of Events and Conferences

This department is responsible for all aspects of finding locations to host physical events worldwide, planning and executing them.

Staffing Changes

Vivianna Sedai and Aduiavas Sedai have continued in their roles as Mistress of Revels North America and Mistress of Revels Europe, respectively. I wish to thank them for their hard work and dedication to planning fun parties while respecting people's pocketbooks. Ivanor Gaidin is our Conference Coordinator for JordanCon, and he made sure that things went smoothly at that event.

Annual Overview

Anniversary Party

Anni 2019 was held in Ariel, WA from March 22-26, 2019. 25 people attended this year. Jeffan Caliarthan was our local liaison. Ariel was a lovely place to hold Anni, with both separate cabins and rooms within the main meeting lodge. We once again ran a successful silent auction, as well as having available enamel pins for purchase. We supported the Ronald McDonald charities of Oregon and southwest Washington with donations of toiletries and arts and crafts supplies. We also held a remembrance for Jaim Gaidin, where we were able to share our favorite memories of such a wonderful human being.

JordanCon

JordanCon 2019, or Shai'con, was held in Atlanta, Georgia from April 26-28, 2019. Over 50 Tar Valon members attended, either as staff or as event goers. Time was set aside to remember Jaim al'Bearach and Strelok Stormhorn. We had a table to let others of the Wheel of Time fandom know who we are and as always, welcoming new members.

Fall Ball

Fall Ball 2019 was held in Tomball, TX from October 25-27, 2019, and entailed a visit to the Texas Ren Faire. Viv was the local liaison for this event. A smaller gathering (11 members) this year, but a great time was had by all. Our philanthropy focus this year was the Friends of Texas Wildlife - an organization that rehabilitates sick and injured Texas wildlife.

EuroParty

EuroParty 2019 was held in Belgrade, Serbia from October 4-6, 2019. 14 people attended our first visit to Belgrade. Our charity of choice was Beogradske mačke, a local charity that takes care of abandoned kittens. Theolyn Maryash and Luna Morn were our local liaisons. A great time was had by everyone, as they toured around the city of Belgrade.

Looking Forward to 2020

Planning has begun for all our events for next year. Anni will be held at the Booker T. Washington State Park in Chattanooga, TN from March 27-30. Fall Ball will be held at Walt Disney World in Florida,

and EuroParty will be held in Umeå, Sweden from August 21-23. Planning is underway for our 20th Anniversary Party in the fall of 2021. We'll only be having one party in North America in 2021, and this is a huge one, so keep this in mind! We're also looking forward to updating our banners in North America, so please visit Site Announcements to find the thread regarding bids for this endeavor.

The department also announced changing the timing of our events, beginning after our 20th Anniversary party. In 2022, we will be having Spring Fling, with Anni party moving to the fall. We want to give this format a try, so that we aren't running into timing issues with JordanCon, and we believe that change can be a good thing! We will be monitoring member feedback about the change, and we welcome any and all thoughts about Events. Please keep an eye on Site Announcements for requests for bids and other event announcements. We're always looking for new places to visit, and we'd love to hear from you!

~Melisande Arneil, Director of Events and Conferences

Department of Marketing

The Department of Marketing runs all of the social media outlets for the Tower. It also determines the face of Tar Valon and maintains all logos. Marketing is responsible for the Tar Valon Times blog and putting branded merchandise in the store, as well.

Staffing Changes

Director of Marketing - Jeffan Caliarthan January 1, 2019 - July 5, 2019

Alenya Al'Roran July 6, 2019 - present

Social Media Manager - Bruce al'Kay January 1, 2019 - January 29, 2019

Alenya Al'Roran January 30, 2019 - present

Tar Valon Times Editor - Maibella ni Rhoiden t'al'Varrak - January 1, 2019 - September 23, 2019

Atarah al'Norahn - September 24, 2019 - present

Graphics Development Team

Ashara Koh'inor - July 9, 2019 - present

Elania al'Manir - September 30, 2019 - present

Elia LePhant - May 3, 2019 - present

Ilverin Matriam - November 12, 2019 - present

Siera al'Cere - August 25, 2019 - present

Alora Sionn - January 1, 2019 - July 22, 2019

Aloren Tarabutton - January 1, 2019 - July 22, 2019

Anujun Trahearn - January 1, 2019 - October 7, 2019

Ivien Tarkand - January 1, 2019 - July 22, 2019

Jeffan Caliarthan - January 1, 2019 - August 24, 2019

Selvyn al'Aran - January 1, 2019 - July 22, 2019

Social Marketing Team

Dreia Raieese - April 5, 2019 - present

Lillian O'Neeus - September 16, 2019 - present

J'ral Ganaem - March 5, 2019 - July 22, 2019

Tar Valon Times Staff

Atarah al'Norahn - April 2, 2019 - present

Dar'Jen Ab Owain - October 14, 2019 - present

Dreia Raieese - July 22, 2019 - present

Adanys Wynterwulf - January 1, 2019 - January 18, 2019

Ahmyra al'Ruley - January 1, 2019 - November 21, 2019

Blu al'Eloquene - January 1, 2019 - July 22, 2019
Chalisea t'Veatrix - January 1, 2019 - July 22, 2019
Eluial Aldaran - January 1, 2019 - February 7, 2019
Elyss Koh'inor - January 1, 2019 - July 9, 2019
Fern al'Thorn - January 1 2019 - February 7, 2019
Leala Gymorraine - January 1, 2019 - February 7, 2019
Lyara Tieran - January 1, 2019 - July 9, 2019
Mystica Ari'Yena - January 1, 2019 - July 22, 2019
Nebka Galyn - January 1, 2019 - July 9, 2019

Annual Overview

2019 was a year of great change for Marketing. The Social Media Manager changed over in January and a new social media initiative was launched in May 2019 and has been running ever since in order to keep content running. The Director changed over in July and the Editor for the Tar Valon Times changed over in September. The blog for the Tar Valon Times launched in February. The majority of the year has been spent trying to get reliable people into needed positions to smoothly run the department. There was also a purge of anyone who no longer wished to be a part of the team and those who did not respond when asked if they wanted to stay.

Tar Valon Times

The format was changed to a blog. The Editor changed over this year, as well. Writers who were no longer contributing were replaced with new writers. Focus was adjusted to publish more Wheel of Time and Tower related content and less personal content. There were no member spotlights in 2019, but we are planning to bring them back in 2020.

Graphic Development Team

We were able to work with the Director of Technology to open a new board for the Graphics Development Team and expand the team from what it was. They have created graphics for social media, created logos for live events, and started working on new designs for merchandise items to go in the shop.

TarValon.Net Shop: CafePress and Zazzle

I had no idea we had a Zazzle account, and will now need to do some digging to find out what is going on there. On Cafepress, we had \$24.95 in sales and made \$2.50. More options were added to the store, but we didn't do a good job advertising that, so that is something we will work on for 2020.

Social Marketing

A new social media manager came on at the end of January and launched a new social media plan in May to feature each of the member groups of Tar Valon. With the launch of the TV show on the horizon, we have also been sharing as much as possible for the show.

On January 1, 2019 the Facebook page had 4,433 likes. On December 31, 2019 there were 5,593 likes. A steady increase began at the end of February and spiked in June followed by a continuously

steady growth for the rest of the year. We reached an average of 5,614 people per day. It does appear, though that showing up in someone's news feed is driving our post views, because the page isn't getting many. It's averaging about 20 a day.

Instagram started the year with 629 followers and ended the year with 1,618 followers. Twitter started the year with 3,302 followers and ended with 4,298 followers.

All gains in social media were done organically. We did not pay to boost any of our posts in 2019.

Looking Forward to 2020

1. Run a successful marketing campaign at Jordan Con. We were low on table giveaways and people like free stuff, so we need to look at what we did right in 2019 and decide what we can do better in 2020.
2. Continue the current marketing plan on social media. More announcements from Amazon will continue to boost our following and likes. Sharing content about the Tower has also helped to increase our presence across all platforms, so that will continue, as well. The goal is always to gain more followers, no matter what.
3. The blog will have a minimum of 3 posts per week with a goal of getting to 5 posts a week by the end of the year.
4. A comprehensive marketing plan will be developed.
5. The landing page will be updated to reflect our growing community and to help show watchers feel welcomed.
6. Promote the Library. We have an excellent Library that can be used to help market the site, and that is something we intend to utilize this year.

~Corey L Applegate,

~Alenya Al'Roran, Director of Marketing

Department of Membership

The Department of Membership is responsible for fostering a sense of community within TarValon. It is involved with the administrative tasks that relate to the membership, and attempts to create a bridge between individual groups and the site at large.

Staffing Changes

Hall of the Tower – April 2019

Blue - Ebona din Casei and Vivianna L'antreau
Brown - Elia LePhant and Stasia t'Andrei
Gray - Ilverin Matriam and Ashara Koh'inor
Green - Morrighan Daghdera and Onis O'Leia
Red - Keelinnea Isyne and Syera Faelron
White - Kelgan al'Moranwin and Aduiavas Ida
Yellow -Luna Morn and Avendaella Tikvah
Dai M'Hael - Drake O'Neeus and Kerwin Thaumiel
Mahdi'in d'ma Dieb - Barmacral Tigana and Bayrd al'Syeen
San d'ma Shadar - Arn Oakenskye and Analiese Sinclaer
Val'Cueran - Gedhan Audax and Rand al'Ren

Hall of the Tower – October 2019

Blue - Alyria Savoinya and Mieriana Souvra
Brown - Serenla Tamowith and Loraella Melodie
Gray - Ashara Koh'inor and Imzadi Hopwind
Green - Eveanyn al'Grace and Kelvin Sinclaer
Red - Theolyn Maryash and Yenie Antagar
White - Leala al'Dareis and Narysse a'Jahar
Yellow- Luna Morn and Elania Al'Manir
Dai M'Hael - Kerwin Thaumiel and Drake O'Neeus
Mahdi'in d'ma Dieb - Raam Sho'am and Calen Velervron
San d'ma Shadar - Miliham Rastoubel and Soronhen Ciryaher
Val'Cueran - Alora Sionn and Braeden Fearghall

Welcome Committee Members

Spring Term

Greeters - Fern al'Thorn and Luna Morn
Scribes - Ilverin Matriam
Architect - Eluial Alderaan and Eliza Al'Shaw

Fall Term

Greeters -Alenya Al'Roran
Scribe - Ilverin Matriam
Architects - Jarl Lewin and Martinis Clarkey

Junior Member Administrators

Master/Mistress of Novices and Recruits

Held by Kethaana Nia Khamara until March 1, replaced by Erin al'Denael

Master/Mistress of Accepted and Soldiers

Still held by Brandon Tataru

Mayor

Held by Leo Kian until April 29, replaced by Jahily al'Karee

Senior Member Administrators

Head of the Blue Ajah

Still held by Cahalan Sothron

Head of the Brown Ajah

Still held by Eluial Aldaran

Head of the White Ajah

Still held by Ahmyra al'Ruley

Head of the Green Ajah

Held by Roheryn ni Galghandhrei t'al'Djinn from January 1

Head of the Red Ajah

Still held by Sailea Nerid

Head of the Yellow Ajah

Held by Elania al'Manir until May 1, replaced by Sarramy Valtiele until October 1, replaced by Fern al'Thorn

Head of the Gray Ajah

Still held by Siera al'Cere

Company Commander of Val Cueran

Held by Reniel Killan until July 1, replaced by Rand al'Ren

Company Commander of Mahdi'in d'ma Dieb

Still held by Murasaki al'Aevon

Company Commander of Dai M'Hael

Still held by Qamra Daielin

Company Commander of San d'ma Shadar

Held by Ty al'Djinn until September 1, replaced by Analiese Sinclaer

Annual Overview

This year we have been overhauling the Membership Manual, to streamline it for both new and older members, ensuring that sections are up to date regarding changes made.

We also changed the month's wait for bonding times to be sure that the application process is smooth and seamless.

Our annual membership cleanup took place in 2019.

Name Changes

Leala Gymorraine - Leala al'Dareis

Duderin Dedumo - Primus Dedumo

Tar Valon Citizens

19 new citizens , mostly in July

White Tower Members

Raisings for 2019

8 to Novice

5 to Recruit

4 to Accepted

3 to Soldier

7 to Aes Sedai

1 to Gaidin

2 Demotees

Official Clean up figures:

680 members pre-cleanup

293 responded.

387 emailed

143 here

2 retired

242 removed

6 returning

Total - 442 members.

Looking Forward to 2020

There is a plan to restructure the City, to ensure citizens feel more a part of TarValon, and we are hopefully getting the raising test fully up and running.

Membership statistics can be found in Appendix D.

The complete list of volunteers is given in Appendix F.

~Sa'areah Britthorn, Director of Membership

Department of Moderators and Operators

The department of Moderators & Operators handles maintaining the forum site, addressing any issues that may come up within the threads of the site, any issues on our IRC channels, and removing spambots.

Staffing Changes

This year, we added a new Mafia mod, Thaddius al'Guy as Zashara Sho'am's term ended. We also added Juliya Karisu and Thaddius al'Guy as forum moderators.

Annual Overview

This year has been a year of transition for Mods & Ops. We have been working to establish the newest forum, which will be for religious discussion. We have also started the process of planning to make the TarValon.Net Discord an official reality.

Looking Forward to 2020

In 2020, I aim to execute and complete implementation of both the Discord the religion forum. I also aim to start making reporting spambots a fun, winnable contest to encourage everyone to help get rid of them as quickly as possible.

~Nymala Ingasy, Director of Moderators and Operators

Department of Research and Records

The Department of Research and Records oversees the Tower Library and the Tower Histories. It is responsible for handling the research needs of our community to make us one of the top go-to websites for Wheel of Time research, as well as recording all aspects of our community, its organization and activities.

Staffing Changes

In May, Charis Delphi stepped down as Headmistress after serving more than five years in the position, and was replaced by Atarah al'Norahn. Alexstrasza Ruskea took over the Events Historian position after Imzadi Hopewind's resignation in July.

Annual Overview

Library projects undertaken during the year have included the creation and upkeep of Department History pages for each department, updating avatar sizes to reflect the new standard on the forums. Significant improvements have been made to the Events-related sections of the Library by the new Events Historian. Over on the book side, chapter icon images have been added to all chapter summaries, and strides have been made towards finishing both the Companion updates and the remaining A Memory of Light-related character updates. This work will continue during 2020.

Looking Forward to 2020

Goals for 2020 include:

- Formulating a plan for the inclusion of the upcoming TV show into our Library and starting to put it into place
- Reorganizing the Tar Valon Times-related pages in the Library
- Finishing the Companion updates
- Finishing the remaining AMoL character updates
- Encourage more contributors to the Library, expanding content whether book, site or community group related

~Tallan Daar, Director of Research and Records

Department of Technology

This department maintains all technological systems that TarValon.Net uses either directly or through maintaining the relationship with the owner.

Staffing Changes

Master of the Watch: Arie Davion has left, and a replacement is being hired.

Annual Overview

We successfully maintained all systems, with no big issues in 2019. We completed the Blog project- Blog was built and sent to production, and management was handed to the appropriate team.

Looking Forward to 2020

Our goals for 2020 are to set up a development environment, set up a ticketing system to more effectively track requests, and enable & train team members for a more appropriate distribution of work throughout the technology team.

~Deoan Kakarot, Director of Technology

APPENDICES

Appendix A: Financial Data

Appendix B: Donor List

Appendix C: Award Winners

Appendix D: Membership Statistics

Appendix E: Executives

Appendix F: Volunteer Lists

Appendix A: Financial Data

1) Current Year's budget results

Approved 10/21				General Notes:						
FY 9/1/18 - 8/31/19				Ticket income from 2018 in red Ticket income to pay for 2019 in green						
2019 Budgeted Expenses				Total	2019 Expected Income					
Description	Date	Cost (Est)	Cost (Act)	Notes	\$ 23,780.07	Description	Date	Amount (Act)	Amount (Est)	Notes
Social Marketing	September	\$ 50.00	\$ -	Boosting posts on Facebook	\$ 23,780.07					
Admin (Ad)	October	\$ 50.00	\$ 355.02	Gift Cards	\$ 23,680.07					
2018 Euro Germany (E)	October	€1,305.00	€ 884.26	Paid for by Ticket Sales	\$ 23,680.07	2018 Euro	October	€916.65	€1,305.00	Ticket Sales may be from prior year
2018 Fall Ball - Sleepy Hollow (E)	October	\$2,984.00	€ 5,777.52	Paid for by Ticket Sales	\$ 23,680.07	2018 Fall Ball	October	\$6,210.00	\$ 2,984.00	Ticket Sales may be from prior year
Server Cost (T)	December	\$ 216.00	\$ 299.48	Linode	\$ 23,464.07					
Advertisement (M)	March	\$110	\$ 280.00	J*Con Ad Purchase	\$ 23,354.07					
Quick Topics (Mod)	March	\$ 50.00	\$ 50.96	Used for Mafia, Started 2015	\$ 23,304.07					
Awards (Other)	April	\$500	\$ 309.32	Amyrlin & keeper Awards	\$ 22,804.07					
JordanCon (E)	April	\$ 300.00	\$ 160.17	Toast and gifts	\$ 22,504.07					
2019 Anni - Washington (E)	April	\$ 8,563.25	\$ 5,995.74	Paid for by Ticket Sales	\$ 22,504.07	2019 Anni	April	\$6,101.50	\$ 8,563.25	Ticket Sales expected to meet or exceed
Backup Server (T)	June	\$ 84.00	\$ -	Started June 2015	\$ 22,420.07					
					\$ 22,420.07	2019 Euro - Serbia (E)	June			
					\$ 22,420.07	2019 Fall Ball - Texas (E)	June			
Merch Stock		\$ -	\$ 774.11		\$ 25,420.07	Maintenance Fundraiser (C)	July	0	\$ 3,000.00	
Scholarship (O)	Sept	\$ 1,000.00	\$ 1,000.00	Two @\$500 each	\$ 24,420.07					
Domain Cost (T)	N/A	\$ -		Expires 9/17/2019	\$ 24,420.07					
Standing Banner	April	\$ 200.00	\$ 182.49		\$ 24,220.07					JCon Marketing One time expense
Table Banner	April	\$ 200.00	\$ 181.68		\$ 24,020.07					JCon Marketing One time expense
Buttons/Cards	April	\$ 150.00	\$ 27.99		\$ 23,870.07					JCon Marketing
Badge Ribbons	April	\$ 50.00	\$ 56.02		\$ 23,820.07					JCon Marketing
Ads	April	\$ 100.00	\$ -		\$ 23,720.07					JCon Marketing
New Flags (E)	N/A (want)	\$ 100.00	\$ -	Possible Donation, estimate based on material	\$ 23,620.07					
		\$ -			\$ 23,620.07					
Event Discounts	Per Party	\$ 750.00			\$ 22,870.07					
(Ad) = Admin		\$ 50.00	\$ 50.00		100.00%					
(E) = Events & Conf		\$ 11,947.25	\$ 11,933.43		99.88%					
(M) = Marketing		\$ 810.00	\$ 728.18		89.90%					
(Mod) = Moderators		\$ 50.00	\$ 50.96		101.92%					
(O) = Outreach		\$ 1,000.00	\$ 1,000.00		100.00%					
(T) = Technology		\$ 300.00	\$ 299.48		99.83%					
Other		\$ 500.00	\$ 309.32		61.86%					
	Total	\$ 14,657.25	\$ 14,371.37		98.05%					

2) Upcoming Year's approved budget

Other	\$4.64
Net cash provided (used) by operating activities	-\$4,895

Cash flows from investing activities

Cash received from sale of capital assets (plant and equipment, etc.)	\$0.00
Cash received from collection of notes receivable	\$0.00
Cash paid for purchase of capital assets	\$0.00
Other	\$0.00
Net cash provided (used) by investing activities	\$0.00

Cash flows from financing activities

Cash paid to retire debt	\$0.00
Other	\$0.00
Net cash provided (used) in financing activities	\$0.00

Increase (decrease) in cash during the period	\$30.60
Cash balance at the beginning of the period	\$18,894.56
Cash balance at the end of the period	\$18,925.16

Appendix B: Donor List

2019 Blood Drive Donors

Tower Name	Number of donations
Adanys Wynterwulf	(2)
Alenya Al'Roran	(2)
Alwyn da'Cara	(1)
Dreia Raieese	(1)
Elania al'Manir	(3)
Elin al'Nia	(3)
Izabella Serra	(1)
Juliya Karisu	(1)
Kyla Sterling	(2)
Leese Sulan	(2)
Martinis Clarkey	(1)
Pol Rohanson	(5)
Tallan Daar	(3)

Appendix C: Award Winners

Amyrlin Award Winners

Member of the Year

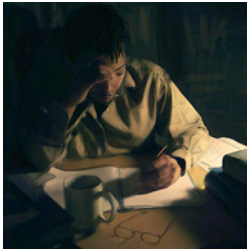
Eluial Aldaran



The Member of the Year is Eluial Aldaran. I had several Directors recommend her for recognition, and since they span different departments and different specialty areas, the only award that fit was the Member of the Year. Eluial took over the Tower Twitter last year, and has done a superb job at keeping up with it. I'm lucky to see some of her behind-the-scenes discussions with Jeffan, and not only is she good at it, but she has fun with it, and delights in the conversations that spring up from her tweets. Eluial is also Head of the Brown Ajah, and I have it from a source that she's done a fantastic job there. Thank you, Eluial, for all you do for TarValon.Net.

Volunteer of the Year

Brandon Tataru



Brandon has shown exemplary dedication to TarValon.Net. He served as Company Commander of Dai M'Hael two terms in a row, when no one else was able to take the term after him. He's now serving -- very enthusiastically and with great heart -- as Master of Soldiers and Accepted. I truly appreciate what Brandon has done for the site in his time here.

Philanthropist of the Year

Deoan Kakarot



Deoan stepped into the Director of Technology position even though his life was super busy at the time, and he's remain in that role despite life remaining busy. Bela, our IRC chat bot, has been hosted on Deoan's personal server for years, and he's now using his personal equipment to hold our back-ups (or is planning to). On top of these physical things, Deoan also gives us his expert tech advice for free -- he works in tech, and then comes here and does more tech stuff. I thank him for being good at what he does, and having the knowledge I don't, and always providing excellent advice regarding tech (and other) things.

Unsung Servant

Maibella ni Rhoiden t'al'Varrak



Our Unsung Servant for this year is Maibella ni Rhoiden t'al'Varrak. Maibella has been the Editor of the Tar Valon Times since 2015 -- an amazing time span! She works relentlessly behind the scenes to make sure each issue of the TVT is released on time. Please join me in recognizing Maibella for her hard work and dedication to the TVT and our community.

Keeper's Award Winners

No Keeper's Awards were handed out during 2019.

Members' Choice Awards

Best Bonded Couple: Willam Cambrae and the Brown Ajah

Friendliest Member: Jarl Lewin

Hermit Award: Randle al'Ren

Member You'd Most Like a Quiet Night in With: Liam al'Eire

Member You'd Most Like to Go on the Town With: Dnae Ila

Most Entertaining Member: Willam Cambrae

Most Inspirational: Liam al'Eire

Most Likely to Have Dinner with a Trolloc: Relinya Ryviarra

Most Likely to Rig the Awards: Jeffan Caliarthan

Most Representative of Ajah: Tallan Daar

Most Representative of Company: Alora Sionn

Outstanding Aes Sedai Involvement: Ahmyra al'Ruley

Outstanding Citizen Involvement: Juliya Karasu

Outstanding Gaidin Involvement: Alora Sionn

Outstanding Junior Member Involvement: Jarl Lewin

Spammiest Member: Alora Sionn

Appendix D: Membership Statistics

Chart showing members by rank before cleanup

Members by Rank

- Citizens
- Novice
- Recruit
- Accepted
- Soldier
- Aes Sedai
- Gaidin

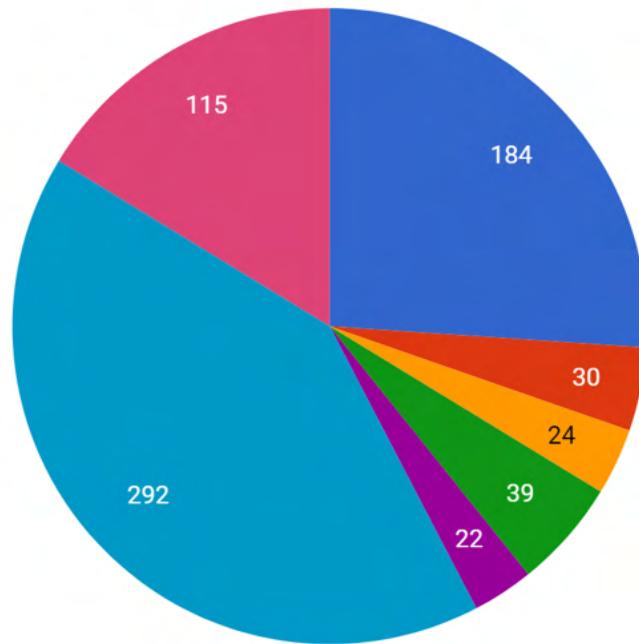


Chart showing members by rank after cleanup

Members by Rank

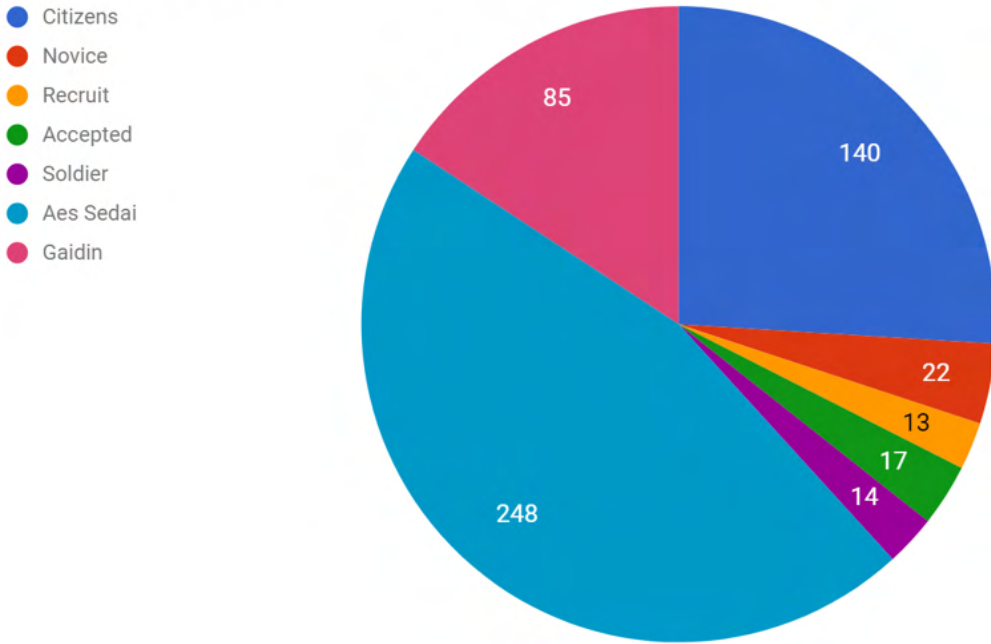


Chart showing how many members we've gained per month

Citizens by Month

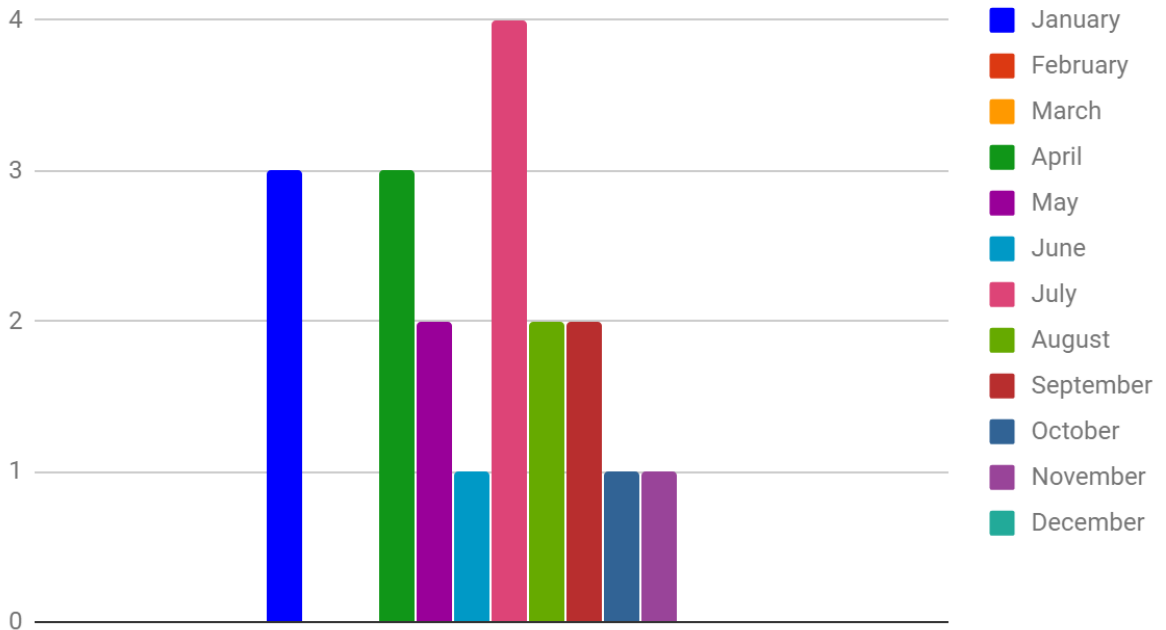


Chart showing members by location

Members by Location

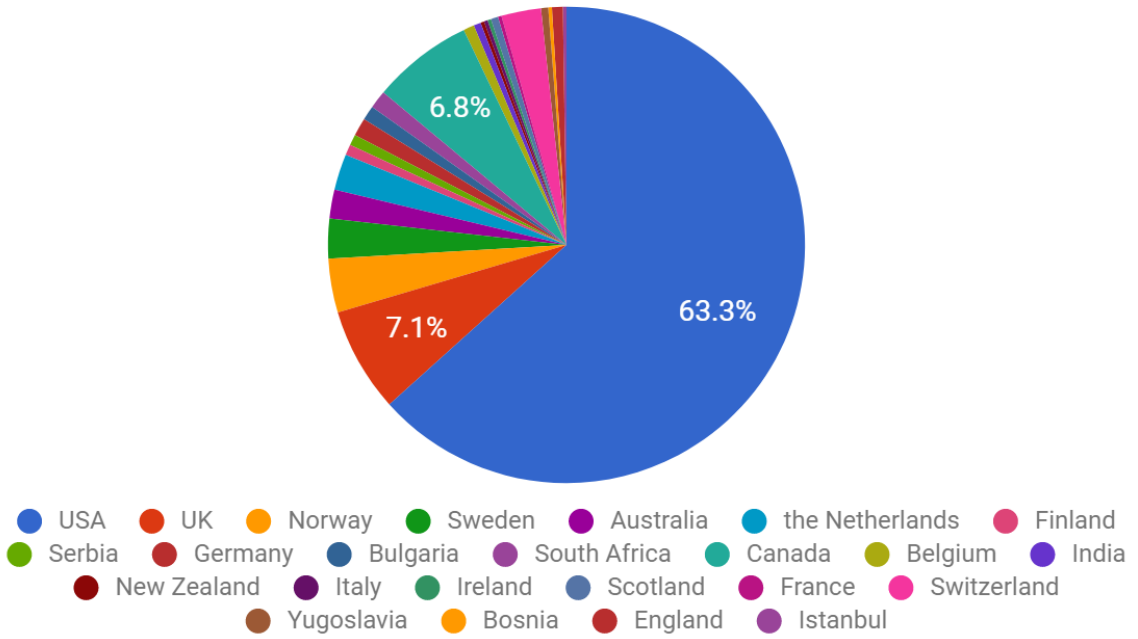
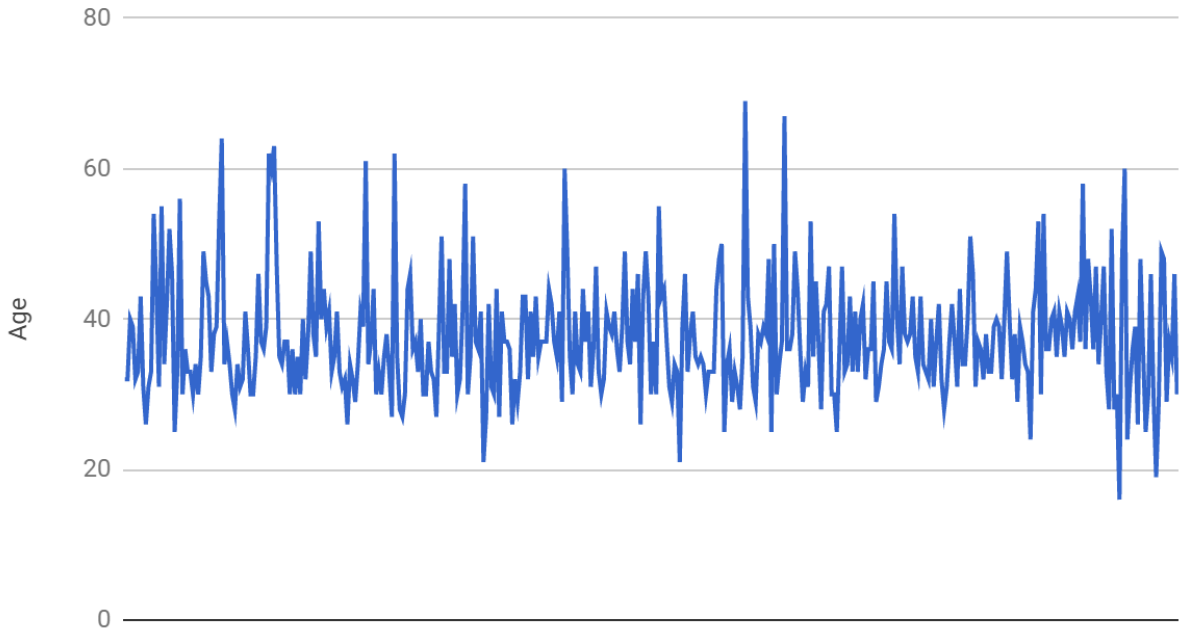


Chart showing members by age

Age



Appendix E: Executives

The Board of Directors

Melissa S. Craib Dombrowski	January 1–December 31
Amanda Keen	January 1–December 31
Joseph Pistritto	January 1–December 31
James Beattie	January 1–January 21
Crystal Dumonceaux	January 1- December 31
Elizabeth Beattie	October 8 - December 31

Officers

CEO	Amyrlin Seat	Rhed al'Tere	January 1–December 31
	Amyrlin Elect	Serinia Edoras	July 11- December 31
COO	Keeper	Lireina ni Dormerus t'al' Bearach	January 1–December 31
	Keeper Elect	Mieriana Souvra	November 10-December 31
CFO	Shatayan	Cassie Dainar	January 1–December 31
CRO	Archivist	Toral Delvar	January 1–December 31

Department Directors

Community Outreach	Calen Velervron	March 11, 2018 - August 21, 2019
	Elia LePhant	August 21, 2019 - present
Events and Conferences	Melisande Arneil	April 22, 2017 - present
Marketing	Jeffan Caliarthan	August 7, 2018- July 6, 2019
	Alenya Al'Roran	July 6, 2019 - present
Membership	Sa'areah Britthorn	September 12, 2012 - present
Moderators and Operators	Asandra al'Terra	March 17, 2018- April 15, 2019
	Nymala Ingasy	April 15, 2019 - present
Research and Records	Tallan Daar	January 1– present
Technology	Deoan Kakarot	September 5, 2017 - present

Appendix F: Volunteer Lists

Community Outreach

Community Care Coordinator

Leala al'Dareis: November 10, 2018 - December 10, 2019

Staff

Erin al'Denael: January 18–December 31

Izabella Serra: January 18–December 31

Martinis Clarkey: January 18–December 31

Avendaella Tikvah: January 1–December 31

Brandon Tataru: January 1–December 31

Kitan Tataru: January 1–December 31

Siera al'Cere: January 1–December 31

Tree al'Rotture: January 1–December 31

Outreach Activities

Outreach Activities Coordinator

Alora Sionn: January 1–September 16

Ilverin Matriam: September 16- December 31

Outreach Activities Team

Alenya Al'Roran

Atarah al'Norahn

Elanda Tonil

Lok Sionn

Ignis al'Caleum

Jarl Lewin

Jocasta Braithe

Mendo Cath

Thaddius al'Guy

Events and Conferences

Mistress of Revels - Britain & Europe

Aduiavas Ida January 1–December 31

Mistress of Revels - North America

Vivianna L'antreau: January 1–December 31

Conference Coordinator

Ivanor Winshaw: January 1–December 31

Legal Research Team

Atreyu Silverstar: January 1–December 31

Anirfyan Dayen: January 1–December 31

Alyssa Letherio: January 1–December 31

Marketing

Director of Marketing - Jeffan Caliarthan January 1, 2019 - July 5, 2019

Alenya Al'Roran July 6, 2019 - present

Social Media Manager - Bruce al'Kay January 1, 2019 - January 29, 2019

Alenya Al'Roran January 30, 2019 - present

Tar Valon Times Editor - Maibella ni Rhoiden t'al'Varrak - January 1, 2019 - September 23, 2019

Atarah al'Norahn - September 24, 2019 - present

Graphics Development Team

Ashara Koh'inor - July 9, 2019 - present

Elania al'Manir - September 30, 2019 - present

Elia LePhant - May 3, 2019 - present

Ilverin Matriam - November 12, 2019 - present

Siera al'Cere - August 25, 2019 - present

Alora Sionn - January 1, 2019 - July 22, 2019

Aloren Tarabutton - January 1, 2019 - July 22, 2019

Anujun Trahearn - January 1, 2019 - October 7, 2019

Ivien Tarkand - January 1, 2019 - July 22, 2019

Jeffan Caliarthan - January 1, 2019 - August 24, 2019

Selvyn al'Aran - January 1, 2019 - July 22, 2019

Social Marketing Team

Dreia Raieese - April 5, 2019 - present

Lillian O'Neeus - September 16, 2019 - present

J'ral Ganaem - March 5, 2019 - July 22, 2019

Tar Valon Times Staff

Atarah al'Norahn - April 2, 2019 - present

Dar'Jen Ab Owain - October 14, 2019 - present

Dreia Raieese - July 22, 2019 - present

Adanys Wynterwulf - January 1, 2019 - January 18, 2019

Ahmyra al'Ruley - January 1, 2019 - November 21, 2019

Blu al'Eloquene - January 1, 2019 - July 22, 2019
Chalisea t'Veatrix - January 1, 2019 - July 22, 2019
Eluial Aldaran - January 1, 2019 - February 7, 2019
Elyss Koh'inor - January 1, 2019 - July 9, 2019
Fern al'Thorn - January 1 2019 - February 7, 2019
Leala Gymorraine - January 1, 2019 - February 7, 2019
Lyara Tieran - January 1, 2019 - July 9, 2019
Mystica Ari'Yena - January 1, 2019 - July 22, 2019
Nebka Galyn - January 1, 2019 - July 9, 2019

Membership

Junior Member Administrators & Staff

Master/Mistress of Novices and Recruits

Held by Kethaana Nia Khamara until March 1, replaced by Erin al'Denael

Master/Mistress of Accepted and Soldiers

Still held by Brandon Tataru

Mayor

Held by Leo Kian until April 29, replaced by Jahily al'Karee

Welcoming Committee

Spring Term

Greeters - Fern al'Thorn and Luna Morn

Scribes - Ilverin Matriam

Architect - Eluial Aldaran and Eliza Al'Shaw

Fall Term

Greeters -Alenya Al'Roran

Scribe - Ilverin Matriam

Architects - Jarl Lewin and Martinis Clarkey

Community Groups

Head of the Blue Ajah

Still held by Cahalan Sothron

Head of the Brown Ajah

Still held by Eluial Aldaran

Head of the White Ajah

Still held by Ahmyra al'Ruley

Head of the Green Ajah

Held by Roheryn ni Galghandhrei t'al'Djinn from January 1

Head of the Red Ajah

Still held by Sailea Nerid

Head of the Yellow Ajah

Held by Elania al'Manir until May 1, replaced by Sarramy Valtiele until October 1, replaced by Fern al'Thorn

Head of the Gray Ajah

Still held by Siera al'Cere

Company Commander of Val Cueran

Held by Reniel Killan until July 1, replaced by Rand al'Ren

Company Commander of Mahdi'in d'ma Dieb

Still held by Murasaki al'Aevon

Company Commander of Dai M'Hael

Still held by Qamra Daielin

Company Commander of San d'ma Shadar

Held by Ty al'Djinn until September 1, replaced by Analiese Sinclaer

Moderators and Operators

General and Frivolous Fun

Juliya Karisu: July 15 - December

Tannin Venatrix: January - December

Mafia

Leira Galene: January - December

Thaddius al'Guy: Nov 15 - December

Current Events

Drake O'Neeus: January - December

Leira Galene: January - December

Elanda Tonil: January - December

Ty al'Djinn: January - December

Olde Warder and Hen

Thaddius al'Guy: July 15 - December

Kitan Tataru: January - December

The Library

Aduiavas Ida: January - December

Thaddius al'Guy: July 15 - December

Discussion A (Entertainment / Home and Garden / Creative Endeavors)

Juliya Karisu: July 15 - December

Elenia al'Manir: January 22–December 31

Discussion B (Sports Fanatics / Health and Fitness / Education and Employment)

Elanda Tonil: July 15 - December

Atreyu Silverstar: January - December

Master of Chat

Deoan Kakarot: January - December

Chat Operators

Brandon Tataru: January - December

Elenia al'Manir: January - December

Kerwin Thaumiel: January - December
Ahmyra al'Ruley: January - December
Deoan Kakarot: January - December
Ninya Evoneigh: January - December
Qamra Daielin: January - December

Research and Records

Assistant to Director of Research

Eniara Kisharad: January 1–December 31

Headmistress

Charis Delphi: January 1 – May 8
Atarah al'Norahn: May 9 - December 31

Tower Historian

Chiyuki Nohara: June 1–December 31
Elia LePhant: January 1–December 31

Awards Historian

Izabella Serra: January 1 - March 1
Ilverin Matriam: March 1 - December 31

Events Historian

Imzadi Hopewind: January 1 - July 26
Alexstrasza Ruskea: July 27 - December 31

Annual Report Project Manager

Mieriana Souvra: November 1 - December 31

Membership Survey Project Manager

Elanda Tonil: January 1 – December 31

Technology

Master of the Watch

Arie Davion: January - October
Defen Estrator: January - December

Site Designer

Siera al'Cere: January 1–December 31

Tower Gatekeeper

Barmacral Tigana: January 1–December 31

Melearlin Valar: January 1–December 31

Qamra Daielin: January 1 - December 31

Non Departmental Staff

Hall of the Tower – April 2019

Blue - Ebona din Casei and Vivianna L'antreau

Brown - Elia LePhant and Stasia t'Andrei

Gray - Ilverin Matriam and Ashara Koh'inor

Green - Morrighan Daghdera and Onis O'Leia

Red - Keelinnea Isyne and Syera Faelron

White - Kelgan al'Moranwin and Aduiavas Ida

Yellow -Luna Morn and Avendaella Tikvah

Dai M'Hael - Drake O'Neeus and Kerwin Thaumiel

Mahdi'in d'ma Dieb - Barmacral Tigana and Bayrd al'Syeen

San d'ma Shadar - Arn Oakenskye and Analiese Sinclaer

Val'Cueran - Gedhan Audax and Rand al'Ren

Hall of the Tower – October 2019

Blue - Alyria Savoinya and Mieriana Souvra

Brown - Serenla Tamowith and Loraella Melodie

Gray - Ashara Koh'inor and Imzadi Hopwind

Green - Eveanyn al'Grace and Kelvin Sinclaer

Red - Theolyn Maryash and Yenie Antagar

White - Leala al'Dareis and Narysse a'Jahar

Yellow- Luna Morn and Elania Al'Manir

Dai M'Hael - Kerwin Thaumiel and Drake O'Neeus

Mahdi'in d'ma Dieb - Raam Sho'am and Calen Velervron

San d'ma Shadar - Miliham Rastoubel and Soronhen Ciryaher

Val'Cueran - Alora Sionn and Braeden Fearghall

Other Positions

Membership Activities Coordinator

Roheryn ni Galghandhrei t'al'Djinn: Jan - Dec

Legal Counsel

Hammar O'Justice: January 1–December 31