



TarValon.Net
1926 Rosalie Ridge Dr NE
Huntsville, AL 35811

2023 Annual Report

TarValon.Net, Inc. Annual Report 2023

Property of TarValon.Net, Incorporated

Compiled and edited by Erin Miller

State of the Tower - Amyrlin/CEO Welcome

This year has been a return to stability for the Tower in many ways. There have been a few changes with a new Shatayan, and a few changes in the directors, administrators, and staff. The most significant changes made during the year were related to site membership. These included changing the age requirements for the site to 18+ to accommodate the fact that our membership is significantly older than when the Tower was started. Also, changes were made to the privileges of Unaffiliated Tower Sworn to include retention of all earned privileges such as bonding and access to bondmate membership areas. Sadly, the tower lost three members in 2023: Rand al'Ren, Rowanne al'Maeve, and Adra Ceaná. May their memory stay with us always.

Yours in the Light,

Cassie Dainar

The Watcher of the Seals

The Flame of TarValon.Net

The Amyrlin Seat

Statement from the Board of Directors

On behalf of the Board of Directors, I would like to take a moment to express our heartfelt gratitude to all of our members, as well as our dedicated Staff, Administration, and Executive team. Your unwavering dedication and hard work have played a pivotal role in sustaining the flourishing community that is TarValon.Net, and we are deeply grateful for your contributions.

This past year has been relatively tranquil for the Board, and we are thrilled to welcome AJ Sharma (myself) and Brandon Pitt as new additions to our team. Their fresh perspectives and expertise will undoubtedly help us to further our collective goals. We would also like to bid farewell to Brandy K. and Joseph Pistrutto, who have served with distinction during their tenure. We express our deepest gratitude for their contributions and wish them all the best in their future endeavors.

It is also our pleasure to announce the appointment of Owena as our new Shatayan. We believe that Owena's passion for our community and wealth of experience will make her an invaluable addition to our leadership team, and we look forward to working closely with her to further our collective goals. We also thank Cahalan for all of her hard work.

Looking to the future, it is our fervent hope that TarValon.Net will continue to evolve and thrive as a beacon of camaraderie and community. Together, let us embrace the journey ahead, standing as one in the enduring spirit of our chosen family.

Thank you all for your unwavering support and commitment.

Sincerely,

AJ Sharma
Chairman of the Board of Directors

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Keeper/COO

This position serves as the Chief Operations Officer of TarValon.Net. It is responsible for the Departments of Events and Conferences, Marketing, Outreach, and Technology as well as administrative functions within the Tower.

Annual Overview

The past year was one of catching-up on documentation. We released the 2021 Annual Report on March 18, 2023. The 2022 Annual Report followed on May 17, 2023. We brought back the Membership Survey in July, and used that data to inform decisions throughout the fall and winter in our various departments.

Previously known as the “Keeper” Awards, this year we changed them to the “Officer” Awards and solicited information from our officer group to give kudos to those working hard in Administrator and Staff positions. We also added an award called “Initiative of the Year” to reward team and/or group efforts within our community. Recipients of the 2023 Officer Awards can be found in Appendix C.

Department leadership stayed mostly steady, with three Directors overseeing their departments for the entire year: Ahmyra al’Ruley (Events and Conferences), Siera al’Cere (Marketing), and Qamra Daielin (Technology). Faeril Munlear stepped down from the position of Director of Outreach effective December 3, 2023. Siusane al’Cuyler stepped into that role on December 25, 2023

Looking Forward to 2024

In 2024, I hope to continue the momentum established in 2023 regarding documentation. As of now, we have caught up with the backlog of Annual Reports and brought back the Membership Survey.

I also hope that in the coming year, we can work as a community to be more positive and understanding regarding demands on our administration. We are all volunteers, and most (if not all) do work for TarValon.Net on top of our full-time jobs and lives.

Erin al’Denael
Keeper of the Chronicles

Cordamora/CMO

This position serves as the Chief Membership Officer of TarValon.Net. It is responsible for the Department of Membership, Department of Online Events, Mediation, and Moderation.

Annual Overview

This year saw the creation of TarValon.Net's Community Council, a discursive body overseen by the Cordamora composed of representatives from all membership groups. The Hall of Sitters and Warder Council remains the sole voting body for member advancement through the Tower and exists as a subcommittee of the Community Council. This body is designed to propose and discuss issues, bring forth creative solutions, and advise the executive staff when needed.

The inaugural Community Council took their positions April 1st, 2023 and tackled issues including defining the terms of service to the Council for non-Resident Citizens, Novices, Recruits, Accepted, and Soldiers. Additionally the Council took on the issue of refining the nomenclature used in the community. To better serve our membership and thanks to the Community Council, 2023 saw the replacement of the terms *Junior Members* (JM) and *Senior Members* (SM) with *Tower Initiates* (TI) and *Tower Sworn* (TS) respectively. TI covers all Novices, Recruits, Accepted, and Soldiers whereas TS refers to Aes Sedai and Gaidin. Citizens and Resident Citizens retain those titles.

Additionally, the TarValon.Net Membership Manual saw an update to the age requirements for membership. All new members must be 18 years of age or older with few exceptions. First, current members under the age of 18 are grandfathered in and in accordance with the TarValon.Net Bylaws will not lose their membership, rank, or any benefits of membership. Second, children or dependents under the age of 18 may join with written consent from a parent or guardian who is a member.

Finally, a twice monthly Happy Hour with Tree began in the TarValon.Net Official Discord server providing members with an opportunity to directly connect with the Cordamora and one -- and often more than one -- of our Officers in a social capacity and provide the opportunity to directly discuss community concerns. These have grown steadily in popularity and beginning in November special guest appearances have occurred featuring JordanCon leadership and the Amyrlin Seat.

Looking Forward to 2024

The Community Council has been engaged in a thorough discussion regarding our existing Mentorship Program, identifying shortcomings and areas for improvement. This discussion was incredibly informative and will be used in the creation of a revised Mentorship Program to take effect in early 2024. Early 2024 will also see discussions surrounding accessibility and via a partnership with the Archivist and the Director of Research and Records a top-level review of our Merits program.

A number of further updates to our Membership Manual, Code of Conduct, and Accountability Guide are slated for 2024, including but not limited to: improved definitions to allow improved enforcement of our Code of Conduct, content warnings for activities and events, defining Discretionary Raising parameters, and updated means and methods for advancement through the ranks to better reflect current community engagement in 2024 and onward.

An overall focus toward community-wide engagement will continue to influence decisions regarding the day-to-day operations of social aspects of the organization. In 2024, I am aiming to see a significant increase in interaction between members of differing membership groups and am hoping to make demonstrable progress in pulling members out of private satellite servers membership-group exclusive spaces and back into community-wide spaces and activities.

Tree
Cordamora

Tower Archivist / Secretary

The Tower Archivist is responsible for maintaining the Tower's records. It also oversees the Department of Research and Records.

Annual Overview

The Membership Manual re-write is an ongoing process, but we have now re-written and simplified the sections for Citizens and Tower initiates and have updated to use the terms Tower Sworn and Tower Initiate when needed.

We reviewed the Virtual Merits and concluded that our initial estimation of how easy they would be to attain was too high, and so relaxed the standards of attendees from a minimum of ten to a minimum of five. We also implemented a gold merit for some of them, as it was apparent that some people were making a long-term commitment to host events. We also wanted to recognize that sometimes people were putting in effort to host or create events, but that these were not being sufficiently attended to be recognized. For these people, it could be important to their experience and they are still putting in effort. To address this, we created a new silver only merit so that such events would still be eligible for some form of recognition.

Looking Forward to 2024

For the next year, the aim is to fully update the Membership manual and to continue to work on making sure that the information in it is not only easy to understand, but easy to find.

We also intend to review the Merits to see if there are ways people are contributing that are not currently recognized. We will decide if any of them should be retired. We will also review to see if any could be reconfigured, either in terms of what is needed to earn the merit, or the amount of effort/contribution to earn it.

Toral Delvar
Archivist

Shatayan/CFO

The Shatayan maintains the tower general ledger; prepares the annual budget, monthly reports, and taxes; and makes any payments necessary for tower events or the normal business or maintaining the website.

Annual Overview

Fiscal year 2023 saw a decrease in both income and expenses, both proportionally by approximately 29%. For income, contributions were down, but gross income for events went up (totalling decrease of approx \$5,300). Patreon revenue started coming in May 2023; it brings in approximately \$115 a month. For expenses, event and “other expenses” decreased (totalling decrease of approx \$5,800). Linode, Google Workspace, Canva, and Ramnode had unchanged monthly/yearly expenses throughout the year. Riverside PM was added in November 2023 to house our podcast.

Looking Forward to 2024

Live Events Anni 2023 & Spring Fling 2024 are budgeted to be self-funding for the fiscal year. JordanCon 2024 advertising is budgeted, although a small amount might be redirected to advertise at WotCon, if applicable. Patreon will continue to be a revenue stream. We will look into opportunities to increase its revenue.

Financial data is given in Appendix A.

Owena al'Saturni
Shatayan

Department of Events and Conferences

This department is responsible for all aspects of our member-attended real-life events. We find locations to host events worldwide, then we plan and execute them.

Annual Overview

Staffing

We had some staffing changes in 2023. Sorohnen Ciryaher stepped down from Master of Revels - North America (MoR-NA) and Alenya Al'Roran was hired. Fenya al'Caem was hired as our Conference Coordinator. With no Euro Party this year, Aduiavas Ida's role of Mistress of Revels - EU was temporarily suspended pending review.

Euro Party

Unfortunately, we did not have a formal Euro Party in 2023. There was instead a local event arranged by a small group of members.

Anniversary Party

Anni 2023 was held in New Braunfels, Texas on October 20-23, 2023 at the Summit Vacation & RV Park. We had a total of 23 attendees and had a ton of fun. We had several events, including a ceremony investing Tree as our Cordamora, the raising of Laurien Achaur, one private in-person Bonding ceremony, the Amyrlin's Tournament, and a memorial walk/run for one of our fallen Gaidin. Our outreach this year was the Boy Scouts of America in memory of Rand al'Ren, our fallen Gaidin. We raised and donated \$1,500 through attendee and site-wide donations. Thank you to Dovienya el'Korim, Rand's bondmate, for organizing this.

Amyrlin's Tournament winners are as follows:

- Cards Against MDD - Laurien Achaur
- SDS Foam Swords - Laurien Achaur
- Are you a Werewolf? (Mafia with a twist) - Shaun al'Ruley
- Mini Putt with a Plan[™] - Sorohnen Ciryaher (who won this one much to Mother and Ahmyra's dismay)

Our Amyrlin's Champion, retaining her crown, was Laurien Achaur. Thanks, Texas for the beautiful weather!

JordanCon

JordanCon was held in Atlanta, Georgia on April 21-23, 2023. We had 47 attendees, either as staff or event goers.

Spring Fling

Our inaugural Spring Fling was held in St. Louis, Missouri on May 5-7, 2023 at The Pear Tree Inn - Union Station. We had 26 attendees, including 3 guests. We had one Raising (Veriendha ti al'Riaha). Attendees explored St. Louis, including trips to the Arch and Union

Station. Our Outreach this year was “The Buddy Fund.” They provide equipment and support for more than 70 local Saint Louis organizations who make it possible for under-privileged and at-risk kids to participate in organized sports activities. We were able to raise and donate \$300.

Looking Forward to 2024

Next year is looking to be a great year!

We have some upcoming changes to Euro Events and will be using this year as a trial to see how they work. Spring Fling will be in Lancaster, Pennsylvania with Roheryn ni Galghandhrei t'al'Djinn and Ty al'Djinn. Anni will be just outside Chicago, Illinois with Anika Forsyn and her group of assistants.

As always, we are looking for feedback on events that happened in 2023 and ideas for events in the future.

Ahmyra al'Ruley

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 TarValon.Net and maintains all logos. Marketing is responsible for the Tar Valon Times blog and putting branded merchandise in the store, as well.

Annual Overview

This year was another busy year for marketing, and we hit a lot of our targets. We put out a lot of content, and hit our goals with social media and the TarValon Talks podcast. Here's a breakdown of each area.

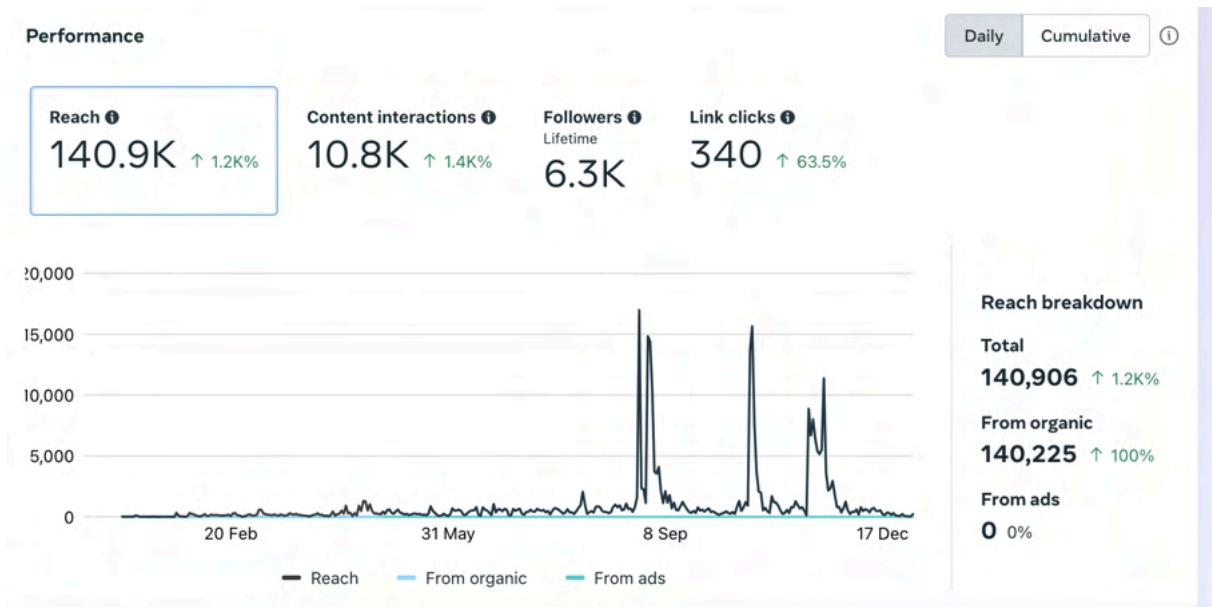
Graphic Development Team

This year, the GDT combined to accomplish over 30 requests, from social media images, to logos and events. We hope to continue to provide as many graphics to our community as we can in 2024 and maybe focus on a few more merchandise ideas.

Social Media

Our social media team has crushed any goal and hit the (metaphorical) bat out of the park. We posted way more content this year and as such have overpassed any goal we made. We began using a new scheduling program that allows us to schedule posts for Facebook, Instagram, X, Mastodon, and Pinterest. The team has also done weekly/biweekly quizzes with lots of engagement and success.

A quick glimpse at our facebook insights over 2023:



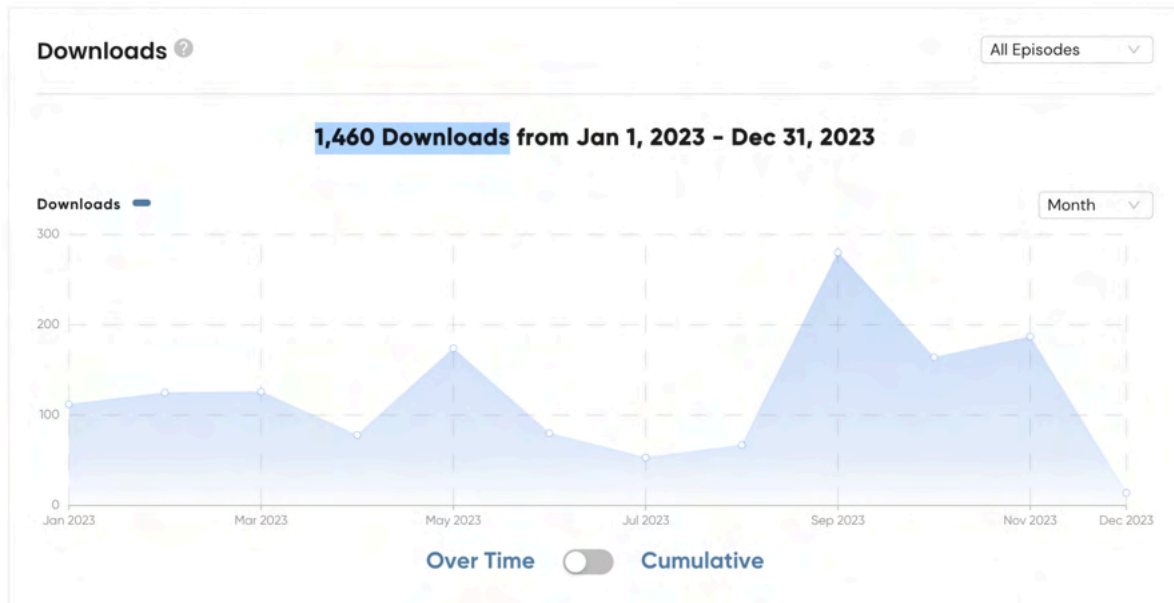


A few of our top performing posts on Facebook:

Post Image	Date & Time	Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
	October 17, 2023 06:30am	599	575	42,881	41,798	3.08%	—
	August 31, 2023 08:00pm	577	50	37,436	34,497	1.91%	—
	November 13, 2023 06:01am	645	290	31,666	30,832	2.98%	—

This was a great year for social media and the team deserves a huge round of applause for their amazing efforts.

The podcast put out 23 episodes this year, averaging about an hour an episode. This is so amazing and we hope you have enjoyed listening to the team! We had a total of 1,460 downloads in 2023. Here's a breakdown of the performance:



EPISODE NAME	PUBLISH DATE	DOWNLOADS
TarValon Talks Sounding of the Horn: Jordan Con 2023	May 4, 2023	71
TarValon Talks TarValon Talks Episode 8: The Wheel of Time on Prime Rewatch (Episode 1)	Jan 25, 2023	68
TarValon Talks Episode 18: The Gaidin Take Over	Jun 2, 2023	66
TarValon Talks Episode 17: The Lesser Known Characters	May 23, 2023	58
TarValon Talks TarValon Talks S2E4 The Wheel of Time on Amazon Prime Season 2 Episode 4	Sep 25, 2023	58
TarValon Talks Episode 9 The Wheel of Time on Prime Rewatch (Episode 2)	Feb 1, 2023	57
TarValon Talks Wheel of Time on Prime Season Two Preview	Aug 25, 2023	57
TarValon Talks TarValon Talks S2E1: Wheel of Time on Prime Episode 1	Sep 7, 2023	55

As shown, our top three episodes were; “Sounding of the Horn: Jordan Con 2023,” “Episode 8: The Wheel of Time on Prime Rewatch (Episode 1),” and “Episode 18: The Gaidin Takeover.”

Most people listen on iOS and listen through Apple Podcasts.

TarValon Times

We attempted to revive the TarValon Times this year, with little success. It is something we will be re-evaluating next year.

Looking Forward to 2024:

In 2024, We're going to re-evaluate the TarValon Times, and see what, if anything, we can do to revive it. We'll continue putting out the podcast as regularly as we can, continue with our social media presence, and hopefully host a class in order to try and get more members on the GDT so we are able to do more.

Siera al'Cere
Director of Marketing

Department of Membership

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

Annual Overview

The Builders' Grove launched with a big puzzle game to help build the lodge. Teams made up of a Tower Sworn and a Tower Initiate or Citizen had to search the Tower for keys to get puzzles to solve for each room. Then participants were asked to help name the rooms. Currently there is an ongoing Gallery of Introductions there.

The rules surrounding bonding and associated bondmate privileges for Unaffiliated Tower Sworn (UTS) were extended to include those held by any other Tower Sworn member; UTS may now form new bonds and have access to their bondmates Sitting Rooms or Great Rooms.

Staffing Changes

In 2023, all of our Membership Admins for the Tower Initiate and Citizen levels changed at various times. Our Mayor and Mistress of Accepted/Soldiers changed. Due to having no applications, our Mistress of Novices/Recruits agreed to stay on. The membership admins changed for the Green Ajah, the Red Ajah, the White Ajah, Dai M'hael, and Mahdi'in d'ma Dieb. The Head of the Blue Ajah stayed on for another term. The Brown Ajah, the Gray Ajah, the Yellow Ajah, San d'ma Shadar, and Val'Cueran admins remained unchanged.

Membership Numbers

We had six Tower Sworn rededicated to new user groups this year and seven members Raised to Tower Sworn. We had three members Raised to Accepted/Soldier and nine Raised to Novice/Recruit. We had seventeen members become Citizens.

Looking Forward to 2024

After consulting with the Community Council, we will be working on a plan as to how we can improve the mentorship program for our Tower Initiates. We hope to be able to construct a workable plan and implement it in 2024.

Membership statistics can be found in Appendix D.

Roheryn ni Galghandhrei t'al'Djinn
Director of Membership

Department of Online Events

This department is responsible for TarValon.Net's online events and engagement.

Annual Overview

This was an exciting year for the Department of Online Events. After many years of people asking, we successfully brought back Guilds! The “how” and “who” was a bit of a bumpy start, but with ideas from Alora and Analiese, who each served as the Guilds Coordinator, we officially opened the Guilds for use in March. Bel Tine, Shaoman, and the Feast of Lights were all successful events organized by the Online Activities Team, and the quantity of scheduled events in Discord picked up.

Staffing Changes

Nadezhda al'Lanahrin stepped down as Director in January, and the department was Directorless until March when Adina al'Mari was hired to fill the spot. As a result of the gap, no notes on the Department were preserved during the first few months of the year.

Changes throughout the year included doing away with the positions of Game Master, Guilds Coordinator, and Online Activities Coordinator. Prior to my coming into the Directorship, Game Masters had largely become inactive despite their best efforts to engage people. Due to the rise of the Gaming Guild, and the lack of participation from the wider site membership, the decision was made to retire the position. The Gaming Guild has picked up active people interested in discussing and playing games regularly together. The positions of Online Activities Coordinator and Guilds Coordinator became vacant due to people stepping down, and were not refilled.

Freeweeks

April's Bel Tine opened up with an Earth Day celebration, and its theme was “Menagerie.” Jorell al'Racha wrote a wonderful little program that counts spam for the Spamathon contests, which thankfully saved the Online Activities Team (OAT) from having to hand-count everything. Many shenanigans were had.

Our Shaoman celebration also began in October, and went through the beginning of November. The theme this year was “Mythos and Fairytales.” Things went as per usual with shenanigans, and a new bot appeared to make the counting bot count more.

Guilds

March marked the official launch of Guilds 2.0. After a minor blip in the system regarding how to structure a Guild, things were simplified and we were off and running. The first set of Guild Leaders were volunteered and/or elected by members of their own Guilds with terms officially beginning in May. This inaugural term was shorter than the terms going forward will be, in order to align with staff turnovers in other departments. The first full six month term began in October and will change over in April.

Eight out of ten Guilds achieved sub-forum status and have maintained slow, but steady activity levels since their inception. The remaining few are somewhat active in the greater Guild Hall. Many of the Guilds actively host events on Discord, the Craft 'n Chat and Dungeons and Dragons games have both become especially popular. Several "Guild-Sponsored" activities appeared during both Bel Tine and Shaoman. This was good because it increased engagement, and helped the OAT with fresh ideas. The Fiber Arts, Sewing, and Crafting Guild absorbed the contents of the former Costume/Cosplay Discussion Hall.

Feast of Lights

The year ended with the Department of Online Events hosting Feast of Lights in lieu of the Department of Outreach. This was such a lovely, cozy event. It was nice to take things at a slower pace, and not worry about counting spam or competing in any way. Using the Faire Ground Fairy to send Lights from member to member was a pleasant experience. Visually, it actually looked like spreading lights as people added them to their signatures. I would like to do this kind of event again.

Looking Forward to 2024

We wrapped up the Feast of Lights during the first week of January. We had a good amount of activity and made some positive connections with each other. Starting in January, we are participating in an ongoing collaboration with the Social Media Team to create a spot-lighted event for each membership group. From our end, it will mostly be scheduling and providing support for the groups as needed. The Takeover events are scheduled to go through July. We will be co-hosting at least one book reading event with the Servant of All Team, and I am always on the lookout for cross-departmental events if the opportunity presents itself. The OAT will continue with their usual Bel Tine and Shaoman events, and have a fun surprise coming for the summer. In an effort to cut down on redundancy, additional Discussion Halls will be combined with a corresponding Guilds over the coming year.

Adina al'Mari
Director of Online Events

Department of Outreach

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

Annual Overview

Faeril Munlear, as Director of Outreach for 2023, carried out regular programs including the Tower fundraiser, Robert Jordan Memorial Scholarship, and the blood drive, in addition to overseeing the Servant of All Coordinator and Team. New or unique activities for the year included developing a Patreon program for TarValon.Net and a special charitable focus for Anni with a personal connection to site members.

Fundraisers

The theme for our Tower fundraiser was "Free the Tree!" Tree Sedai managed to steal all the crowns in the world, and went to jail for it. Lucky for her, the people of Tar Valon came together to raise bail and set her free. (Others may have been locked up in the process...)

The fundraiser ran from August 26, 2023 until September 26, 2023, and raised \$2,230 from 30 unique donors.

In addition to the fundraising effort, the TarValon.Net Patreon kicked off in March 2023, as a way to provide further funds for community operations. Our Patreon currently has 38 subscribers.

Robert Jordan Memorial Scholarship

The scholarship application period was from March 15, 2023 until May 15, 2023.

Scholarships were awarded to Arisa Chue and Laura McGregor. Their essays can be found in the TarValon.Net Library.

Blood Drive

In 2023, three unique donors participated in the blood drive, with a total of ten donations between them (five pints of whole blood, five rounds of platelets). Donations were made in the United States and Sweden.

Servant of All

The year began with Lilli O'Neeus as the Servant of All Coordinator; Nebka Galyn took over the position in July 2023. Servant of All Team members throughout the year included Alexr al'Petros, Ananke Ruadh, Idine Espanyas, and Polegnyn Nemeera.

The Servant of All team continued to have monthly foci to raise awareness and share knowledge about specific causes. In January 2023, the team rolled out a Servant of All playlist on YouTube, with songs intended to inspire, encourage, and entertain during volunteer endeavors, and the community added songs throughout the year.

Real Life Events - North American Anni 2023

This year, a special event, the Anni Memorial 5K (or “Rand Run”), was inspired by the life of Rand al’Ren, Gaidin of Val’Cueran, who passed away in 2023. Dovienya el’Korim and Alexr al’Petros organized this, which took place during Anni on October 21, 2023. In conjunction with the run, approximately \$1,500 was raised and donated to the Boy Scouts of America in honor of Rand.

Looking Forward to 2024

Faeril Munlear stepped down from her position in December 2023, and Siusane al’Cuyler was hired in December 2023. Goals for the next year include the following: assessing the Patreon program; celebrating the 10th anniversary of the blood drive and growing participation; and working with the Events team to coordinate charitable activities for real-life events. Because Nebka Galyn has recently resigned from being Servant of All Coordinator, hiring for a new coordinator is expected in early 2024. After that, the Director will work together with the Coordinator to consider what the Servant of All program should look like.

Siusane al’Cuyler
Director of Outreach

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.

Annual Overview

After the implementation of the new Membership nomenclature, where Citizens and Resident Citizens would now be called the Citizenry; the Novices, Recruits, Soldiers and Accepted, would now be combined under Tower Initiates; and the Aes Sedai and Gaidin would now be called Tower Sworn, this opened a lot of work in the Library to change from old to new nomenclature. Slowly but surely, the Tower Historian took on this responsibility and changed a lot of the now outdated pages to current terminology, to avoid confusion. It is possible that we have missed some pages, so please be patient with us, or contact library@tarvalon.net about it.

The Wheel of Time Season 2 came out on September 1, 2023 after a very long wait! The Library is slowly gathering new articles for Season 2 and updating older articles with information from the new season. Thank you to everyone who contributed so far! Also, please do not hesitate to reach out with new ideas about Wheel of Time articles.

A new initiative that was introduced in 2023 is creating a Library logo and brand. This logo and branding will be worked on in collaboration with Marketing to ensure cohesion between the TarValon.Net forums branding and the Library. This will also include help from Technology with updates of the MediaWiki software, which should be happening in the next few months.

Looking Forward to 2024

In 2024, I would like to have finished visuals for the Library logo and layout. The plan is for the visuals to also include any necessary graphics for the Membership and Library Manuals for better readability of those big walls of text.

The Library is also always on the lookout for more writers and editors!

Ilverin Matriam

Director of Research and Records

Department of Technology

This department maintains all the technological systems that TarValon.Net uses.

Annual Overview

We had no big changes to the forum this year. We had a few minor updates to XenForo to keep the forum software up to date.

Our biggest changes were to Discord usage. We now are running the MEE6 bot to help with logging functionality so we could use new technology such as threads and forum style spaces which we tried out. We are continuing to tweak Discord functionality with the bot to automate some processes.

Looking Forward to 2024

Our changes to Discord were met with concern and confusion. A survey will be coming in 2024 to help address this and we will be making additional changes to Discord when the results have been analyzed. We expect that Discord will be changed on an ongoing basis to grow with our needs.

We also still need to update and move MediaWiki; this will be the focus over the summer months.

Qamra Daielin
Director of Technology

APPENDICES

Appendix A: Financial Data

Appendix C: Award Winners

Appendix D: Membership Statistics

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Appendix A: Financial Data


Current Year's Budget Results

	A	B	C	D	E	F	G	H	I	J
5										
6	2023 FY Budgeted Expenses					Total	2023 Expected Income			
7	Description	Date	Cost (Est)	Cost (Act)	Notes	\$ 15,595.53	Description	Date	Amount (Act)	Amount (Est) Notes
8	Social Marketing (M)	September	\$150.00		Boosting posts on Facebook	\$ 15,445.53				
9	Email Addresses (T)	September	\$1,152.00		Google Payment	\$ 14,293.53				
10	2022 Euro - Devon (E)	September			Euro tickets expected to cover costs	\$ 14,293.53	2022 Euro - Devon(E)	September		
11	Scholarship (O)	September	\$ 1,000.00		Two @\$500 each	\$ 13,293.53				
12	Domain Cost (T)	September	\$ 20.00			\$ 13,273.53				
13	Quickbooks Software (A)	October	\$360.00		Accounting Software	\$ 12,913.53				
14						\$ 15,913.53	Maintenance Fundraiser (O)	October?		\$ 3,000.00
15	2022 Anni - TN (E)	November			Anni tickets expected to cover costs (early est 10k)	\$ 15,913.53	2022 Anni - TN(E)	November		
16	Server Cost (T)	December	\$600.00		Linode: cost increase to \$50/month	\$ 15,313.53				
17	Xenforo Support (T)	December	\$80.00			\$ 15,233.53				
18	Podcast Hosting (M)	October	\$108.00		Squadcast	\$ 15,125.53				
19	2023 Spring Fling - TBA	March?				\$ 15,125.53	2023 Spring Fling - TBD	March?		
20	Awards (ME)	April	\$500.00		Amyrlin & Officer Awards	\$ 14,625.53				
21	JordanCon (E)	April	\$300.00		Toast and gifts	\$ 14,325.53				
22	Admin Euro Event Attendance (E)	April	\$ 500.00			\$ 13,825.53				
23	Giveaway Merch (M)	April	\$ 35.00		JCon Marketing	\$ 13,790.53				
24	Graphics Tools (M)	April	\$ 50.00		Canva Pro	\$ 13,740.53				
25	Backup Server (T)	June	\$ 80.00		Started June 2015	\$ 13,660.53				
26	Stock Images (M)	N/A	\$ 120.00			\$ 13,540.53				
27	Event Discounts/Shipping (E)	Per Party	\$ 750.00			\$ 12,790.53				
28	Fundraiser Prizes (O)	N/A	\$150.00			\$ 12,640.53				
29										
30										
31										
32										
33	(E) = Events & Conf		\$ 1,550.00			0.00%	(E) = Events & Conf		\$	
34	(M) = Marketing		\$ 1,035.00			0.00%	(M) = Marketing		\$	
35	(ME) = Membership		\$ 500.00			0.00%	(ME) = Membership		\$	
36	(O) = Outreach		\$ 1,150.00			0.00%	(O) = Outreach		\$ 3,000.00	
37	(T) = Technology		\$ 1,932.00			0.00%	(T) = Technology		\$	
38	(A) = Admin		\$ 360.00			0.00%	(A) = Admin		\$	
39	Total		\$ 6,527.00			0.00%	Total		\$ 3,000.00	
40										

Upcoming Year's Approved Budget

2024 FY Budgeted Expenses					Total	2023 Expected Income				
Description	Date	Cost (Est)	Cost (Act)	Notes		Description	Date	Amount (Act)	Amount (Est)	Notes
Social Marketing (M)	September	\$150.00		Boosting posts on Facebook	\$ 13,354.59					
Email Addresses (T)	September	\$1,152.00		Google Workspace: cost increase to \$51/month	\$ 13,204.59					
Scholarship (O)	August	\$ 1,000.00		Two @\$500 each	\$ 12,052.59					
Domain Cost (T)	September	\$ 22.17			\$ 11,052.59					
Quickbooks Software (A)	October	\$360.00		Accounting Software	\$ 10,670.42					
					\$ 13,670.42	Maintenance Fundraiser (O)	October?		\$ 3,000.00	
2023 Anni - TX (E)	October			Anni tickets expected to cover costs	\$ 13,670.42	2022 Anni - TX(E)	October			
Server Cost (T)	December	\$696.00		Linode: cost increase to \$58/month	\$ 12,974.42					
Xenforo Support (T)	December	\$80.00			\$ 12,894.42					
Podcast Hosting (M)	October	\$240.00		Squadcast-Nov starts Riverside.fm (29.00)?	\$ 12,654.42					
Podcast Transcription (M)	October	\$144.00		Descript	\$ 12,510.42					
2024 Spring Fling - PA	March				\$ 12,654.42	2023 Spring Fling - TBD	March?			
Awards (ME)	April	\$500.00		Amyrlin & Officer Awards	\$ 12,154.42					
JordanCon (E)	April	\$450.00		Toast and gifts	\$ 11,704.42					
JordanCon (M)	April	\$ 160.00		JCon Marketing	\$ 11,544.42					
Giveaway Merch (M)	April	\$ 35.00			\$ 11,509.42					
Graphics Tools (M)	April	\$ 120.00		Canva Pro	\$ 11,389.42					
Backup Server (T)	June	\$ 39.90		Started June 2015	\$ 11,349.52					
Patreon Rewards? (O)	August				\$ 12,825.52	Patreon income (O)			\$1,476.00	
Event Discounts/Shipping (E)	Per Party	\$ 750.00			\$ 12,075.52					
Fundraiser Prizes (O)	N/A	\$150.00			\$ 11,925.52					
New Banner (E)		\$100.00			\$ 11,825.52					
(E) = Events & Conf		\$ 1,300.00			0.00%	(E) = Events & Conf		\$		
(M) = Marketing		\$ 849.00			0.00%	(M) = Marketing		\$		
(ME) = Membership		\$ 500.00			0.00%	(ME) = Membership		\$		
(O) = Outreach		\$ 1,150.00			0.00%	(O) = Outreach		\$ 4,476.00		
(T) = Technology		\$ 1,990.07				(T) = Technology		\$		
(A) = Admin		\$ 360.00			0.00%	(A) = Admin		\$		
	Total	\$ 6,149.07			0.00%	Total	Total	\$ 4,476.00		
		1.87% increase						49.2% increase		
				\$	1,673.07					

Expense Breakdown Chart

TarValon.net Inc. 	
Profit and Loss	
September 2022 - August 2023	
	TOTAL
▼ Income	
Event Ticket Income	7,380.86
Fundraiser Income	3,557.10
Sales of Product Income	192.09
Uncategorized Income	514.88
Total Income	\$11,644.93
GROSS PROFIT	\$11,644.93
▼ Expenses	
Event Expense	9,790.24
Marketing Expense	220.77
PayPal Fee Expense	344.71
Prize Expense	150.00
Scholarship Expense	1,000.00
▼ Uncategorized Expense	
Bank Charges	-1,721.19
Technology Expense	1,103.08
Total Uncategorized Expense	-618.11
Total Expenses	\$10,887.61
NET OPERATING INCOME	\$757.32
▼ Other Expenses	
Unrealized Gain or Loss	0.00
awards expense	528.54
Exchange Gain or Loss	-74.97
Total Other Expenses	\$453.57
NET OTHER INCOME	\$ -453.57
NET INCOME	\$303.75

Statement of Cash Flows

TarValon.net Inc. 	
Statement of Cash Flows	
September 2022 - August 2023	
	TOTAL
▼ OPERATING ACTIVITIES	
Net Income	303.75
▼ Adjustments to reconcile Net Income to Net Cash provided by operations:	
Fundraiser Payable	-622.28
Total Adjustments to reconcile Net Income to Net Cash provided by operati...	-622.28
Net cash provided by operating activities	\$ -318.53
NET CASH INCREASE FOR PERIOD	\$ -318.53
Cash at beginning of period	20,076.82
CASH AT END OF PERIOD	\$19,758.29

Appendix C: Award Winners

Amyrlin Award Winners

<p>Philanthropist of the Year: Arinna Katal</p>	<p>This individual was selected based on their giving during Tower fundraisers as well as their general helpful and giving attitude which has been demonstrated in the Fitness Guild, welcome threads, and within their Ajah.</p>
<p>Volunteer of the Year: Tree</p>	<p>Selected for this award was someone who volunteered to step up into a very demanding role, hit the ground running, and has made huge strides in developing and launching new initiatives to make the Tower more representative of all members and more inclusive.</p>
<p>Unsung Servant: Arella Mathara</p>	<p>This member has worked in multiple roles and multiple departments and always seems to be willing to step up and lend a helping hand. Currently serving as our Mayor and working to make the experience of all our Citizens a wonderful thing.</p>
<p>Member of the Year: Alexr al'Petros</p>	<p>This is the biggest award that you can earn and the person I chose is someone who I could have given any of the other awards to this year. In spite of the fact that this is bound to require additional penances to keep his head from getting too big to fit in the MDD chambers.</p>

Officer Award Winners

Staff Members of the Year:

- Kelgan al'Moranwin, Forum Moderator
- Viktara Fen, Barkeep/City Council

Administrators of the Year

- Arella Mathara, Mayor
- Polegnyn Nemeara, Marketing Project Manager

Initiative of the Year

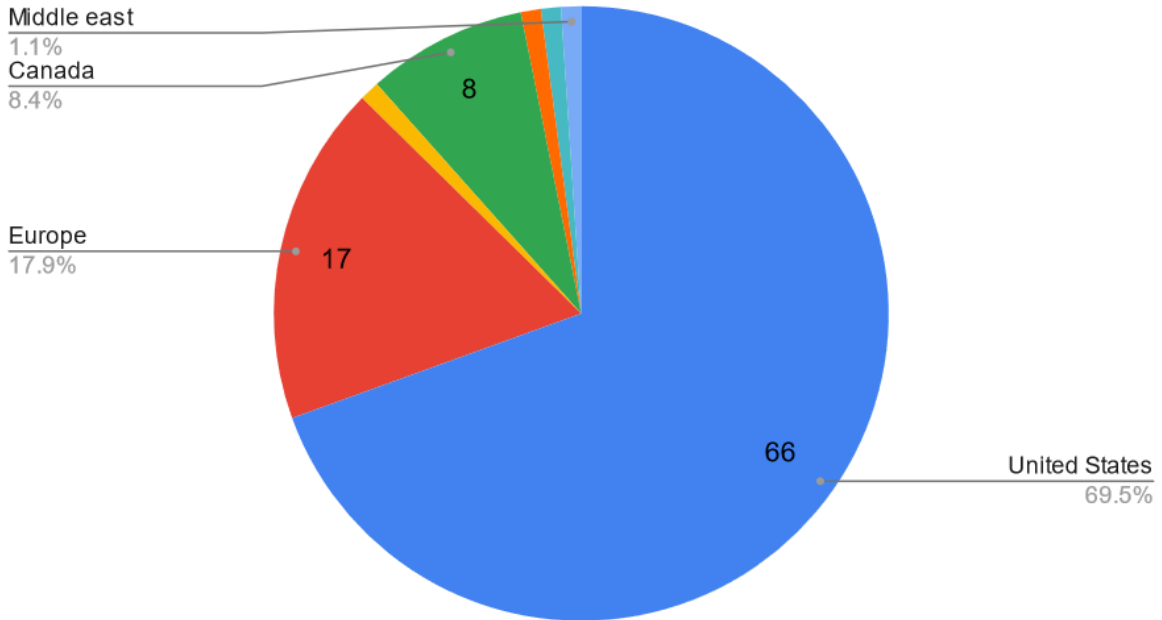
- Tar Valon Talks Podcast Team
 - Adolla Ceryia
 - Veriendha ti al'Riaha
 - Thaddius al'Guy
 - Dianna Melear
 - Fenya al'Caem
 - Ilverin Matriam

Members' Choice Awards

- Outstanding Gaidin Involvement: Alexr al'Petros
- Outstanding Aes Sedai Involvement: Tree
- Outstanding Tower Initiate involvement: Fenya al'Caem
- Outstanding Citizen Involvement: Boreas Silverfir
- Most Representative of Ajah or Company: Tree (Green Ajah)
- Most Welcoming: Alexr al'Petros
- Most Creative: Siera al'Cere
- Most Supportive: Leala ni al'Dareis t'al'Caem
- Most entertaining poster in forums or chat: Willam Cambrae
- Best Duo: Roheryn ni Galghandhrei t'al'Djinn and Ty al'Djinn
- Most likely to use the Who's Who to try and remember who someone is: Tallan Daar
- Most likely to acquire Wheel of Time garb: Veriendha ti al'Riaha

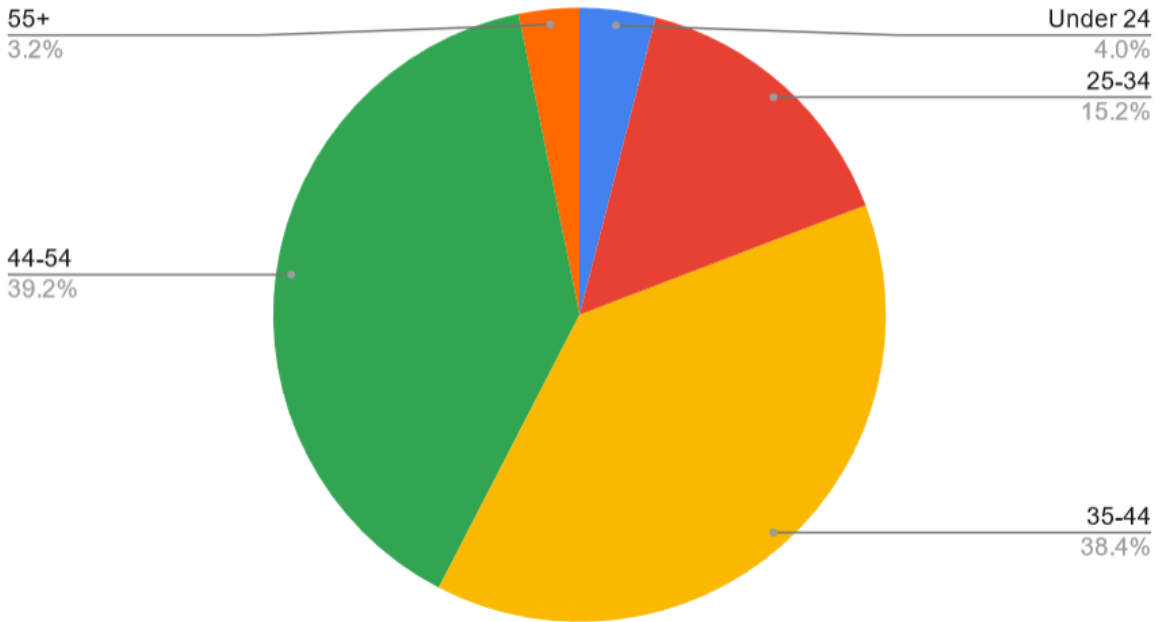
Appendix D: Membership Statistics

Members by Location



Country / Region	Number of Members
United States	66
Europe	17
Canada	8
Asia	1
Australia	1
Middle East	1
New Zealand	1

Members by Age



Under 24	5
25-34	19
35-44	48
44-54	49
55+	4

Rededicated: Raeviendha al'Toma joined Gray, Ashara Koh'inor joined Green, Thaddius al'Guy joined VC, Brandon Tat'vakja joined SDS, Elia LePhant joined Brown, and Catt Heckathorne joined Red

Raised Tower Sworn: Alexr al'Petros Raised to MDD, Veriendha ti' al'Riaha Raised to Gray, Veluene al'Myr Raised to Yellow, Melorea al'Taehor Raised to Gray, Laurien Achaur Raised to Yellow, Linkelivar Miou'Mai Raised to Green, Teavin Calayna Raised to Red

Raised to Accepted/Soldier: Ananke Ruadh, Fenya al'Caem, Dianna Melear

Raised to Novice/Recruit: Dianna Melear, Fenya al'Caem, Eileanora Donohoei, Zoul a'Nor, Lian Crescent, Elleria Sevrinde, Amylia Lerato, Ruslan Rynar, Ivy Alathriel

Citizens: Aurelia Ni Sovine t'Zaresh, Lian Crescent, Bricta Durlynne, Alysia Peldran, Gregorin da'Caar, Robb Canford, Magnus Al'Riaha, Iamara Tysana, Doria Har'Locke, Silas Serpentine, Kenulin Falolin, Vynasia Yaric, Ruslan Rynar, Tobyas Cuendrelle, Jalahna Caldwellynn, Liesandra al'Moor, Ivy Alathriel

Appendix E: Executives

The Board of Directors

AJ Sharma	July 29, 2023 - December 31, 2023
Brandon Pitt	July 29, 2023 - December 31, 2023
Brandy K	January 1, 2023 - December 31, 2023
Brock Baker	January 1, 2023 - December 31, 2023
Crystal Dumonceaux	January 1, 2023 - December 31, 2023
Joseph Pistritto	January 1, 2023 - June 24, 2023
Kristen Bowersox	January 1, 2023 - December 31, 2023

Officers

CEO / Amyrlin Seat	Cassie Dainar	January 1, 2023 - December 31, 2023
COO / Keeper	Erin al'Denaël	January 1, 2023 - December 31, 2023
CMO / Cordamora	Tree	January 1, 2023 - December 31, 2023
CFO / Shatayan	Cahalan Sothron	January 1, 2023 - November 27, 2023
CFO / Shatayan	Owena al'Saturni	November 28, 2023 - December 31, 2023
CRO / Archivist	Toral Delvar	January 1, 2023 - December 31, 2023