



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

2016 Annual Report

TarValon.Net, Inc. Annual Report 2016

Property of TarValon.Net, Incorporated (hereafter referred to as TV.Net)

Compiled and edited by Anne Vanolli

With assistance from Karen Sheridan and Ashley Morgan

State of the Tower – Amyrlin / CEO Welcome

Unlike some previous years, 2016 proved to be quieter than usual. The Tower and the community moved through the year fairly smoothly, with no upheavals or crazy changes.

I was honored to attend our Fifteenth Anniversary party, held in our founder's hometown of Placerville, Calif., at the Glen Morey House, where Eleyan grew up. This was an amazing chance to really go back to our roots and see the place that had so much influence on her. We were lucky to have Jason Denzel of Dragonmount as our guest, and since there were so few of us, we were able to have a special toast wherein everyone told their origin stories with Wheel of Time and TV.Net.

As is tradition, I also awarded the Amyrlin's Awards at that event. Sailea Nerid, Aes Sedai of the Red Ajah, was awarded Member of the Year for her continuous, extensive involvement since she joined. Philanthropist of the Year went to Ivanor Winshaw, Gaidin of Dai M'Hael, for his commitment to the grill. At many Anni parties he's attended, he offers himself up as da'covale and cooks a huge feast, spending much of one afternoon grilling; at the Atlanta Anni, he not only did that, but also cooked for everyone as part of the food committee. Volunteer of the Year was easy; that went to Cahalan Sothron, Aes Sedai of the Blue Ajah. Early in her membership, she offered her services as Survey Project Manager, and she's done stellar work. I chose Luna Morn, Aes Sedai of the Yellow Ajah, for Unsung Servant, because of all she does to support her ajah, her breadth of work in the Tower, and her cheery, dependable "hello"s in the Introductions forum.

The Spring Executive Meeting saw a few updates and clarifications. At that time, we did not institute term limits for Directors. In addition, it was clarified that it is the purview of the Board of Directors to determine if Officers have term limits. We also determined that most Director roles do not require Senior Membership, and most Directors would be allowed to demote and keep their role. The Amyrlin, Keeper, and Archivist may not demote, and should the Shatayan want to demote, the Board will determine this on a case-by-case basis. Finally (in the Amyrlin section, anyway), we decided to disclose how many applicants we had for each position. We strive for transparency, and there seems to be a feeling that the same people are chosen for positions over and over again, when with some positions we really struggle to have any applicants at all.

The Fall Executive Meeting had us reviewing term limits again, and we decided to institute them. Current Directors were grandfathered in, and any future Directors will have a term limit of 5 years. We clarified further about Director demotions: Any role requiring a supermoderator's access would be required to retire from their Director role should they want to demote. The only exception to this is Kelgan Sedai, since he demoted due to Integration and would not have to go before the Hall of the Tower to be raised again.

October found us at Fall Ball in Calgary, Alberta, Canada, our second Canadian event. We were a small group, but we enjoyed ourselves immensely at a horse show, a food and wine festival, and a lovely Italian dinner out.

Our site-wide re-readalong kept chugging along, starting with book 7 and ending in the middle of book 11. I for one am looking forward to the Last Battle in 2017.

As we move into 2017, we're seeing a lot of controversy inside and outside the United States with the new U.S. administration coming in. We've had suggestions from members that we should take an official stance on US administration policies; however, TV.Net declines to take any official corporate position with respect to those policies. Notwithstanding that, TV.Net encourages all members to speak in their individual capacities to express whatever views they like, consistent with the terms and spirit of our Code of Conduct, which encourages a tolerant and celebratory attitude toward differences, but does not allow for prejudice or hate speech of any kind.

I look forward to the changes 2017 will bring TV.Net, the events we will host, the people I will meet. I look forward to working with you, the membership, to continue to create a place here that is safe, and that embodies the spirit of Aes Sedai.

The complete list of Executives is given in Appendix A.

Yours in the Light,

Rhed al'Tere

The Watcher of the Seals

The Flame of TarValon.Net

The Amyrlin Seat

Statement from the Board of Directors

This year has been an uneventful year for the Board compared to recent years. At our annual meeting in April, James Beattie took over as our Chairman, replacing Amanda Keen.

On the officer front, this has been a very stable year for TV.Net. All of our Officers completed the full year serving in their respective roles. They have all worked hard to continue the current stability of the Tower and help us to continue to grow in future. We thank them for their service.

We look forward to what 2017 will bring for TV.Net and its members.

James K. Beattie, Chairman of the Board of Directors

Table of Contents

TarValon.Net, Inc. Annual Report 2016	1
State of the Tower – Amyrlin / CEO Welcome	2
Statement from the Board of Directors	4
Keeper / COO	8
Annual Overview	8
Departments Overview	8
Looking Forward to 2017	8
Tower Archivist / Secretary	9
Shatayan / CFO	10
Department of Community Outreach	11
Staff Changes	11
Philanthropic Outreach Activities	11
Real Life Events	11
Fundraisers	11
Robert Jordan Memorial Scholarship	12
2016 Blood Drive	12
Servant of All Program	12
Outreach Activities	13
In the Black Tower Day	13
Beltine	13
Homecoming	13
Shaoman	13
Avendesora	14
Looking Forward to 2017	14
Department of Events and Conferences	15
North America	15
Anni	15
JordanCon	15
Fall Ball	15
Europe	16
Looking Forward to 2017	16
Department of Marketing	17
Staff and Position Changes	17
Tar Valon Times	17
Member Spotlights of 2016	18
Graphic Development Team	18
Completed Projects:	19

Current Projects of the GDT	19
Social Marketing	19
The team.....	19
Key campaigns.....	20
Goals for 2017: Moving Forward	20
Department of Membership	21
Citizen Status.....	21
Tower Members.....	21
Summary of 2016	21
Looking Forward to 2017	21
Department of Moderators and Operators	22
Annual Overview.....	22
Moderation	22
Mafia	22
Chat platform.....	22
Staff.....	22
Looking Forward to 2017	23
Department of Research and Records	24
Annual Overview.....	24
Looking Forward to 2017	24
Department of Technology	25
Annual Overview.....	25
Staff Changes.....	25
Projects.....	25
SQL injection vulnerability / Password Policy Changes.....	25
Looking Ahead.....	25
APPENDICES	26
Appendix A: Executives	27
The Board of Directors	27
Officers.....	27
Department Directors	27
Appendix B: Financial Data.....	28
Fiscal Year 2017 Approved Budget	28
Fiscal Year 2016 Budget Results	30
Income Statement	33
FY2016 Year End Statement of Cash Flows	35
Appendix C: Donor List.....	36
2016 Summer Fundraiser.....	36

2016 Feast of Light Donors	36
2016 Blood Drive Donors	37
Appendix D: Award Winners	38
Amyrlin Award Winners	38
Keeper Award Winners.....	39
Members' Choice Awards.....	41
Appendix E: Facebook statistics	43
Appendix F: Membership Statistics	46
Appendix G: Volunteer Lists.....	48
Community Outreach	48
Events and Conferences	49
Marketing	49
Membership	51
Moderators and Operators	53
Research and Records.....	55
Technology.....	55
Non Departmental Staff	56

Keeper / COO

Annual Overview

2016 has been a quieter than usual year for our community—not as much change in the Executive organizational structure as in previous years, which made for a year of building stability in each department.

Departments Overview

The Executive team was, for the first time in quite some time, not impacted by any changes in staffing, with the exception of the decision to eliminate the role of Director of Administration. The teams within that organization have been divided between Events and Conferences (Legal Staff) and Research and Records (Survey Project Manager, Statisticians). Other departments have begun to work on process documentation and review, making updates to those items requiring either clarity or revision.

No major changes to the overall community structure were implemented this year, including changes to the membership or forum structure. However, consideration for possible changes have been lined up for discussion next year.

Looking Forward to 2017

The community will review a potential adjustment to our current bonding structure in 2017. A focus group comprised of Hall members and representatives from the Junior Member community will be formed, similar to the procedure for Integration, to review our current structure and determine if any changes need to be made at this time. Other than that, a continued focus on overall community development, both on the boards and in the social media environment, will continue to be a priority in the upcoming year.

Lireina Dormerus t'al`Bearach, Keeper of the Chronicles

Tower Archivist / Secretary

At the start of the year we had four goals: (1) Have at least one Merit release and get all the current Merits fully up to date; (2) update the Membership Manual; (3) run the Member's Choice Awards; and (4) identify any new Merits.

These were mostly met. Not only were the new Merits identified from the previous Merit discussion, these were awarded. The new Merits were:

Alchemist Merit: For those who have 4 Silvers of the type that do not become Gold in at least 3 categories

Tournament Winners Merit: Win an event in the Amyrlin's Tournament for a Silver Merit, or win 5 events for a Gold Merit

Sponsorship Merit: Sponsor 10 people for admittance to the Tower

Gleeman Merit: Silver for running 2 Mafia or Assassin games, Gold for running 5

Logo Design Merit: Silver for designing the logo for one of our official events

Event Participation Merit Da'covale: Silver for participating in da'covale auction three times

There were also changes to the requirements for the Writing Merit, a new Teaching Gold and an adjustment so that the Staff Merits could also have a second Gold.

The Membership Manual was updated for the main page for each of the Departments and the Community Membership section. Parts of the Community Features section were also updated.

Our 2017 goals are:

- 1) Keep Merits on a 3-month schedule. Continue to research old classes, sponsorship and participation in contests at official events so that all the people who have earned a Merit can be awarded it.
- 2) Run the Member's Choice Awards.
- 3) Keep the Membership Manual updated as changes are implemented. Finish the update for the Community Features and Philanthropy sections. The official Events section also needs to be updated.

Toral Delvar, Tower Archivist

Shatayan / CFO

The year 2016 saw an overall financial loss due in part to payments made for 2017 event location reservations in the 2016 fiscal year with no income for those events during the year. Overall financially, the Tower remains stable with sufficient capability to meet all financial commitments with the capability to pay for additional desired items.

The 2017 budget was reviewed and approved at the Fall Admin Meeting with minimal changes from 2016.

The backlog of Member Life Event Gifts has been resolved. At this time, no additional backlog gifts are anticipated, and membership administrators are responsible for ensuring any new gifts are identified.

Looking forward into calendar year 2017, I expect this to be a quiet year, filled only with normal monthly reporting and assisting the departments with their financial needs. Some additional mindfulness about expenditures is recommended to ensure we continue to maintain financial stability going forward.

Financial data is given in Appendix B.

Cassie Dainar, Shatayan

Department of Community Outreach

Staff Changes

Alora Sionn was hired as Outreach Activities Coordinator on December 23. There were no other administrative-level staffing changes.

Philanthropic Outreach Activities

Real Life Events

North American Anni 2016

For Fifteenth Anni in Placerville, Calif., we partnered with Big Brothers Big Sisters of El Dorado County. We raised and donated \$365.

\$295 was also raised for the Tower via a silent auction and donations.

Britain & Ireland 2016

There was no outreach at B&I this year.

Fall Ball 2016

Fall Ball was held in Calgary, Alberta, Canada. During this event, our chosen charity was Alberta Animal Rescue Society. We collected 2 bags worth of supplies including dog harnesses, food and toys. In addition, we raised \$100 CAD, along with an additional \$150 CAD from the Tower, making the total monetary donation \$250 CAD.

Fundraisers

Summer Fundraiser



Tar Valon Maintenance Fundraiser 2016

PUGS
VS.
KITTENS!



For our Annual Maintenance Fundraiser, we held a contest of Pugs Vs. Kittens. For prizes, we raffled two "I Embrace Saidar" t-shirts and a grand prize of a signed copy of *A Memory of Light*. We raised a total of \$2,842.91 for the Tower through this fundraiser, falling a little shy of our \$3,500 goal. The prize recipients were as follows:

- Signed copy of *A Memory of Light*: Tallan Daar
- "I Embrace Saidar" shirt: Cahalan Sothron
- "I Embrace Saidar" shirt: Ilissa al'Nari

For a complete list of donors, please see Appendix C / Summer Fundraiser Donors.

Feast of Lights 2016



This year for Feast of Lights, we once again asked everyone to be a Servant of All within their communities. Donations could be for anything: time, money, food, toys, or any other form of donation. We had a turnout of 15 charitable acts from 11 members. For every charitable act, the member was entered into our raffle to win a CURSES flask. Our raffle winner was Polegnyn Nemeara.

For a complete list of donors, please see Appendix C / Feast of Lights 2016 Donors.

Robert Jordan Memorial Scholarship

This year, we accepted applications for the Scholarship from June 1 through July 1. We received a total of 5 applications, and the Hall of the Tower chose two to receive a \$500 scholarship. The recipients were our own Kassina Tendar and Kristin Gardiner.

2016 Blood Drive



This year's goal was simply to surpass last year's donations of 32 pints of blood. Unfortunately, we fell shy this year with 16 pints being donated.

For a complete list of donors, please see Appendix C / 2016 Blood Drive Donors.

Servant of All Program

Our Servant of All forum is still live and active. We are currently working on ways to generate more activity by reinvigorating the Servant of the Month and coming up with new topics of service.

Outreach Activities

In the Black Tower Day

In the Black Tower Day falls on March 27. This year, Mendo was kind enough to run a few games in mIRC for us.

Beltine

Beltine was held from April 10–16 this year. Our theme this year was Shamrocks & Eggs. In celebration of Spring, we held several events including IRC trivia, Poem Creative Event, Group Theme Contest, Graphics Creative Event, and Puzzle Games. The overall winner of the Group Theme was The Brown Ajah Gives You the Tingles. Rhed al'Tere won our Trivia, and our Poetry Contest Winners were as follows: Free Verse–Sela Narian, Limerick and Haiku–Shaerlyn Storna. Selvyn al'Aran was our Spirit of Beltine, and Cahalan Sothron was our Rockstar of Beltine. The Group Themes were as follows:

- Red Ajah the Musical
- Traveling with the Yellows
- Amyrlin Seat Revolt of the Pugs
- @AcceptedandSoldiers Social Media
- Novices and Recruits Fantastic Myths and Where to Find Them
- DM presents the Sham-Rocks!
- VC Wolves in Sheep's Clothing
- The Brown Ajah Gives You Tingles
- Tardis Blue

Homecoming

This year in honor of Robert Jordan's birthday, we held Homecoming from October 14–17. We held chat trivia and a Homecoming Dance in our Faire Grounds forum. We also held a Quest for Champions! Membership groups served as teams to solve riddles. The winner of our Quest for Champions was the Accepted and Soldiers. Tallan Daar won our Trivia. Our Homecoming Queen was Tallan Daar and King was Deleios Cherchenuit.

Shaoman

Shaoman was held from October 23 to November 1 this year in recognition of Fall and Halloween. Our theme was Zombies. We had a few activities such as a Spamathon and our Group Theme Contest, as well as a Haunted Puzzle. Blue Ajah Reformed Villains was our Group Theme winner. Accepted/Soldiers won the Spamathon. Spirit of Shaoman was Polegnyn Nemeara and Rock Star was Analiese Sinclae. The Group Themes were as follows:

- Green Ajah: It Ain't Easy Being Green
- White Ajah Unicorns
- Junior Members: Mad and Ghoulis Delivery Service
- Blue Ajah: Villains... er... friends
- Yellow Ajah: Zombie Mother
- Citizens: Pumpkins
- VC: Desert Wolves
- Gray Ajah: To Go Where No One Has Gone Before
- SDS: Five Nights with SDS

Avendesora

Avendesora is now up and running. All member leaves have been added to member pages.

Looking Forward to 2017

My goals for the department this year is to get Servant of All up and running in a more active capacity. I also intend to try to advertise our scholarship more using our social media channels to receive more applications like in 2015.

Aryawnah Federov, Director of Community Outreach

Department of Events and Conferences

2016 was a year of learning and development for the Events and Conferences team, as we improved our bidding processes, venue selection and overall formatting for events both in North America and Europe.

North America

Anni

In North America this year, we celebrated our Fifteenth Anniversary with a celebration at the home of our Koyn Amyrlin, Eleyan Al'Landerin, in Placerville, Calif., from April 1–4. 27 attendees participated in the celebration, including our very special guest Jason Denzel, founder of fellow WoT community Dragonmount. While it was one of our smaller Anniversary parties, it was an amazing time and a great opportunity for us to visit our roots in person!



JordanCon

We maintained our presence at JordanCon again, which was held in Atlanta, Ga., on April 22–24. Around 50 TV.Net members attended the festivities, and we branched out with our Marketing team to begin making ourselves more known to the rest of the event attendees. Members had a great time visiting vendors, attending panels and getting together with friends both inside and outside the community.

Fall Ball

Fall Ball 2016 was held in Calgary, Alberta, Canada, marking our first return back to the Great White North since our Fall Ball in Toronto back in 2006. Over the weekend of October 14–16, 10 attendees enjoyed a fun weekend of games, touring local landmarks like Spruce Meadows, and enjoying the fabulous local cuisine at the Calgary Rocky Mountain Wine and Food Festival.



Europe

Our Continental Europe event took place in Ølbergtunet near Stavanger, Norway, on September 23–25, and hosted a dozen of our fellow TV.Net members from around Europe and the British Isles. Good times were had by all who attended!



Looking Forward to 2017

At the Fall Executive Meeting, we decided to consolidate the Mistresses (Masters) of Revels (MoR) Britain & Ireland (B&I) and Continental Europe (CE). The new region is called the European region, and the MoR will be non-rotating, like the current B&I MoR. The change was made to help with consistency between events, and to provide an experienced leader over all Euro events.

The Department of Events and Conference continues to take member feedback with regard to site locations, amenities, pricing, and the bidding/selection process in an effort to provide the best possible experience for members attending our hosted events. If you have any suggestions / comments / feedback for ways in which we can make experiences better, please feel free to reach out.

Lireina Dormerus t'al`Bearach, on behalf of Naomi al'Moranwin, Director of Events and Conferences

Department of Marketing

Staff and Position Changes

In March 2016, Kyla Sterling replaced Zandera Sommers as the Assistant to the Editor of the Tar Valon Times (TVT).

On December 4, our Project Manager Siera al'Cere stepped down to serve as Graphic Staff, and hiring has continued into the New Year, applications due on January 10, 2017.

Tar Valon Times

The following members served on the TVT team in 2016*:

2016 Term 1	2016 Term 2
<p>Editor</p> <ul style="list-style-type: none"> • Maibella Rhoiden <p>Assistant Editor</p> <ul style="list-style-type: none"> • Zandera Sommers (to March) • Kyla Sterling (from March) <p>Reporters</p> <ul style="list-style-type: none"> • Alyccea Nymaessene (returning) • Asandra al'Terra (returning) • Barmacral Tigana (returning) • Deleios Cherchenuit (new) • Elyss Koh'inor (new) • Erin al'Denael (returning) • Kitan Tataru (new) • Kyla Sterling (returning) • Lyara Tieran (returning) • Nymala Ingasy (returning) • Sailea Nerid (returning) • Taelinn Dolivras (returning) • Theolyn Maryash (new) • Ty al'Djinn (new) • Tyla al'Mere (returning) 	<p>Editor</p> <ul style="list-style-type: none"> • Maibella Rhoiden <p>Assistant Editor</p> <ul style="list-style-type: none"> • Kyla Sterling <p>Reporters</p> <ul style="list-style-type: none"> • Alyccea Nymaessene (returning) • Asandra al'Terra (returning) • Deleios Cherchenuit (returning) • Eli Soljour (new) • Elyss Koh'inor (returning) • Erin al'Denael (returning) • Jaim al'Bearach (new) • Kitan Tataru (returning) • Kyla Sterling (returning) • Nebka Galyn (new) • Nymala Ingasy (returning) • Stephen Lighthouse (new) • Taelinn Dolivras (returning) • Theolyn Maryash (returning) • Ty al'Djinn (returning) • Tyla al'Mere (returning)

**2017 Term 1 began in December 2016. Details on team members for that term will be included in the 2017 Annual Report.*

Arie Davion, Ne'Merith Delvar, and Rhed al'Tere also have access to the TVT forum and contribute articles from time to time.

This year we featured articles from several guest reporters:

- Alora Sionn
- Bryher al'Venna
- Relinya Ryviarra
- Cahalan Sothron
- Ixialdor Lathanril
- Aran Cherubim
- Ahmyra al'Ruley

The TVT was published on the first of every month throughout 2016. The highest number of articles in one edition was 23 and the lowest was 6. The average number of articles in each edition was 15. (From June through December 2015, the average number of articles in each edition was 17.)

Month	2016	2015
January	23	7*
February	15	14*
March	19	21*
April	22	23*
May	17	0*
June	18	12
July	13	15
August	16	22
September	12	19
October	16	21
November	6	19
December	10	17

** indicates previous Editor's term*

Member Spotlights of 2016

- January—Zandera Sommers
- February—Mendo Cath
- March—Kassidy Dai'Shan
- April—Reniel Killian
- June—Jaim al'Bearach
- October—Kassina Tendar
- November—Arisaema Draconis
- December—Selvyn al'Aran

Graphic Development Team

The Graphics Team has grown noticeably smaller over the years. We have condensed the team to focus on specific projects, and moved the Graphic Request forum to be more of a public use. This has allowed for all the casual graphic needs of the forum to be filled by any and all members of the community, and the smaller, more specific requests to be filled on an 'as needed' basis.

Completed Projects:

- Citizen Logo



- Junior Member Logo



- Merit Badges (Ongoing)



- Tower Event Logos (see Department of Events and Conferences)

Current Projects of the GDT

- Merit Badges
- Department Badge/Logo

Social Marketing

Social media department expanded in 2016 and added new social media channels to our mix: Pinterest, Tumblr (reddit), and Instagram. We introduced several new campaigns and added more consistency to posting schedules. In addition to site announcements, we post general content related to threads on the site, Tar Valon Times, Motivational Mondays, Trivia Tuesdays, and other trivial social stuff.

The team

- Facebook—Enelya, Stasia, Ne'Mireth, Elania
- Twitter—Enelya, Stasia, Ne'Mireth, Elania
- Instagram—Owena, Stacia
- Tumblr—Relinya, Serenla
- Pinterest—Owena
- Tar Valon blog—Almira, Tree, Maibella (guest), admin team
- TVT liaison—Mira
- Online community posts—Elania
- Trivia Tuesday—Almira
- Site announcements—Enelya, Stasia, Elania, Ne'Mireth

Key campaigns

- Tar Valon shop over the holidays
- Feast of Lights
- Memorial scholarship
- Fall Ball
- Anni 2017

Goals for 2017: Moving Forward

When coming up to the mark of serving as Director for three years, I have spent a little more time reflecting less on what we are doing next and more on what we have been able to accomplish during that time. From the release of all new logos for the site, our Ajahs, Companies, Citizens, and now Junior Members, an overhaul of our shop to suit and fit with these new logos. We broadened our social reach with our Social Media team and have even further reach out into the web than we ever have previously. Our TVT has had an impressive and growing readership and contribution than it has previously, with some amazing stories, articles, recipes, and reviews of books and games.

In truth, it is difficult to see Marketing getting any stronger, as we have had impressive and healthy growth these past three years.

Looking forward, it is my deepest hope that we can focus more on the actual marketing aspect of the department, including providing more assistance to our Social Media team and becoming more closely involved with our external activities and teaming up with Outreach. While there is always the desire to keep making more logos and pretty things for the community, my biggest hope and goal for 2017 is to put our best foot forward into the world and be the staple of what the White Tower really is, especially with the political climate. We are not a political site, but we are a community of strong men and women—a safe space. We have a lot to teach the world through our own light.

Social Media statistics can be found in Appendix D.

Arie Davion, Director of Marketing

Department of Membership

The Department of Membership is responsible for fostering a sense of community within TV.Net. 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.

Citizen Status

New membership has slightly picked up again, and we hope it continues. Applications came in at an average rate of between 2 and 3 a month, June being much higher than others. In total, 39 new citizens joined our community in 2016.

Tower Members

Nine applied to the Tower last year, and 4 to Accepted and Soldiers. Fifteen members were raised to Senior Member status, and 4 people demoted.

Summary of 2016

The membership cleanup was straightforward:

- 680 listed members
- 310 responded on site, and 344 were emailed
- 230 members were removed

Looking Forward to 2017

This year we aim to make for some good events and pranks that may be a delight.

Membership statistics can be found in Appendix E.

The complete list of volunteers is given in Appendix F.

Sa'areah Britthorn, Director of Membership

Department of Moderators and Operators

Annual Overview

In many respects, 2016 was a relatively quiet year for this department. Unlike previous years, we had no significant structural changes to the department. Instead, 2016 has been a year of challenges for this department.

Moderation

The single greatest challenge we faced in the last year was managing the US presidential election and the fallout from it both in chat and on the boards. Presidential election years always present a challenge for the Current Events moderation team, but the remarkably acrimonious nature of this year's election saw conflict, fear, and anxiety spilling into other fora as well. The election of Donald Trump has thus presented not just the Current Events team but the whole Department of Moderators and Operators with a unique set of challenges. Our job in such a situation is to ensure both that members on all sides are able to speak about what's going on and what they think about it, and that members on all sides continue to feel both safe and welcomed on the boards and in chat, and this year's contest made that especially difficult. I'm pleased to say that overall, the community rose to this challenge in fine form and the members of this department acquitted themselves admirably.

Mafia

The second challenge we've faced has been declining participation in Mafia. The end of 2016 marks five years of Mafia on the boards, almost three of which have featured Mafia in its own forum and under the management of this department. Unfortunately, participation is not what it used to be. We are continuing to look for solutions to this problem, as this is one of the greatest venues for cross-Tower participation and engagement we've so far found.

Chat platform

The third challenge of significance for us has been the challenge of aging technology. We continue to receive requests to please find a new chat platform and move away from IRC, which many see as antiquated and which is no longer nearly so mainstream as it once was but has become a niche platform in some ways. We are beginning a search for a new platform, but we acknowledge that, once we've considered the available alternatives, we may decide to stick with IRC.

Staff

Fortunately, application numbers did not make our list of challenges this year. We've consistently had enough quality applications in the past year, which marks a pleasing change from years past. We're very grateful to the community and to all those who have stepped up to serve in this department over the last year.

Looking Forward to 2017

Looking forward to 2017, we have three goals. First, we look forward to continuing to provide high-quality moderation and chat op services. Second, we continue to work toward completion of a Moderator's Handbook, which we hope to see finished in in 2017. Third, we will be working both internally and with the Department of Technology to vet possible new chat platforms and hope to reach a decision early in 2017 on whether to change platforms and, if so, to which.

Kelgan al'Moranwin, Director of Moderators and Operators

Department of Research and Records

Annual Overview

Major departmental changes this year included the integration of the Annual Reports Project Manager and Membership Survey Project Manager into the department after the disbandment of the Department of Administration. We welcome Isarma Maracanda and Cahalan Sothron to the team.

We also had a change in the Historians mid-year, as Bryher al'Venna stepped down and was replaced by Jeffan Caliarthan, and Sailea Nerid stepped into the role of Awards Historian in March. Nyavene al'Meer and Eniara Kisharad continued to serve in their roles from last year, and Charis Delphi continued on as Headmistress. We also continue to have volunteers from the community assist in keeping our library up to date and a great source of reference.

For 2016 our goals were:

- Add spoiler tags to main and principal characters, and to chapter summaries to allow new readers to use our library more carefully and therefore more often.
- Encourage more contributors to the Library, expanding content whether book, site or community group-related.
- Increase the exposure of our Library through social media and within our own membership, e.g. use the Desk forum more.

We made some progress into these goals but continue to work to improve the content and outlook of our Library.

Looking Forward to 2017

Our goals for 2017 are as follows:

- Continue to improve the content flow, quality of information and originality of the information available.
- Reach out more to community contributors to the Library.
- Aim for earlier releases of Annual Report and Membership Survey results.

Kerna Shedrian, Director of Research and Records

Department of Technology

Annual Overview

The Department of Technology supports the infrastructure of TV.Net. While the main objective is to maintain the availability of our website and message boards, members of the department are utilized as a technical resource for other projects. In addition to general staff who work on projects, there are a variety of named positions that handle specific areas of support:

- Masters of the Watch—Systems Administrators, maintain servers and deal with any and all server-related functions for us.
- Tower Gatekeepers—Move users into / out of user groups by administration request.
- Site Design Team—Create / tweak themes used by TV.Net

Staff Changes

Technology staff underwent a few changes over the year.

Several members left: Calypsa al'Nicolai, Megana Vallentin, Barmacral Tigana, Zhareen Narelle and Azi al'Thone.

The new members are Deoan Kakarot, MycHael Ritoryn, Kerwin Thaumiel and Vealdan Annalin.

Thanks again to Azi al'Thone, who stepped down from Master of the Watch, and to Erin al'Denael, who was promoted from tech staff to Master of the Watch.

Projects

- Raising Test—TAO* is moving ahead. The software was implemented, and we are working with membership to get questions loaded and tests structured.
- Abandoned Corridor theme—The theme was completed. Future themes are on hold until site software is upgraded to reduce duplicate work.
- Maintenance—Staff continues to do host / site maintenance as needed.

* TAO is an awesome open source web based testing software. It will be used in the future to issue raising tests for JM's.

<https://www.taotesting.com/>

SQL injection vulnerability / Password Policy Changes

The version of software we run the currently run the TV.Net forums was subject to a SQL injection vulnerability that was exploited and discovered in August. We worked to put a hotfix in place to protect the site from the vulnerability and setup a password change policy to help protect user data on the forums.

Looking Ahead

We are excited about the future of the technology at TV.Net and the site software upgrade work that is expected to be a priority in 2017.

Mendo Cath, Director of Technology

APPENDICES

Appendix A: Executives

Appendix B: Financial Data

Appendix C: Donor List

Appendix D: Award Winners

Appendix E: Social Media Statistics

Appendix F: Membership Statistics

Appendix G: Volunteer Lists

Appendix A: Executives

The Board of Directors

Melissa S. Craib Dombrowski	January 1–December 31
Amanda M. Keen	January 1–December 31
Joseph Pistritto	January 1–December 31
James Beattie	January 1–December 31

Officers

CEO	Amyrlin Seat	Rhed al'Tere	January 1–December 31
COO	Keeper	Lireina Dormerus t'al`Bearach	January 1–December 31
CFO	Shatayan	Cassie Dainar	January 1–December 31
CRO	Archivist	Toral Delvar	January 1–December 31

Department Directors

Administration	Calypsa al'Nicolai	January 1–January 10
Community Outreach	Aryawnah Federov	January 1–December 31
Events and Conferences	Naomi al'Moranwin	January 1–December 31
Marketing	Arie Davion	January 1–December 31
Membership	Sa'areah Britthorn	January 1–December 31
Moderators and Operators	Kelgan al'Moranwin	January 1–December 31
Research and Records	Kerna Shedrian	January 1–December 31
Technology	Mendo Cath	January 1–December 31

Appendix B: Financial Data

Fiscal Year 2017 Approved Budget

Approved				General Notes:			
FY 9/1/16–8/31/17				Ticket income from 2016 in red			
				Ticket income to pay for 2018 in green			
2017 Budgeted Expenses					Total	2017 Expected Income	
Description	Date	Cost (Est)	Cost (Act)	Notes	\$ 10,566.53	Description	Date
Admin (Ad)	October	\$50		Gift Cards	\$ 10,516.53		
2016 Euro-Norway (E)	October	22,372.00 kr		Paid for by Ticket Sales	\$ 10,516.53	2016 Euro	October
2016 Fall Ball–Calgary (E)	October	\$ 1,856.10		Paid for by Ticket Sales	\$ 10,516.53	2016 Fall Ball	October
Server Cost (T)	December	\$ 216.00		Linode	\$ 10,300.53		
Advertisement (M)	March	\$110		J*Con Ad Purchase	\$ 10,190.53		
Quick Topics (Mod)	March	\$ 50.00		Used for Mafia, Started 2015	\$ 10,140.53		
Awards (Other)	April	\$500		Amyrlin & keeper Awards	\$ 9,640.53		
JordanCon (E)	April	\$ 300.00		Toast and gifts	\$ 9,340.53		
2017 Anni–Estes Park (E)	April	\$ 6,641.00		Paid for by Ticket Sales	\$ 9,340.53	2017 Anni	April
Backup Server (T)	June	\$ 84.00		Started June 2015	\$ 9,256.53		
					\$ 10,681.28	2017 B&I–Callendar (E)	June
					\$ 10,681.28	2018 Fall Ball -(E)	June

					\$ 13,681.28	Maintenance Fundraiser (O)	July
Scholarship (O)	Sept	\$ 1,000.00		Two @\$500 each	\$ 12,681.28		
Domain Cost (T)	N/A	\$ -		Expires 9/17/2019	\$ 12,681.28		
Badge pins or ribbons (E)	N/A (want)	\$ 100.00			\$ 12,581.28		
"On Duty" marker (E)	N/A (want)	\$ 30.00			\$ 12,551.28		
Welcome banner (E)	N/A (want)	\$ 100.00			\$ 12,451.28		
New Flags (E)	N/A (want)	\$ 100.00		Possible Donation, estimate based on material	\$ 12,351.28		
Safety Gear (E)	N/A (want)	\$ -		Donation	\$ 12,351.28		
Event Discounts	Per Party	\$ 750.00			\$ 11,601.28		
		Dept. Totals					
(Ad) = Admin		\$50.00					
(E) = Events & Conf		\$ 9,127.10					
(M) = Marketing		\$ 110.00					
(Mod) = Moderators		\$ 50.00					
(O) = Outreach		\$ 1,000.00					
(T) = Technology		\$ 300.00					
Other		\$ 500.00					
	Total	\$ 11,137.10					

Fiscal Year 2016 Budget Results

Approved				General Notes:			
FY 9/1/15–8/31/16				Ticket income from 2015 in red			
				Ticket income to pay for 2017 in green			
2016 Budgeted Expenses					Total	2016 Expected Income	
Description	Date	Cost (Est)	Cost (Act)	Notes	\$ 18,837.06	Description	Date
SSL Certification (T)	October	\$ 120.00	\$ 119.80	Renewal and Verification cost	\$ 18,717.06		
Admin (Ad)	October	\$50	\$ 50.00	Gift Cards	\$ 18,667.06		
2015 Euro-Dublin (E)	October	€ 1,487.00	€ 2,795.62	Paid for by Ticket Sales	\$ 17,180.06	2015 Euro	October
2015 Fall Ball–Duluth (E)	October	\$ 3,162.98	\$ 1,555.97	Paid for by Ticket Sales	\$ 17,574.09	2015 Fall Ball	October
Server Cost (T)	December	\$ 216.00	\$ 188.81	Linode	\$ 17,358.09		
Advertisement (M)	March	\$110	\$ 110.00	J*Con Ad Purchase	\$ 17,248.09		
Quick Topics (Mod)	March	\$ 50.00	\$ 50.00	Used for Mafia, Started 2015	\$ 17,198.09		
Awards (Other)	April	\$500	\$ 381.38	Amyrlin & keeper Awards	\$ 16,698.09		
JordanCon (E)	April	\$ 300.00	\$ 273.20	Toast and gifts	\$ 16,398.09		
2016 Anni–Lake Tahoe (E)	April	\$ 15,000.00	\$ 3,930.69	Paid for by Ticket Sales	\$ 16,398.09	2016 Anni	April
Backup Server (T)	June	\$ 84.00	\$ 79.80	Started June 2015	\$ 16,314.09		
					\$ 17,814.09	2016 Euro–Norway (E)	June
					\$ 20,814.09	2016 Fall Ball–Calgary (E)	June

					\$ 22,814.09	Maintenance Fundraiser (O)	July
Scholarship (O)	Sept	\$ 1,000.00	\$ 1,000.00	Two @\$500 each	\$ 21,814.09		
Domain Cost (T)	N/A	\$ -		Expires 9/17/2019	\$ 21,814.09		
Badge pins or ribbons (E)	N/A (want)	\$ 20.00			\$ 21,794.09		
"On Duty" marker (E)	N/A (want)	\$ 30.00			\$ 21,764.09		
Welcome banner (E)	N/A (want)	\$ 100.00			\$ 21,664.09		
Megaphone (E)	N/A (want)	\$ 200.00	\$ 159.99		\$ 21,464.09		
New Flags (E)	N/A (want)	\$ 100.00		Possible Donation, estimate based on material	\$ 21,364.09		
Safety Gear (E)	N/A (want)			Some may be donations			
(Ad) = Admin		\$ 50.00	\$ 50.00	100%			
(E) = Events & Conf		\$ 18,912.98	\$ 4,511.58	23.85%			
(M) = Marketing		\$ 110.00	\$ 110.00	100.00%			
(Mod) = Moderators		\$ 50.00	\$ 50.00	100.00%			
(O) = Outreach		\$ 2,000.00	\$ 2,000.00	100.00%			
(T) = Technology		\$ 420.00	\$ 388.41	92.48%			
Other		\$ 500.00	\$ 381.38	76.28%			

	Total	\$ 22,042.98	\$ 7,491.37	33.99%			
--	-------	--------------	-------------	--------	--	--	--

Income Statement

Revenue	YTD
Donations	\$3,103.50
Fee Income	\$10.45
Event "ticket"	\$6,067.38
Gaming	\$0.00
Less Event ticket reimbursements	\$467.53
Net sales	\$8,713.80
Cost of Sales	YTD
Cost of Inventory	\$0.00
Sales of Inventory	\$0.00
Sale of Goods (Cafe Press)	\$108.83
Gross profit (loss)	\$108.83
Operating Expenses	YTD
Events	
Housing	\$5,824.84
Dining	\$2,734.27
Entertainment	\$384.98
Welcome	\$145.53
Decoration	\$1.78
VIPs	\$160.50
Miscellaneous	\$118.00
Lost deposits	\$0.00
Purchase equipment	\$159.99
Total Event expenses	\$9,529.89
General/Administrative	
Professional Fees	\$25.00
Printing/Shipping	\$219.39
Insurance	\$0.00
Currency Conversion	\$103.96
Awards & Prizes	\$302.18
PayPal fees	\$175.91
Other fees	\$0.00
Office supplies	\$0.00
Networking Expenses	\$110.00

Marketing	\$0.00
Debt Repayment	\$0.00
Total General/Administrative expenses	\$936.44
Community Outreach	
Scholarship	\$1,000.00
Philanthropy	\$365.00
Total Community Outreach	\$1,365.00
Membership Gifts	
Marriage	\$0.00
Death	\$0.00
Birth	\$943.99
Other	\$0.00
Total Membership expenses	\$943.99
Tech	
Hosting	\$504.60
Hardware	\$0.00
Software	\$50.96
Total Technology expenses	\$555.56
Total operating expenses	-\$4,508.25
Extraordinary gain or loss	\$0.00
Net Income (Loss)	-\$4,508.25

FY2016 Year End Statement of Cash Flows

FY2016 Year End Statement of Cash Flows	
Cash flows from operating activities	
Cash received from donations	\$3,103.50
Cash received from event tickets	\$6,067.38
Cash received from gaming	\$0.00
Cash received from inventory	\$0.00
Cash received from sales*	\$108.83
Cash paid for event reimbursements	\$467.53
Cash paid for events	\$9,369.90
Cash paid for inventory	\$159.99
Cash paid for General/Administrative	\$936.44
Cash paid for Membership Gifts	\$943.99
Cash paid for Tech	\$555.56
Cash paid for Community Outreach	\$1,365.00
Other	\$0.00
Net cash provided (used) by operating activities	(\$4518.70)
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
Cash balance at the end of the year	\$13,347.08

*Café Press

Appendix C: Donor List

2016 Summer Fundraiser

Tower Name	Number of donations
Ahmyra al'Ruley	1
Anonymous	2
Arisaema Draconis	1
Aryawnah Federov	1
Cahalan Sothron	1
Cahr	1
Cassie & Soro	1
Chiyuki Nohara	1
Ealandrelle	1
Elanda Tonil	1
Falone	1
Ilissa al'Nari	1
Imzadi Hopewind	1
Jeffan Caliarthan	1
Karassa Souladrin	1
Kassidy & Amarande	1
Kerna Shedrian	1
Kitan & Brandon Tataru	1
Kyla Sterling	1
Lireina	1
Luna Morn	1
Maibella Rhoiden	1
Megana	1
Melisande Arneil	2
Mendo Cath	1
Morgana	1
Naomi & Kelgan	1
Ninya	1
Nymala	1
Onis O'Leia	1
Owena al'Saturni	1
Relinya	1
Rhed al'Tere	1
Sailea Nerid	1
Siusane	1
Stasia	1
Tallan Daar	1
Theolyn Mariash	1
Toral	1
Tsubasa Kamui	2
Vivianna L'antreau	1

2016 Feast of Light Donors

Tower Name
Ahmyra al'Ruley
Aryawnah Federov
Chiyuki Nohara

Imzadi Hopewind
Keladria Tulin
Kitan Tataru
Laithean Cor'Dazar
Nyavene al'Meer
Polegnyn Nemeara
Rhed al'Tere
Roheryn ni Galghandhrei t'al'Djinn

2016 Blood Drive Donors

Tower Name	Number of donations
Karassa Souladrin	1
Martinis Clarkey	2
Mazarin Ashinar	2
Niere al'Aman	6
Reianna al'Namere	2
Tallan Daar	3

Appendix D: Award Winners

Amyrlin Award Winners

Member of the Year

Sailea Nerid



Sailea is a pretty amazing woman. She joined TV.Net in 2014, and just six months after she joined, she was throwing herself into service. She's served on the Welcoming Committee in the past, and the number of things she does now – I don't know how she has the time! She's Awards Historian, and on the Welcoming Committee, the Friendly Face Team, Tar Valon Times staff, library editor, and a moderator. And while technically I should only be looking at 2015, earlier this year Sailea was ill and unable to post on the forums. She has a running thread in General, Today is the Day of..., and at least two people jumped in to fill in for her, which shows me how much they value Sailea and the small things Sailea does to help create community at TV.Net.

Volunteer of the Year

Cahalan Sothron



Cahalan caught my eye early on in her membership here at TV.Net. She was friendly and open, and eager to be a part of the community. A mere two months into her membership here, when she was still a citizen, she applied for the Survey Project Manager position, since she designs and processes surveys in real life and wanted to apply those skills to her new community. She has more than proven her worth in that position, and I cannot say how happy I am she applied despite not meeting the membership time requirement. She produced a quick, snappy, focused Membership survey in 2015, and processed the data and put it into an easily-readable form. I'm very much looking forward to working with her more in the future.

Philanthropist of the Year

Ivanor Winshaw



For the past several years, Ivanor has offered up his amazing grilling skills in the da'covale auction at Anni to provide food to the hungry who are willing to pay. He's done this for the past three years, and all three years, he takes hours out of his day to shop, grill, and clean up the meal, to raise money for the Tower. Last year at Anni, he not only cooked his da'covale meal, but he also grilled for the Amyrlin Feast, to the point of literal physical injury. Beyond his amazing meat, Ivanor has served as Company Commander, Honor Guard, and Warder Councilor of Dai M'Hael, as well as contributing to the Tar Valon Times and mentoring several Junior Members. I greatly appreciate Ivanor's participation and his willingness to serve TV.Net.

Unsung Servant

Luna Morn



Luna is perhaps a quieter member of the site, but when someone suggested she be the Unsung Servant, I knew that she is a good choice. She does a lot to support her ajah, as well as supporting the Tower. She served for a year and a half as part of the Welcoming Committee, and her cheerful hellos were always to be found in the Introductions forum—in fact, they still are. She's spent the better part of a year as a library editor, as well as a moderator. Luna is one of those members who may not seem to be very visible, but I for one would miss her if she ever left.

Keeper Award Winners

Extraordinary Service of the Year

Sa'areah Britthorn



Extraordinary Service awards are always unique in that they give me some flexibility to recognize those who are making great things happen, but perhaps don't fall into one of the other standard categories as a staff member or Administrator. This year's selection is no different. Oftentimes, volunteering for a role that's responsible for a large group of others can be a myriad of things: rewarding, exhausting, exciting and frustrating- yes, often at the same time. It can be difficult to strike a balance as one works to put themselves in the shoes of diverse personalities from all over the world and make sure that their experience on the site as is pleasant and welcoming as it can be. Yet she does so with a metaphorical (and quite probably literal) smile, and puts her heart into her work every day.

Staff Member of the Year

Selvyn al'Aran



There's lots of different ways to serve the community here at TV.Net, and our staff members are the inner gears of each department, meeting the needs of their Admins, Directors and through them all the members who call our site home. This Staff Member of the Year recipient has made a great impression in our Marketing department, jumping in wherever needed to help get things done- whether it be TVT banners, signature requests for members and logos for events.

Staff Member of the Year

Kerwin Thaumiel



There's lots of different ways to serve the community here at TV.Net, and our staff members are the inner gears of each department, meeting the needs of their Admins, Directors and through them all the members who call our site home. This Staff Member of the Year recipient has been a sounding board to their Director, volunteering time and ideas to help advance the projects in the department that make our website overall a more functional and enjoyable place to be.

Non-Membership Admin of the Year

Reniel Killan



One of the many ways folks can volunteer their skills and time here in the community at TV.Net is as one of our Administrators, both Membership and Non- Membership. Both are important in keeping the day to day activities and requirements of running our site ticking along seamlessly. Our Non-Membership Administrator of the Year ironically has a role that requires a lot of interaction with a big swathe of our Membership. However, her responsibilities are some of both the most fun and stressful kinds- bringing folks together for fun filled weekends with friends. She's been on point in her position for nearly for years, and doing a fabulous job at it.

Membership Admin of the Year

Kassidy Rose DaiShan



One of the many ways folks can volunteer their skills and time here in the community at TV.Net is as one of our Administrators, both Membership and Non- Membership. Both are important in keeping the day to day activities and requirements of running our site ticking along seamlessly. Our Membership Administrator of the year is a member who has been part of the community for over five years now, and she's not hard to find, especially for our newest members of the site. She's always been drawn to roles in the community that help make new members feel welcome, including Welcoming Committee, Online Activities team, and currently as our Mayor.

Moderator of the Year

Leira Galene



Our Moderator of the Year award is a chance to recognize the behind-the-scenes folks that tend our forums and threads with attention to detail, an eye to keeping the flows of conversation organized and the peace kept when needed. Being a Mod means having a good sense of balance and being able to know when action is needed, and this year's selection has had a fair bit of practice. Most forums almost manage themselves, but others require a more delicate touch, and none more so than our Current Events forum. This Mod has served multiple terms in this capacity, and keeps coming back for another round, while keeping an eagle eye out for anything needing a guiding hand.

Members' Choice Awards

Outstanding Gaidin Involvement: Dnae Ila

Outstanding Aes Sedai Involvement: Maibella Rhoiden

Outstanding Junior Member Involvement–Male: MycHael Ritoryn

Outstanding Junior Member Involvement–Female: Cahalan Sothron

Most Discerning Moderator: Kelgan al'Moranwin

Most Discerning Chat Operator: Mendo Cath

Most Artistic Member: Meilen Gevedon

Best Bonded Couple: Shara Nevan & Murasaki al'Aevon

Best Avatar: Aryawnah Federov

Friendliest Member: Alora Sionn

Most Welcoming Member: Maibella Rhoiden

Funniest Member: Jeryn Lekar

Punniest Member: Dnae Ila

Most Likely to Be Eaten by a Trolloc: Jeffan Caliarthan

Most Knowledgeable Member: Kelgan al'Moranwin

Most Likely to Grow a Braid Just So She/He Can Tug It for Emphasis: Nymala Ingasy

Member You'd Most Like to Meet In Real Life: Luna Morn

Most Representative of Ajah: Katherine Avery–Red

Most Representative of Company: Murasaki al'Aevon–MDD

Most Likely to Give You the Shirt Off Their Back: Ivanor Winshaw

Most Likely Just to Take Their Shirt Off: Locus Sarania

Most likely to Object to the capitalisation: Sela Narian

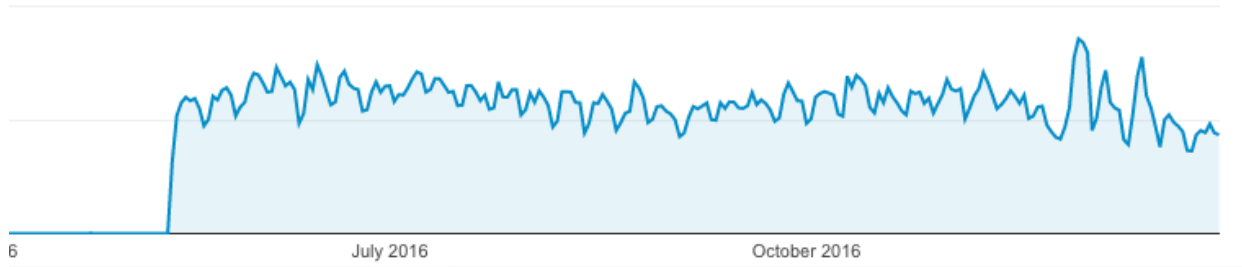
I See You Everywhere Award: Rhed al'Tere

Most Representative of Wheel of Time Nation: Karaelyn Midorie–Shayol Ghul

Most Likely to Win but Not Even Know They Were Nominated: Sela Narian

Appendix E: Facebook statistics

Traffic remained pretty consistent over the past 6 months since we implemented analytics.



Theoretically we can tie some of the peaks in activity to social media. For example, the spike in November 28–December 1 directly correlates with the bonding announcement of Jenalla and Bayrd, the December 1 announcement of 4 new positions, and December 13–14 with Master or Mistress of Accepted and Soldiers hiring post.

Social media is the second largest channel for driving traffic to the site:

Default Channel Grouping	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	161,909 % of Total: 100.00% (161,909)	8.93% Avg for View: 8.91% (0.28%)	14,459 % of Total: 100.28% (14,418)	16.30% Avg for View: 16.30% (0.00%)	13.18 Avg for View: 13.18 (0.00%)	00:14:33 Avg for View: 00:14:33 (0.00%)
1. Direct	93,893 (57.99%)	5.94%	5,581 (38.60%)	15.26%	13.03	00:13:47
2. Social	28,298 (17.48%)	7.43%	2,103 (14.54%)	11.70%	13.19	00:14:37
3. Organic Search	24,472 (15.11%)	21.18%	5,183 (35.85%)	27.32%	10.42	00:13:13
4. Referral	15,246 (9.42%)	10.44%	1,592 (11.01%)	13.49%	18.47	00:21:10

With Facebook being the largest referral of social traffic:

source / medium	Sessions ? ↓	% New Sessions ?	New Users ?
	19,784 % of Total: 12.22% (161,909)	1.62% Avg for View: 8.91% (-81.78%)	321 % of Total: 2.23% (14,418)
1. facebook.com / referral	17,712 (89.53%)	1.37%	242 (75.39%)
2. m.facebook.com / referral	1,463 (7.39%)	0.55%	8 (2.49%)
3. l.facebook.com / referral	375 (1.90%)	18.93%	71 (22.12%)
4. lm.facebook.com / referral	234 (1.18%)	0.00%	0 (0.00%)

Social networks by channel bring in the following numbers:

Social Network	Sessions	% Sessions
1. Facebook	19,784	69.91%
2. Twitter	7,291	25.77%
3. reddit	1,073	3.79%
4. Google+	44	0.16%
5. Pinterest	32	0.11%

We believe that the recent increase in reddit activity is due to increased activity on Tumblr.

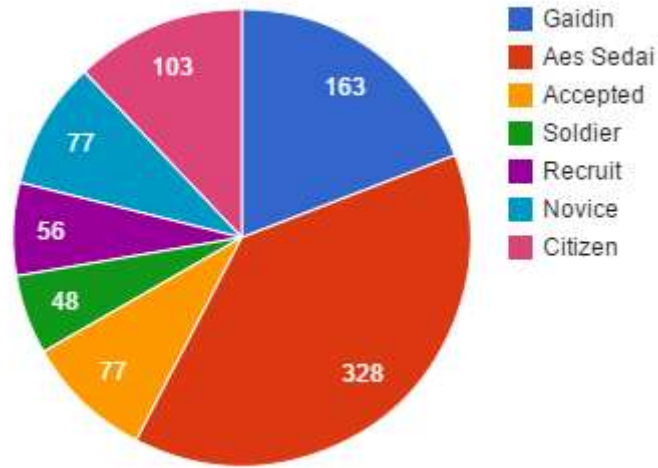


While 25–30 users consistently respond to our specific posts related to specific threads (usually TVT or site announcements), the majority of traffic goes directly to the site forums or to their Ajah/Company pages from social media, according to the top 10 landing pages visited from social media:

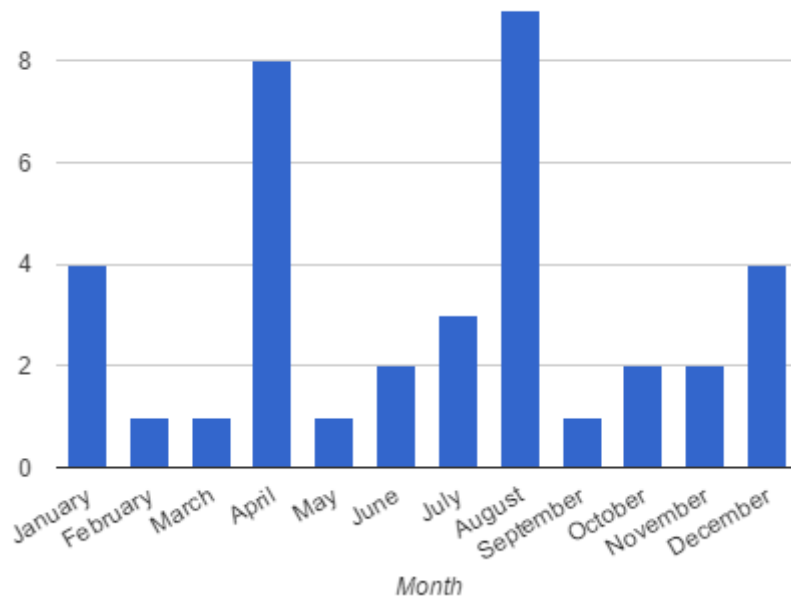
1.	www.tarvalon.net/forum.php	10,505 (37.13%)	148,891
2.	www.tarvalon.net/content.php?126-welcome-to-tarvalon-net=	5,123 (18.11%)	83,097
3.	www.tarvalon.net/subscription.php	1,834 (6.48%)	26,431
4.	tarvalon.net/	1,688 (5.97%)	3,482
5.	www.tarvalon.net/usercp.php	948 (3.35%)	10,683
6.	www.tarvalon.net/content.php	719 (2.54%)	15,002
7.	www.tarvalon.net/forumdisplay.php?229-Gaming=	438 (1.55%)	2,182
8.	www.tarvalon.net/forumdisplay.php?112-Current-Events=	281 (0.99%)	2,092
9.	www.tarvalon.net/forumdisplay.php?150-White-Ajah-Sitting-Room=	249 (0.88%)	1,763
10.	www.tarvalon.net/forumdisplay.php?147-Gray-Ajah-Sitting-Room=	217 (0.77%)	2,812

Appendix F: Membership Statistics

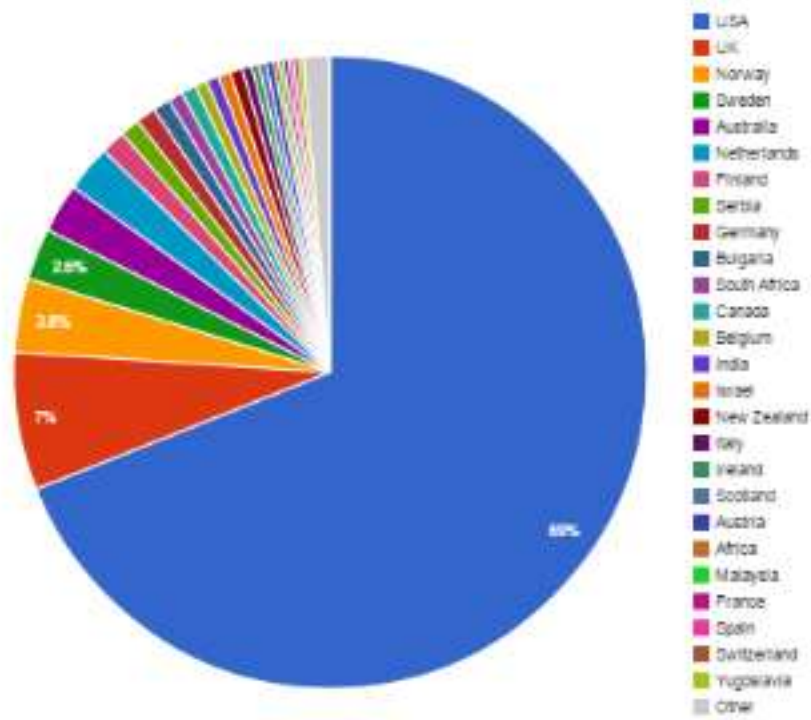
Members by Rank



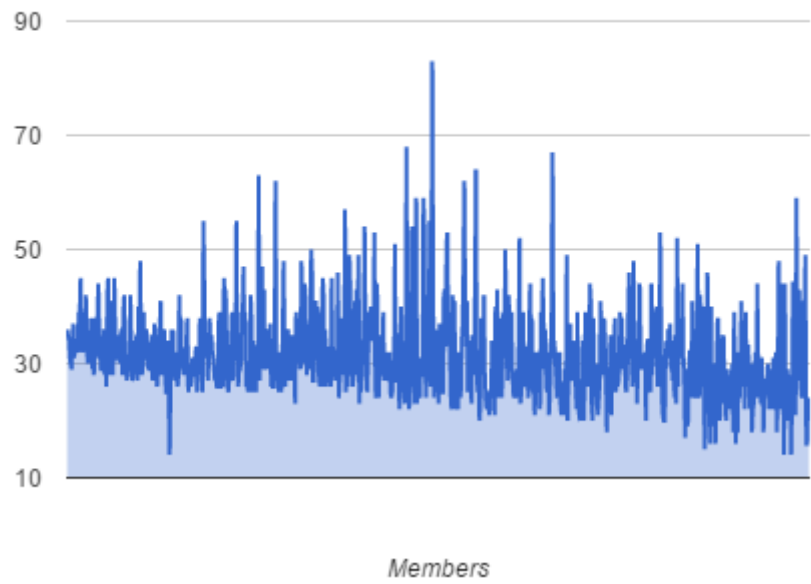
Member joining by month



Members by Location



Members by Age



Appendix G: Volunteer Lists

Community Outreach

Community Care Coordinator

Laithean Cor'dazar: January 1–December 31

Staff

Anarie De'Thain: January 1–June 14

Avendaella Tikvah: January 1–December 31

Brandon Tataru: January 1–December 31

Calypsa al'Nicolai: January 1–June 14

Kitan Tataru: June 14–December 31

Leo Kian: January 1–June 14

Siera al'Cere: January 1–December 31

Tree al'Rotture: January 1–December 31

Servant of All

Servant of All Coordinator

Siusane al'Cuyler: January 1–December 31

Servant of All Staff

Ebona din Casei: January 1–January 19

Outreach Activities

Outreach Activities Coordinator

Alora Sionn: December 23–December 31

Amarande al'Kalin: January 1–December 23

Outreach Activities Team

Analiese Sinclaer: October 4–December 31

Anarie De'Thain: January 1–January 19

Cahalan Sothron: January 19–June 14

Charis Delphi: January 1–June 14

Dareth d'Rahien: January 1–January 19

Elania al'Manir: January 19–June 14

Kassidy Rose DaiShan: January 1–December 31

Kerwin Thaumiel: June 14–December 31

Kymo Ambray: January 1–January 19

Onis O'Leia: January 1–December 31

Sarramy Valtiele: January 1–January 19

Syera Faelron: January 1–December 31

Taelinn Dolivras: January 1–June 14

Events and Conferences

Mistress of Revels – Britain and Ireland

Loreniel Killan: January 1–December 31

Mistress/Master of Revels – Continental Europe

Vacant

Mistress of Revels – North America

Vivianna L'antreau: April 14–December 31

Lillian O'Neeus: January 1–April 13

Mistress of Revels – South Pacific

Vacant

Conference Coordinator

Serenla Tamowith: March 25–December 31

Serinia Edoras: January 1–March 24

Legal Research Team

Atreyu Silverstar: January 1–December 31

Anirfyan Dayen: January 1–December 31

Alyssa Letherio: January 1–December 31

Marketing

Marketing Project Manager

Siera al'Cere: January 1–December 31

Graphics

Graphics Development Team

Anarie De'Thain: January 1–December 31

Ashara Koh'inor: December 1–December 31

Dnae Ila: January 1–December 31

Elania al'Manir: January 1–December 31

Megana Vallentin: January 1–February 10

Selvyn al'Aran: January 1–December 31

The Tar Valon Times

TVT Editor

Maibella Rhoiden: January 1–December 31

Assistant Editor

Kyla Sterling: March 20–December 31

Zandera Sommers: January 1–March 19

TVT Writers

Alyccea Nymaessene: January 1–December 31

Asandra al'Terra: January 1–December 31

Barmacral Tigana: January 1–May 31

Deleios Cherchenuit: January 1–November 28

Elyss Koh'inor: January 1–December 31

Eli Soljourn: June 1–December 31

Erin al'Denael: January 1–November 28

Jaim al'Bearach: June 1–November 28

Kitan Tataru: June 1–December 31

Kyla Sterling: January 1–December 31

Lyara Tieran: January 1–May 31

Nebka Galyn: June 1–December 31

Nymala Ingasy: January 1–December 31

Raevyn Tsornin: December 1–December 31

Sailea Nerid: January 1–April 14

Samarasin Tavaral: December 1–December 31

Stephen Lighthouse: June 1–December 31

Taelinn Dolivras: January 1–December 31

Theolyn Maryash: January 1–November 28

Ty al'Djinn: January 1–December 31

Tyla al'Mere: January 1–December 31

Zandera Sommers: January 1–May 18

Social Marketing

Social Marketing Manager

Ne'mireth Delvar: January 1–December 31

Social Marketing Team

Almira ni'Caldazare: May 31–December 31

Aintza Bisera: January 1–June 1

Anarie De'Thain: January 1–May 1

Avelina Ermen: January 1–May 1

Chalisea t'Veatrix: January 1–December 31

Elania al'Manir: December 1–December 31

Enelya al'Morna: January 1–December 31

Larallele Susandrea: January 1–December 31

Owena al'Saturni: January 1–December 31

Relinya Ryviarra: May 31–December 31
Stasia t'Andrei: May 31–December 31
Serenla Tamowith: May 31–December 31
Tree al'Rotture: May 31–December 31

Membership

Junior Member Administrators & Staff

Mayor

Kassidy Rose DaiShan: January 1–December 31

Welcoming Committee

Greeter: Cahr Ystian: October 1–December 31
Greeter: Zelinea Aldevron: October 1–December 31
Scribe: Izabella Serra: October 1–December 31
City Architect: CHaelca Trevelyan: October 1–December 31
City Architect: Sailea Nerid: October 1–December 31
Greeter: Sailea Nerid: February 4–October 1
Greeter: Amarande al'Kalin: February 4–October 1
Scribe: Elania al'Manir: February 4–October 1
Scribe: Amina Coram: February 4–October 1
Scribe: MycHael Ritoryn: January 1–October 1
City Architect: Inanna Landred: February 4–October 1
Greeter: Theolyn Maryash: January 1–February 3
Greeter: Raena Tigana: January 1–February 3
Greeter: Ashara Koh'inor: January 1–February 3
Scribe: Loraella Melodie: January 1–February 3
City Architect: Cold Manshima: January 1–February 3

Master/Mistress of Novices and Recruits

Theolyn Maryash: February 3–December 31
Nymala Ingasy: January 1–February 2

Master/Mistress of Accepted and Soldiers

Padron Kerenmosa: January 1–December 31

Senior Member Administrators & Staff

Blue Head of Ajah

Kyla Sterling: January 1–December 31

Blue Heart of Ajah

Cahalan Sothron: July 1–December 31

Alora Sionn: January 1–June 30

Brown Head of Ajah

Loraella Melodie: January 1–December 31

Brown Heart of Ajah

Keara Careen: January 1–July 9

Avery d'Itkarya: July 10–October 30

Lillian O'Neeus: November 1–December 31

Gray Head of Ajah

Marivea al'Corriyi: April 1–December 31

Taelinn Dolivras: January 1–March 31

Gray Heart of Ajah

Imzadi Hopewind: July 1–December 31

Maibella Rhoiden: January 1–June 30

Green Head of Ajah

Roheryn Galghandhrei: January 1–December 31

Green Heart of Ajah

Tsubasa Kamui: April 1–December 31

Xylina Tyloredrid: January 1–March 31

Red Head of Ajah

Katherine Avery: January 1–December 31

Red Heart of Ajah

Ajailyn Morrivinna: October 1–December 31

Ealandrelle Melyma: January 1–September 30

White Head of Ajah

Andra Mikolan: January 1–December 31

White Heart of Ajah

Kassina Tendar: October 1–December 31

Larabelle Susandrea: January 1–September 30

Yellow Head of Ajah

Luna Morn: April 1–December 31

Raeviendha al'Toma: January 1–March 31

Yellow Heart of Ajah

Naedys Channirra: October 20–December 31

Inanna Landred: April 1–October 19

Luna Morn: January 1–March 31

Dai M'Hael Company Commander

Brandon Tataru: January 1–December 31

Dai M'Hael Honor Guard

Drake O'Neeus: July 1–December 31

Deleios Cherchenuit: January 1–June 30

Mahdi'in d'ma Dieb Company Commander

Raam Sho'am: January 1–December 31

Mahdi'in d'ma Dieb Honor Guard

Jeryn Lekar: April 1–December 31

Murasaki al'Aevon: January 1–March 31

San d'ma Shadar Company Commander

Locus Sarania: January 1–December 31

San d'ma Shadar Honor Guard

Ty al'Djinn: January 1–December 31

Val'Cueran Company Commander

Euriel Than: June 5–December 31

Cieon Maralyn: January 1–June 4

Val'Cueran Honor Guard

Braedan Fearghal: June 1–December 31

Gedhan Audax: January 1–May 31

Moderators and Operators

General and Frivolous Fun

Mejjad Martnandi: January 1–January 11

Cahalan Sothron: January 12–December 31

Sailea Nerid: January 1–December 31

Mafia

Asandra al'Terra: January 1–October 2
Barmacral Tigana: January 1–May 3
MycHael Ritoryn: May 8–December 31
Stephen Lightheart: October 3–December 31

Current Events

Ayendra Kisharad: May 3–October 2
Aran Cherubim: May 3–October 2
Halan Leion: January 12–May 2
Niere al'Aman: January 1–January 11
Atreyu Silverstar: October 3–December 31
Drake O'Neeus: July 5–December 31
Leira Galene: January 1–December 31
Ty al'Djinn: January 1–December 31

Olde Warder and Hen

Anarie De'Thain: January 1–January 11
Calypsa al'Nicolai: January 12–July 4
Avery d'Itkarya: July 5–December 31
Luna Morn: January 1–December 31

Book Forum

Sabriane Diamodred: January 1–January 11
Asandra al'Terra: January 12–July 4
Aduiavas Ida: January 1–December 31
Chiyuki Nohara: July 5–December 31

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

Mendo Cath: January 1–January 11
Elania al'Manir: January 1–July 4
Sarramy Valtiele: January 12–July 4
Elanda Tonil: July 5–December 31
Nyavene al'Meer: July 5–December 31

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

Asandra al'Terra: January 1–January 11
Nyavene al'Meer: January 12–July 4
Barmacral Tigana: January 1–December 31
Arisaema Draconis: July 5–December 31

Master of Chat

Deoan Kakarot: January 1–December 31

Chat Operators

Ahmyra al'Ruley: January 1–December 31

Amarande al'Kalin: January 1–December 31

Aryawnah Federov: January 1–December 31

Blu al'Eloquene: October 3–December 31

Iria Saronin: May 3–October 2

Jeryn Lekar: January 1–December 31

Marivea al'Corriyi: January 1–May 3

Mejjad Martnandi: January 1–December 31

Mendo Cath: January 1–December 31

Nymala Ingasy: January 1–December 31

Syera Faelron: October 3–December 31

Research and Records

Assistant to Director of Research

Eniara Kisharad: January 1–December 31

Headmistress

Charis Delphi: January 1–December 31

Historian

Bryher al'Venna: January 1–June 5

Jeffan Caliarthan: July 7–December 31

Nyavene al'Meer: January 1–December 31

Events Historian

Eniara Kisharad: January 1–December 31

Awards Historian

Sailea Nerid: March 3–December 31

Annual Reports Project Manager

Isarma Maracanda: January 1–December 31

Membership Survey Project Manager

Cahalan Sothron: January 1–31 March

Technology

Master of the Watch

Azi al'Thone: January 1–May 9

Defen Estrator: January 1–December 31

Erin al'Denael: May 10–December 31

Site Designer

Siera al'Cere: January 1–December 31

Megana Vallentin: January 1–April 12

Tower Gatekeeper

Melearlin Valar: January 1–December 31

Belgareth Kiarc: January 1–December 31

Staff

Deoan Kakarot: March 19–December 31

Kerwin Thaumiel: March 19–December 31

MycHael Ritoryn: February 21–December 31

Ty al'Djinn: January 1–December 31

Vealdan Annalin: March 19–December 31

Barmacral Tigana: January 1–February 24

Calypsa al'Nicolai: January 1–April 19

Erin al'Denael: January 1–May 9

Zhareen Narelle: January 1–February 24

Non-Departmental Staff

Hall of the Tower

Blue

Alessandra Estelle: April 1–September 30

Asandra al'Terra: October 1–December 31

Leo Kian: April 1–September 30

Morgana Arakos: October 1–December 31

Shariyan Al'Feay: January 1–March 31

Vivianna L'antreau: January 1–March 31

Brown

Adolla Ceryia: October 1–December 31

Eluial Aldaran: April 1–September 30

Karaelyn Midorie: January 1–March 31

Leira Galene: April 1–September 30

Narysse a'Jahar: October 1–December 31

Shaerlyn Storna: January 1–March 31

Gray

Chiyuki Nohara: April 1–December 31

Ilyana Mandorallen: April 1–September 30

Imzadi Hopewind: January 1–March 31

Jordan Rayne: October 1–December 31

Marivea al'Corriyi: January 1–March 31

Green

Melisande Arneil: October 1–December 31

Ninya Evoneigh: October 1–December 31

Sephrenia Noita: April 1–September 30

Tree al'Rotture: January 1–March 31

Thoridyss Wyborn: January 1–March 31

Xylina Tyloredrid: April 1–September 30

Red

Ajailyn Morrivinna: January 1–March 31

Ealandrelle Melyma: October 1–December 31

Sabriane Diamodred: January 1–March 31

Samarasin Tavaral: October 1–December 31

Relinya Ryviarra: April 1–September 30

Valadilene Aldieb: April 1–September 30

White

Aduiavas Ida: January 1–March 31

Ahmyra al'Ruley: April 1–December 31

Avendaella Tikvah: January 1–March 31

Kitan Tataru: April 1–September 30

Stephen Lightheart: October 1–December 31

Yellow

Khisanth al'Danya: April 1–September 30

Nyavene al'Meer: January 1–March 31

Raeviendha al'Toma: October 1–December 31

Winterdawn Lightheart: January 1–December 31

Dai M'Hael

Aulrick Vendour: April 1–September 30

Deleios Cherchenuit: October 1–December 31

Deoan Kakarot: January 1–March 31

Eli Soljourn: April 1–September 30

Jaim al'Bearach: January 1–March 31 & October 1–December 31

Mahdi'in d'ma Dieb

Barmacral Tigana: January 1–December 31

Jeryn Lekar: January 1–March 31

Murasaki al'Aevon: October 1–December 31

Pip al'Dealys: April 1–September 30

San d'ma Shadar

Jas'yn Al'Dragoran: January 1–September 30

Ty al'Djinn: April 1–December 31

Soronhen Ciryaher: January 1–March 31 & October 1–December 31

Soronhen Ciryaher: October 1–December 31

Val'Cueran

Rienn al'Etyra: October 1–December 31

Jarin Mayani: October 1–December 31

Daegan Al'Calder: April 1–September 30

Euriel Than: January 1–June 6

Gedhan Audax: January 1–September 30

Membership Activities Coordinator

Melisande Arneil: January 1–December 31

Legal Counsel

Hammar O'Justice: January 1–December 31