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

2022 Annual Report

TarValon.Net, Inc. Annual Report 2022

Property of TarValon.Net, Incorporated

Compiled and edited by Erin Miller

State of the Tower - Amyrlin/CEO Welcome

The year 2022 continued to be a time of change for the Tower with multiple changes in officers, directors, and administrative positions with the Tower. We also resumed holding in-person events and have started attempting to return to business as usual with the schedule of events.

The individual selected as this year's Philanthropist of the Year was awarded to Faeril Munlear based not purely on dollars contributed, but time, effort, and support. Based on her work to identify worthy causes and to find ways to help the Tower support others it's no surprise she was hired as Director of Outreach!

The Unsung Servant award is meant to recognize a member who doesn't hold a job with a title but still goes above and beyond to support the mission of the Tower in some way. It was a pretty easy choice when looking at a Soldier who in the short time he's been a member has done a lot to encourage participation by the JMs. Even though it has earned him a couple of puny-she-mints, he hasn't stopped bringing fun to the boards. The award was given to Alexr al'Petros!

The volunteer of the year is the person who holds one of the many volunteer positions on the site and has put in a lot of work to make improvements. From taking a sleepy and quiet Ajah to the insanely active and popular group it is now to helping various member groups set up independent Discord servers, Yenie Antagar definitely deserved this award.

Member of the Year is the ultimate award for an individual who has simply done more than anyone could ask for the Tower. And it was definitely well earned this year. Aside from the normal tech support you might think of, he actually took vacation from work specifically so he could spend all day running major updates and get us up to date on the software we use for the forums. Mendo Cath very clearly earned this award.

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 of TarValon.Net, I would like to extend our thanks to the membership for once again supporting the Tower through challenging times. I'm sure many of us weren't sure what 2022 had in store for us. The end of 2021 saw the world begin to allow travel again, so our Events team began planning for EuroParty and Anni Party in the fall. We began to see the changes wrought by the splitting of the Keeper position into Keeper and Cordamora. Life slowly began to return to some sort of normalcy.

With the resignation of Serinia Edoras from the position of Amyrlin Seat/CEO, the Board needed to find a new Amyrlin Seat. We received applications from several interested individuals, and in the end chose Cassie Dainar to become the next Amyrlin Seat/CEO of TarValon.Net. She began training for the position on February 18. She was raised to the Amyrlin Seat on November 12 at our Anniversary Party, held at Chattanooga, Tennessee.

With Cassie moving from the position of Shatayan to Amyrlin-in-Training, we found ourselves advertising for a new Shatayan. Again, we had several applications, and found that Cahalan Sothron was the best candidate for the job. She began her training on April 7, and became the Shatayan May 18.

Morrighan Daghdera, our first Cordamora/CMO, resigned in October. The Board asked for and received several applications, and Tree was selected to be the next Cordamora/CEO for TarValon.Net. She began in the position December 16.

The board wishes to extend our thanks to everyone who has served as an Officer over the past year. Being an Officer is not an easy job. Sometimes it feels like a thankless one. On behalf of the Board, I want to make sure that each person who serves in a position in the Tower knows that we see the work you're doing, and we appreciate each of you for volunteering your time, knowledge, and skills.

As I'd mentioned in the first paragraph of this statement, planning for two events began in late 2021, and carried over into 2022. Our first real-life event was EuroParty, held in Devon, England at Wheel Farms. It was a small but mighty gathering, with our Amyrlin-Elect in attendance. Our second event was held just outside Chattanooga, Tennessee, to celebrate our 21st Anniversary. This event was a busy one, with raisings, bondings, and the official raising of Cassie to the Amyrlin Seat. Erin also participated in the Keeper ceremony. It was wonderful to see so many new faces! Unfortunately, Covid had to rear its ugly head, and many from both parties ended up ill. Discussion ensued on how to mitigate illness at future events. The Board looks forward to seeing what measures may be taken at our next real life event, Spring Fling, to be held in St. Louis, Missouri. Our next Anniversary Party will be held in the state of Texas in the fall of 2023.

2022 was another year of challenge and change, but we also saw joy and happiness. As I keep reminding myself - the only constant in life is change. It is our hope that 2023 will be a year of positive change for our membership.

Respectfully submitted,

Crystal Dumonceaux, Chairman of the Board of Directors

Table of Contents

TarValon.Net, Inc. Annual Report 2022
State of the Tower - Amyrlin/CEO Welcome
Statement from the Board of Directors
Table of Contents
Keeper/COO
    Annual Overview
    Departments Overview (Events, Marketing, Outreach, Technology)
    Looking Forward to 2023
Cordamora/CMO
    Annual Overview
    Department Overview: Online Events
    Department Overview: Membership
    Mediation and Moderation
    Looking Forward to 2023
Tower Archivist / Secretary
    Annual Overview
    Looking Forward to 2023
Shatayan/CFO
    Annual Overview
    Looking Forward to 2023
Department of Events and Conferences
    Annual Overview
        Staffing Changes
        EuroParty 2022
        Anniversary Party 2022
        JordanCon 2022
    Looking Forward to 2023
Department of Marketing
    Annual Overview
        Graphics Development Team
        TarValon.Net Shop: CafePress and Zazzle
        Social Media
        TarValon Talks
        TarValon Times
    Looking Forward to 2023:
Department of Membership
    Staffing Changes
    Annual Overview
        Name Changes
        Tar Valon Citizens
        White Tower Members

- Looking Forward to 2023
- Department of Online Events
  - Annual Overview
    - Freeweek Activities
  - Looking Forward to 2023
- Department of Outreach
  - Annual Overview
    - Real Life Events
      - North American Fall Anni 2022
    - Fundraisers
      - Ukraine, International Red Cross
      - Maintaining the Tower Fundraiser 2022
      - Feast of Light 2022
    - Robert Jordan Memorial Scholarship
    - 2022 Blood Drive
    - Servant of All Endeavors
  - Looking Forward to 2023
- Department of Research and Records
  - Staffing Changes
  - Annual Overview
  - Looking Forward to 2023
- Department of Technology
  - Staffing Changes
  - Annual Overview
  - Looking Forward to 2023
- APPENDICES
  - Appendix A: Financial Data
  - Appendix B: Award Winners
    - Amyrlin Award Winners
    - Members' Choice Awards
  - Appendix C: Membership Statistics
  - Appendix D: Executives
    - The Board of Directors
    - Officers
  - Appendix E: Donor List
    - Ukraine, International Red Cross Donors
    - Maintaining the Tower Fundraiser 2022 Donors

Keeper/COO

The Keeper is an Officer position and as such will have all responsibilities inherent in that position, such as working with other Officers and Directors. It is legally known as the Chief Operations Officer and handles the duties as outlined in the Bylaws for the Vice President of Operations. The COO is also responsible for ensuring site operations are efficient, effective, and coherent. The Keeper/COO, along with the Cordamora/CMO, is one of the faces of administration within the administration and is responsible for making sure that the administration is focused towards enacting the vision of the organization as a whole.

Annual Overview

Looking back on the year, my overall focus was on setting baseline expectations and getting the ball rolling on various projects. As someone new to the role, I looked at 2022 as a "learning" year. Despite that, many things were accomplished. As Keeper, I focused on the following non-departmental projects:

- Worked closely with the Amyrlin Seat (Serinia Edoras) and CMO (Morrighan Daghdera) to adjust the organizational chart to reflect the structure we hoped to use going forward.
- Revised the "Ask the White Tower" section, including a modified FAQ and the addition of a Community Feedback forum for community-focused discussion and debate.
- Overhauled the forum structure to streamline and focus specific areas.
- Tackled the issue of Annual Reports being on pause due to various circumstances and complications from 2021. Merged the positions of Annual Report Manager and Survey Manger into one Reports Manager position and hired an administrator (Seryse ni Cousland) to assist with both annual reports and membership surveys going forward.
- Worked to update signature recommendations based on Executive and community feedback to be more open and less restrictive, within screen-size and internet speed parameters.

Departments Overview (Events, Marketing, Outreach, Technology)

Each director and department worked tremendously hard this year, establishing themselves and working for the community as a whole. Here are the high points:

- Events & Conferences
    - We were able to return to in-person events! Euro Party took place in North Devon, United Kingdom, in September. Our 21st Anniversary Party took place at Fall Creek Falls State Park in November.
    - We wrapped up the year by starting a Focus Group to brainstorm ways to make future events safer in light of the impact of COVID-19 on our community.
- Marketing
    - Marketing worked throughout the year to present new and exciting merchandise based around requested and/or collaborated artwork for the community.
    - Siera al'Cere worked incredibly hard to build upon Marketing's goal of revamping the home page -- a goal that had been back burnered due to technological infrastructure concerns for years. The new page was released in November!
- Outreach

    - The Servant of All Team really flourished under Faeril's leadership, and the team is actively working to promote causes.
    - The Robert Jordan Memorial Scholarship was awarded to 2 deserving students in early fall.
    - The Tower's Annual Fundraiser was held in December, and the event was a joint-effort between Outreach and Online Events.
- Technology
    - Major inroads were made into updating and upgrading our technological infrastructure. Mendo Cath especially led the way here, taking personal time off work in order to make the transition to Xenforo 2.0 happen. This change, and the associated back-end changes, have opened the door to exciting possibilities on the SEO front as well.

Looking Forward to 2023

In 2023, I hope to keep the momentum going. We'll be releasing the 2021 and 2022 Annual Reports in early 2023. We'll be resuming our annual Membership Survey as well, hopefully in spring of 2023. I have great hopes for many different areas and aspects of our site, not just limited to those I oversee. Please look forward to what's to come!

Erin al'Denael, Keeper of the Chronicles

Cordamora/CMO

The Cordamora is the Vice President/Chief Membership Officer who oversees the Department of Membership, Department of Online Events, Tower Mediators, and the Hall of the Tower. The main objective of this position is to maintain or increase membership satisfaction.

As a new position Morrighan Daghdera officially took the role on April 22nd following an “in-training” period, and vacated the role on October 22nd. Tree took this position on December 16th.

Annual Overview

This year was the inaugural year of this position. The first task was to work with the Keeper/COO in finalizing the organizational chart to restructure the departments. Moderators moved from the Department of Technology to be under the Tower Mediators.

Eternal bonds were instituted allowing for surviving members to maintain a bond with a deceased member that transcends other potential limitations for future bonds. Raising requirements were updated and reading requirements relaxed with the advent of The Wheel of Time on Prime TV show. The Accountability Guide was heavily reworked to offer greater transparency regarding potential consequences of inappropriate behaviors, both online and at in-person events. All of the Ajahs chose to add one additional bond slot that is not tied to the merit reward system.

Department Overview: Online Events

Online Events hosted two popular freeweeks, Bel Tine and Shaoman, and supported the Feast of Lights fundraiser late in the year. A new Guild Coordinator was brought in at the end of the year in anticipation of a 2023 launch of a new and more organic Guild program.

As a new Department the first Director of Online Events was Aintza Bisera, from the department's inception on March 4, 2022. Online Events also saw a new Director, Nadezhda al’Lanahrin (Nadie), who took the role October 15th, Aintza completed the changeover on November 17th.

Department Overview: Membership

Due to the loss of @tarvalon.net email addresses for Membership many critical processes were moved to Google Forms, this included: Applications to Citizen, Applications to the Tower, Guesting Requests, and Raising packages. Additionally most membership groups have created their own gmail accounts to help fill gaps from the loss in @tarvalon.net emails. The goal is that all Membership groups will have these in place in early 2023.

The Department of Membership also saw leadership changes throughout the year. Alenya Al’Roran stepped down and Former Member 004 took on the role on April 20th. Later the roll passed to Roheryn ni Galghandhrei t’al’Djinn on November 12th.

Mediation and Moderation

Tower Mediators were expanded to a team of three to handle the increased workload. Tower Mediators moved from the Department of Membership to direct reports of Cordamora and managed Forum Moderators and Discord Ops for the remainder of the year.

Looking Forward to 2023

Online Events shall be launching our new Guilds program in the front half of the year. This will be a member driven system wherein organic Guilds will form based on member interests, needs, and leadership. Membership will also be launching a new program, the Builders Grove, to encourage interaction between Citizens and all initiates of the Tower, with Senior Members.

Moderation is moving from Mediation and both will exist as separate entities, both reporting directly to the Cordamora. Moderation will be facilitated and largely run by a now position, Head Moderator, who will be hired in February. Additionally, the Code of Conduct and Accountability Guide will continue to be improved upon and a formal set of definitions created to allow for greater transparency and better accountability for the administration and members alike. Membership Review Committees, when necessary, will be convened with a somewhat different structure to include a Tower Mediator, a member of the Advisory Council, other Membership Adminis, and/or Moderators as deemed appropriate.

Finally, 2023 will see the implementation of TarValon.Net's first Advisory Council which will allow representation for all members, not just Senior Members, and the duties of this Council will include bringing forward suggestions and concerns from membership groups for debate of merit and implementation. The Advisory Council will include up to two representatives from each membership group, in the event that a Membership Group is unable to provide two representatives the remaining seat(s) will remain vacant. Service on the Advisory Council will be in six month rotation and representatives will be disallowed from making any changes to their rank or membership affiliation for the duration of their service. Finally, the Hall of Sitters and Warder Council will be preserved as a subforum and subcommittee within the Advisory Council and will vote solely on raisings as members rise through the ranks to Senior Membership.

Tree, Cordamora

Tower Archivist / Secretary

The Archivist maintains official records. They keep paper copies, ensure notes of meetings are kept, oversee the Department of Research and Records, maintain the Membership Manual, run the merits system, and the annual membership awards.

Annual Overview

Membership Manual update is an ongoing project, but the first stage, to re-organize it so that people could more easily access the information most relevant to them, has been implemented.

Looking Forward to 2023

Continue to improve the Membership Manual, so that any member, whether they are just guests on the forums, right up to the Senior Member level knows what is expected of them, what to do if they have any issues with any other members and what happens if there are such issues reported, by or about them.

We are also going to work on some of the missing merits - classroom attendance, mentoring and a few others have been poorly recorded, and the intent is to identify people who might be due but haven't been recognized because we don't keep those records.

Toral Delvar, Tower Archivist

Shatayan/CFO

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

Annual Overview

Fiscal year 2022 saw an increase in expenses from the previous year. The largest expenses were related to the return of live events, namely Euro Party and Anniversary Party. There wasn't as much income generated for Anni during the year as there were 24 carryover payments from the canceled 2020 event. Euro Party saw a low turnout, which resulted in the event being funded by the site rather than being self-funded. JordanCon also returned, which saw some expenses not had from the previous year. New event banners were ordered in 2022, and TV.N paid for JordanCon marketing.

Looking Forward to 2023

New expenses in the 2023 budget include payment for official Google workspace accounts and hosting for the site podcast. The site's Patreon page is a new revenue stream that will be launched during the year, with the initial year providing a baseline for budgeting in 2024. Three live events - Spring Fling, Euro Party, and Anni - are budgeted to be self-funded during the fiscal year.

Financial data is given in Appendix A.

Cahalan Sothron, Shatayan

Department of Events and Conferences

The Department of Events and Conferences is responsible for running our in-person, real-life events.

Annual Overview

Staffing Changes

We had some staffing changes in 2022 - Melisande stepped down as Director and Ahmyra al'Ruley was chosen as the new Director. Vivianna Sedai stepped down as Mistress of Revels - North America. Katherine Avery briefly took on the role but had to step away as well. Sorohnen Ciryaher has taken up the reigns. Rhed al'Tere was our Conference Coordinator in 2022 but has since had to step away from the role.

EuroParty 2022

Euro 2022 was held in North Devon at Wheel Farm Cottages September 16-19, 2022 and had a smaller attendance this year with 13 attendees. We were able to have an Amyrlin's Tournament for the first time in a long time! We had good participation with 4 individuals. Ilverin Matriam won the Photo Scavenger hunt, Enya Tawarwaith won the Trivia, Danrar Antagar won the "Just Dance" Competition, Enya Tawarwaith won the Rock Contest, Danrar Antagar won the Paper Airplane task, Ilverin Matriam won the last "Impress the Taskmaster" event and was the overall winner of the Tournament. Dan and Ilverin had to do a tie-breaker.

We did not really have committees with the exception of Dining which was Melina Tashir with Eliza Al'Shaw helping a lot and Welcome which was Yenie Antagar. Yenie was also the Local Liaison.

Anniversary Party 2022

Anni 2022 is the first fall Anni we have held and was at Fall Creek Falls State park in Tennessee November 11-14, 2022. We had very good attendance with 72 attendees. We had three ceremonies this year - Outgoing Amrylin - Serinia, Incoming Keeper - Erin and Incoming Amrylin - Cassie, 7 raisings and one Bonding. Standard four event Amrylin's tournament with a twist - Trivia, Maker's Competition, Swords and Chaos Games, bonus of Fish Slapping that was greatly enjoyed by all. Event Winners: Trivia - Arinna Katal, Swords - Lok Sionn, Chaos Games - Ayendra Kisharad, Crafting - Roheryn; overall tournament winner was Laurien Achaur.

JordanCon 2022

JCon was held in Atlanta, Georgia April 22-24, 2022. We had 32 attendees, either as staff or event goers.

Looking Forward to 2023

Planning is well underway for our first Spring Fling in St. Louis, Missouri. Anni party will be in Texas this year, exact location still in the works. We are exploring options for Euro party and are looking to fill our Conference Coordinator role.

As always, we are looking for feedback on events that happened in 2022 and ideas for events in the future. We are looking at expanding our delivery of events to include an online

option and are also working on ways to improve attendee safety in light of COVID still being very prevalent all over the world.

Ahmyra al'Ruley, Director of Events and Conferences

Department of Marketing

The Department is responsible for TarValon.Net's visual identity, social networking, and retailing products. The Department improves and monitors the consistency of the official logos and designs despite the diversity in style of its members. It is responsible for creating all official designs, logos, graphics, and products. Marketing also serves in reaching beyond the boards via Social Media.

Annual Overview

This year was a busy year for Marketing! We started the year strong with a new merchandise drop in May of 2022, adding a few summer options to our store for everyone to show off their TarValon Pride! June was the busiest month by far, as we put the TarValon Times on hiatus, but hired a new podcast team, and worked with the Servant of All Team to make pride merch (“Our Stripes Support Your Stripes”), which is offered in our store year round! The goal of the podcast team was to get 6 episodes out in 2022, and we surpassed that goal and got 10 episodes out from September to December! The Graphics Development Team was also kept busy designing the 21st Anni logo for November, and getting out more merchandise for a November drop of more new items. We ended off the year by bringing back the TarValon Times in November, giving the newsletter a new focus.

Graphics Development Team

This year, the GDT was planning on continuing to make graphics for the Tar Valon Times, social media, adding more merchandise to the Zazzle store, and creating the 21st Anniversary Logo. We hit every one of our goals and hope to continue expanding on the store and designing event logos in 2023.

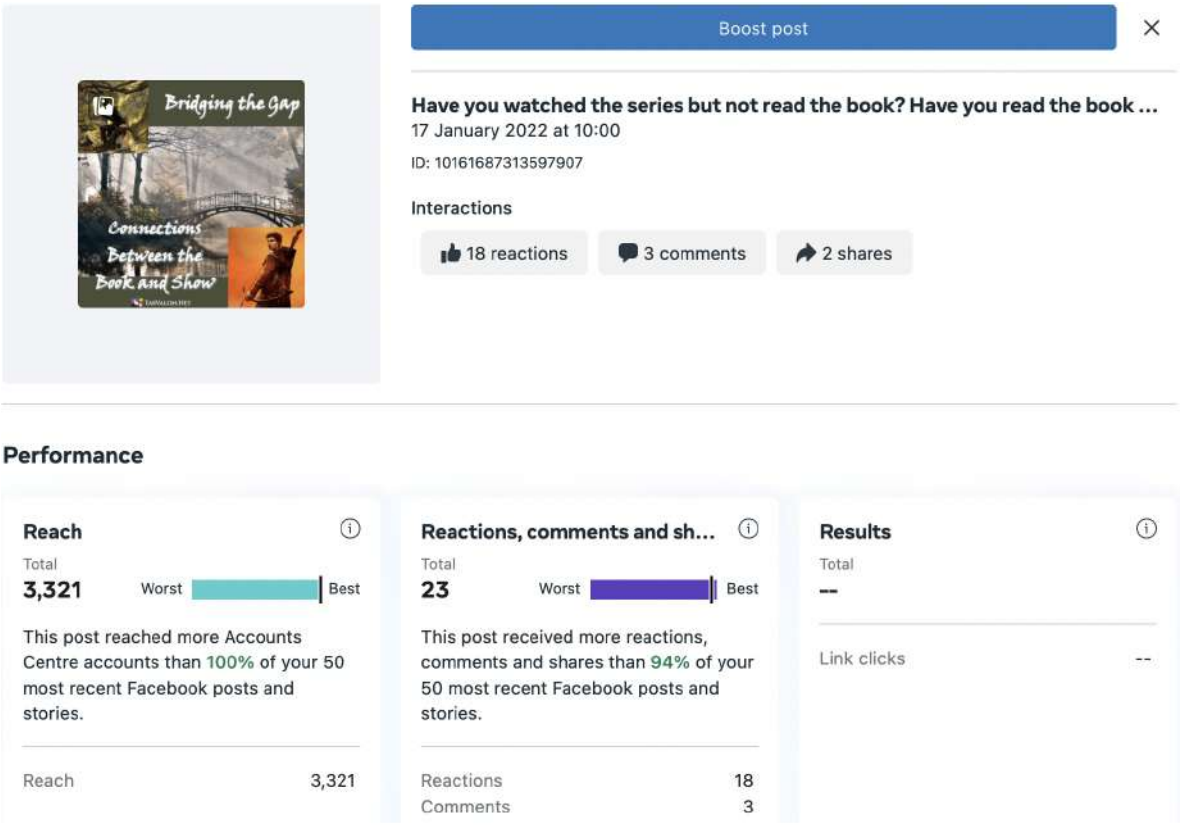
TarValon.Net Shop: CafePress and Zazzle

We had two merchandise drops this year! One in May and the second in November. We’re hoping to continue adding a wider variety in the next calendar year, but this year we added: multiple new designs on shirts, stickers, flip flops, USB keys, sunglasses, water bottles, and patches. In total, we made just over $90 on royalties through our Zazzle store.

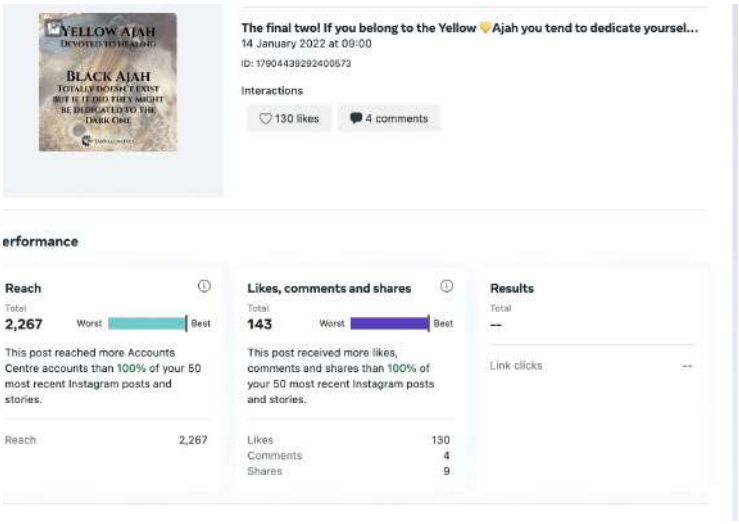
Social Media

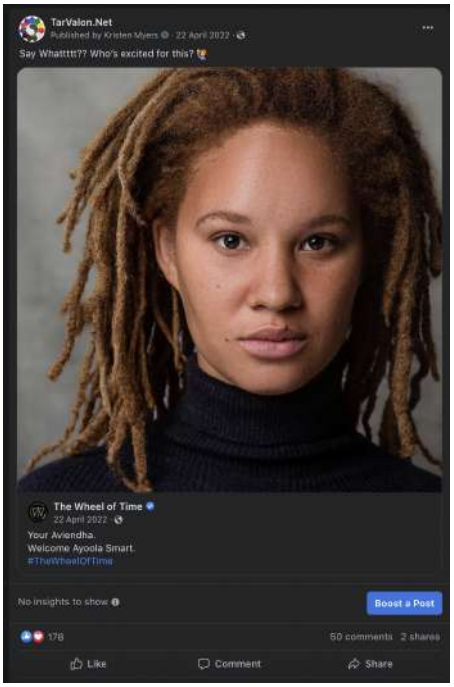
Overall, our social media performed not as well as it has in previous years, though part of that could be because we had the excitement of the TV show being released in 2021. We posted just under 200 posts on Facebook and Instagram, though it would be less on Twitter. In November of 2022 we joined Mastodon to keep up with the Wheel of Time community who moved there from Twitter. Here’s a snapshot of our overall stats:

Our post with the greatest reach was part of our “Bridging the Gap” series, where we tried to bridge the gap between the TV show and the books.



Our two posts with the highest reactions were our posts on the Yellow and Black Ajah's and sharing an article on the announcement of Aviendha.

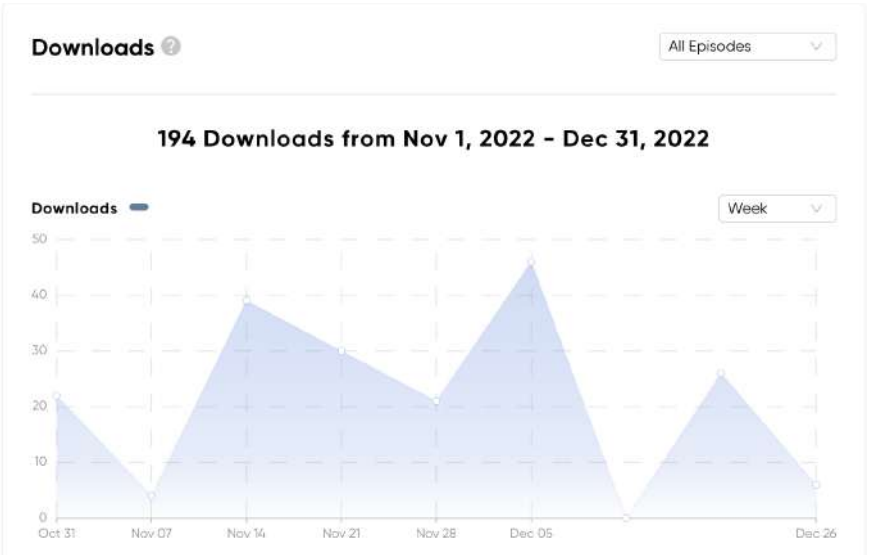


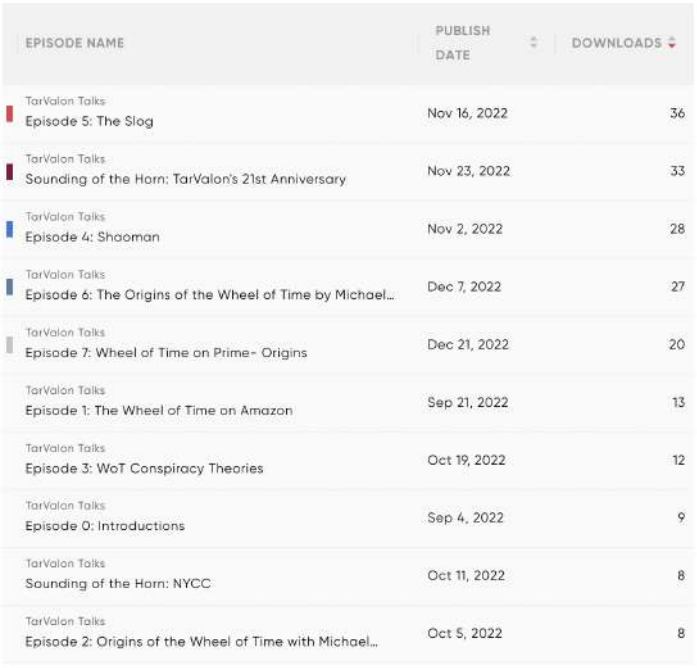


TarValon Talks

This has been a project that has been on our mind for a while now, and after rehiring for the team in June, we hoped to get out six episodes before the end of the year, a goal we reached and surpassed getting 10 episodes out in 2022, including one Sounding of the Horn with a special podcast recorded at our 21st Anniversary in Falls Creek Park in Tennessee.

From November 1 - December 31, we had a total of 194 downloads, with our highest downloaded episode being Episode 5: The Slog. Already the stats for 2023 are even better, so we're looking forward to what the year will bring!





EPISODE NAME	PUBLISH DATE	DOWNLOADS
TarValon Talks Episode 5: The Slog	Nov 16, 2022	36
TarValon Talks Sounding of the Horn: TarValon's 21st Anniversary	Nov 23, 2022	33
TarValon Talks Episode 4: Shaoman	Nov 2, 2022	28
TarValon Talks Episode 6: The Origins of the Wheel of Time by Michael...	Dec 7, 2022	27
TarValon Talks Episode 7: Wheel of Time on Prime- Origins	Dec 21, 2022	20
TarValon Talks Episode 1: The Wheel of Time on Amazon	Sep 21, 2022	13
TarValon Talks Episode 3: WoT Conspiracy Theories	Oct 19, 2022	12
TarValon Talks Episode 0: Introductions	Sep 4, 2022	9
TarValon Talks Sounding of the Horn: NYCC	Oct 11, 2022	8
TarValon Talks Episode 2: Origins of the Wheel of Time with Michael...	Oct 5, 2022	8

TarValon Times

While we put the Tar Valon Times on hiatus in June of 2022, in part due to the struggle in hiring an Editor, we started rehiring for the Times in November 2022. We hope to bring the Times back in 2023 with a new focus on the Wheel of Time, with plugs to things unique to us (RJMS, updates on the Annual Report, etc). With our upgrade to X2, this is also something that is integrated with the forums, to help boost our SEO.

Looking Forward to 2023:

In 2023, we are hoping to really hit the ground running with getting the TarValon Times up and running, continuing to add to our merchandise store, with the potential of changing stores based on feedback from the community. We hope to boost our social media presence, posting more of our Servant of All actions, and including some more fun posts, depending on the ability of our staff. Finally, we'll continue publishing our podcast, at least every other week, and more frequently as we are able to!

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.

Staffing Changes

In 2022 we had two changeovers for the Director of Membership portion, Alenya Al'Roran handed the reins to Former Member 004, who later handed them to Roheryn. The mantle of Mayor moved from Aintza Bisera to Arella Mathara and there were a number of changes in the City Council which can be found in Appendix F: *Volunteer Lists*. Former Member 004 transitioned from the Mistress of Accepted and Soldiers (MoAS) into the Director position and was replaced by Raevyn Tsornin. Blue, Red, and Dai M'Hael membership admins went unchanged throughout 2022, all other Ajahs and Companies saw a changeover in membership admins.

Annual Overview

The two biggest things to happen through membership in 2022 were both related to Bonds. Eternal Bonds were introduced, when a member passes away, their Bonds are made eternal, allowing the living bondmate to retain their Bond but free to form new relationships. The bond slots for Aes Sedai were increased, with each user group voting on whether or not they were going to take advantage of it.

Name Changes

- Ebona din Casei to Ibon Caseï
- Brynden changed his last name from von Brazilius to Blackfyre
- Luna Morn changed her first name to Lithiel

Tar Valon Citizens

Over the course of 2022, we gained 29 citizens, counting both new and those returning to the site.

- **January:** Viktara Fen, Vedan Al'Daedran, Maddie Vitalia, Blythe Alawdin, Valan Baynar
- **February:** Euler Gaebora, Llewyn Felvera, Kallarn Lo'Vosh
- **March:** Veriendha al'Riaha, Shaun al'Ruley
- **April:** Alisen al'Harld, Elucia Nileran
- **May:** Dianna Melear, Fenya al'Caem, Eileanora Donohoei
- **June:** None
- **July:** Nimeroni Quilana
- **August:** Aeric Kill-Feather, Fauna Kemp
- **September:** Jorell al'Racha, Claire Al'Rahien, Zoul a'Nor, Dan Rar
- **October:** Faelyn al'Moor, Dilyena Aythaem, Elleria Sevrinde, Daithi Hagaera
- **November:** Amylia Lerato
- **December:** Silencia Roamadred, Aylward Leamh

White Tower Members

In 2022 we had 12 members enter the Tower, 9 Novices and 3 Recruits. We raised 16 people to the second level of Junior Membership: 9 Accepted and 7 Soldiers. We raised 10 members to Senior Membership and saw 13 Senior Members rededicate themselves to their new usersgroups and have 3 senior members choosing to remain Unaffiliated.

- To **Novice**: Laurien Achaur, Viktara Fen, Chiema Purvene'Caba, Veluene al'Myr, Blythe Alawdin, Veriendha al'Riaha, Rhyin al'Hut, Cerine Al'Rhynar, Claire Al'Rahien
- To **Recruit:** Kallarn Lo'Vosh, Alexr al'Petros, Shaun al'Ruley
- To **Accepted**: Arinna Katal, Nadezhda al'Lanahrin, Seryse ni Cousland, Viktara Fen, Laurien Achaur, Veriendha al'Riaha, Blythe Alawdin, Veluene al'Myr, Viriva al'Dere
- To **Soldier**: Trystyne Telyan, Mejjad Martnandi, Chiema Purvene'Caba, Linkelivar Miou'Mai, Kallarn Lo'Vosh, Alexr al'Petros, Rhyin al'Hut
- To **Senior Member:** Reianna al'Namere (Green), Jocasta Braithe (Blue), Lyndo Shiranui (Blue), Delara Morellin (Yellow), Kymo Ambray (Gray), Arinna Katal (Gray), Cinna Vrammar (Red), Merena Orithana (Gray), Nadezhda al'Lanahrin (Red), Viktara Fen (Red)
- **Rededications:** Izabella Serra (Yellow), Syera Faelron (Blue), Tyeslan Al'Monhan (Green), Erin al'Denael (Red), Alenya Al'Roran (Red), Tomeina Raieese (Gray), Atane Valthon (Val'Cueran), Jahily al'Karee (Gray), Leala ni al'Dareis t'al'Caleum (Green), Stasia t'Andrei (Green), Dovienya el'Korim (Green), Aintza Bisera (Gray), Qamra Daielin (Red)

Looking Forward to 2023

Going forward, I would like to work on our membership retention. The site is nothing without its membership and I want to hear from them as to where we are going and what the site needs. I want to explore the ideas surrounding the Hall's job and ways to increase it and to incorporate junior members into the Hall for things other than raisings.

The City Council has been working on a proposal, called the Builder's Grove, mostly headed by Mystica Ari'Yena, that we hope to be able to share more information on soon.

Roheryn ni Galghandhrei t'al'Djinn, Director of Membership

Department of Online Events

The Department of Online Events is responsible for running various online events and activities for the Tower. Activities are conducted by Game Masters and the Online Events Team.

Annual Overview

This year saw the establishment of the Department of Online Events; including hiring a director, transitioning the role of Game Masters to Events Masters, and undertaking efforts to retool a system to bring Guilds back to TarValon.Net. Throughout 2022, Online Events hosted several freeweeks: Bel Tine (Clash of the Titans), Shaoman, (Things That Go BUMP In the Tower), and a small Feast of Lights event to support Outreach around the (*A Wheel of Carols*) theme.

Freeweek Activities

Bel Tine 2022 (Clash of the Titans)

Group themes:

- Gray Ajah - Mythological Objects
- Green Ajah - Medusa's Hair
- Red Ajah - Magical Titanic Trees Peachy Gundams
- Yellow Ajah - The Graeae Sisters
- Val'Cueran - Three Is Better Than One: Cerberus
- Junior Members, Unaffiliated Senior Members, and Citizens - Disney's Hercules

Notable details from Bel Tine:

- We had several contests, such as the Spamathon, the Longest Chain, and Logic Puzzles.
- Non-competitive awards included Membership Group Bel Tine Cup, Mixed Group Bel Tine Cup, Group Theme Winners, Spirit of Bel Tine, and Rockstar of Bel Tine.
- Bel Tine's theme this year was based around the shenanigans planned by a couple members of the community who designated themselves as the Keepyrlins.

Shaoman 2022 (Things That Go BUMP in the Tower)

Group themes:

- Gray Ajah - The Gray Cryptid Capture Service
- Green Ajah - The Addams Family
- Red Ajah - Jersey Devils With A Twist
- White Ajah - The Ghosts of the White Ajah
- Yellow Ajah - Cryptid Zoo
- Junior Members, Unaffiliated Senior Members, and Citizens - Cabinet of Cryptid Curiosities
- Val'Cueran - Canine Cryptids
- San d'ma Shadar - Cryptid Bears

Notable details from Shaoman:

- A rather spirited Spamathon and after hundreds of pages and thousands of posts was ultimately won by the Red Ajah.
- We have several competitions, including the Ode to Cryptids, Cryptids Sightings, Word Search, CryptoQuotes, Hunting Puzzle, and Logic Puzzles. These could be contested by Groups or by individual “Hunters”. The Member Group Theme and the Spamathon were also highly-anticipated and exciting competitions.
- Two non-competitive awards were given out for the Spirit of Shaoman and the Rockstar of Shaoman.

Looking Forward to 2023

Next year in partnership with the Cordamora the Department of Online Events will perform a departmental restructure and rework the Online Events Board and accompanying sub-boards. Additionally the team will be developing and implementing improved procedures and solutions for live-streaming from TarValon.Net’s real-life events. For 2023 we are excited to launch the Guilds in a fresh and retooled format with a more organic and community focused structure. Other major initiatives will be focused on real-time online activities; developing games and watch parties hosted by the Department of Online Events while creating processes wherein other departments, membership groups, or guilds can host similar activities.

Nadezhda al’Lanahrin, Director of Online Events

Department of Outreach

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

Annual Overview

Real Life Events

North American Fall Anni 2022

The charitable focus for this event was Ronald McDonald House Charities® of Greater Chattanooga.

Fundraisers

Ukraine, International Red Cross

The Servant of All team organized a fundraiser for the International Red Cross to help with relief efforts in Ukraine. This ran from April 14 to May 22, 2022. Total raised was $595.

Maintaining the Tower Fundraiser 2022

The 2022 site fundraiser theme was Wheel of Carols. It ran from December 16, 2022 to January 15, 2023 with a total of $1815 raised. For a complete list of donors, please see Appendix B / Maintaining the Tower Fundraiser 2022 Donors.

Feast of Light 2022

Feast of Lights was tied into the site fundraiser this year and focused more on community interaction instead of monetary donations.

Robert Jordan Memorial Scholarship

2022 winners were Carolina Costa D'Ávila and Lisa Frost. Their winning essays can be found in the TarValon.Net Library.

2022 Blood Drive

Thirteen donations were reported from January until December by 6 unique donors for a total of 8 pints of blood and 5 platelet donations. Donations were made in the United States, Canada, and Sweden. For a complete list of donors, please see Appendix B / 2022 Blood Drive Donors.

Servant of All Endeavors

To increase community engagement and awareness of ways to be a Servant of All, the Servant of All team started introducing monthly focuses in May 2022. Each month focuses on a new cause or awareness.

Looking Forward to 2023

2022 was a really good year. We are continuing monthly focuses into 2023 and are also aiming to organize three outward facing fundraisers in addition to our site fundraiser. The annual fundraiser will most likely run late summer again to be in alignment with previous fundraisers. Another goal for the department is to extend our outreach to help increase our applicant numbers for the Robert Jordan Memorial Scholarship in 2023 as well as increasing the amount of donors/donations for our annual blood drive.

Faeril Munlear, 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.

Staffing Changes

On the newly created position of Editor, during July and August were hired six people in total:

- Arella Mathara
- Arinna Katal
- Blythe Alawdin
- Dianna Melear
- Lithiel Morn
- Tallan Daar

In July Xander Silverstar stopped being the Awards Historian and a new Historian has not been hired at this point.

In October Alexstrasz Ruskein also left their Events Historian position and a new person in their place may be hired in the near future. In October also, as Editor, the Department joined Elia LePhant and Zoul a'Nor, while Tallan Daar decided to step down as one.

Annual Overview

During 2022, the Library continued to accept articles about Season 1 of the Wheel of Time TV series. Layout templates for character pages and episode summaries were being worked on, and they finally developed into what they look like currently.

In 2022, Research and Records, and by extension the Library, was marked by the creation and official implementation of the TarValon.Net Library Manual of Style. Such a style manual has always been a question from members through the years, and the idea of it was exercised several times, but now it felt like the right time for one to be completed and launched.

Alongside the Manual of Style, a Library Manual was introduced, in a wiki format for now, which was created to help people learn mediawiki code and get started editing Library articles about the Wheel of Time book and television series. The idea behind it was to be similar to the Membership Manual, but about the Library instead. This project can grow even bigger depending on if people have difficulties with anything Library or wiki related.

During 2022 a new official position was created within the Department - Editor. Editors, Researchers, and Proofreaders have existed in an official capacity in the department in the past, and with the publishing of the Manual of Style, it felt like there is a need again for official Editors.

The Editors are responsible for proofreading and editing Wheel of Time articles in accordance with the Library's Manual of Style and also for fixing any broken links, wrong references, etc. in all sorts of articles. All members of TarValon.Net are also welcomed to edit and proofread articles, but the Editors' job is more structured, working on specific projects instead.

Eight classes in total were taught in the Classroom forum during 2022. Two of those classes were not completed, and five of them were completed (with one continuing in the next year). A class on “Wiki Editing for Beginners” was taught and in the works is an Advanced Wiki Editing class; together they may become recurring classes for those who show interest in wiki editing. The then acting Amyrlin Seat, Serinia Sedai, led a Cliftons Strengths Finder class; a class on the Yu-Gi-Oh card game was led by Lok Sionn Sedai; and a class on Bullet Journaling presented by Novice Ananke was very successful. The latest Citizen class led by Mayor Arella Mathara got a lot of new members participating and learning more about the community, while the Cyrillic script class with Ilverin Sedai will continue in 2023. With that said, it is safe to conclude that the Classroom was very successful in 2022.

Looking Forward to 2023

With Season 2 of the Wheel of Time TV series hopefully coming out in 2023, the Library will continue accepting TV show articles from members of the community.

The Editors’ work about editing Wheel of Time and Tower articles will continue into 2023. We would also like to have more foreign languages translated articles, even if they are shorter than their English alternatives.

An idea for easier and quicker onboarding of Editors (or anyone who wishes to contribute to the Library) is to create a PDF document with all needed Library information. In it, the information from the Library Manual will be condensed and shortened, so that the needed information is found at a quick glance.

My hopes are that the Classroom forum would become more active; we will continue looking for ways to make the classes more interactive and enjoyable for the participants. We will also be on the lookout for more teachers.

Ilverin Matriam, Director of Research and Records

Department of Technology

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

Staffing Changes

We had several changes in the administration of this department. Deoan Kakarot and Mendo Cath stepped down as Directors and Qamra Daielin was hired. Kerwin Thaumiel was hired as Mason.

The decision was made to have more gatekeepers to make sure we had people available in all time zones and coverage for when people were on vacation. Tallan Daar and Elania al'Manir were hired. We now have a total of 4 gatekeepers on staff.

The moderation aspect of the forums was removed from the Department of Technology so that site maintenance could be focused on rather than moderation of users. Moderation is now under the Cordamora.

Annual Overview

Our forum software was outdated, so it was upgraded from XenForo 1 to XenForo 2 with the intention to continually upgrade the software as updates become available. One update was released since the upgrade and the forums were successfully updated.

With the upgrade, our forum theme was rewritten to work with the new software.

We took the opportunity of the downtime during the upgrade to rewrite many of the permissions in the back-end. We have had several different forum softwares over the years and we would integrate one with the next, to the next, to the next. While the permissions worked, they were convoluted and ugly. So they were all re-written to work best with XF and make future additional forums or usergroups easier to add.

Looking Forward to 2023

Our MediaWiki currently is still on the server we had hosted our forums on before our upgrade. We will be upgrading the MediaWiki software and moving it onto the new server shortly. We look forward to releasing our Dark Theme skin for the forum. Our bots on discord will also be seeing some updates so that we can use some of the newer functions of discord.

Qamra Daielin, Director of Technology

APPENDICES

Appendix A: Financial Data

Appendix B: Awards

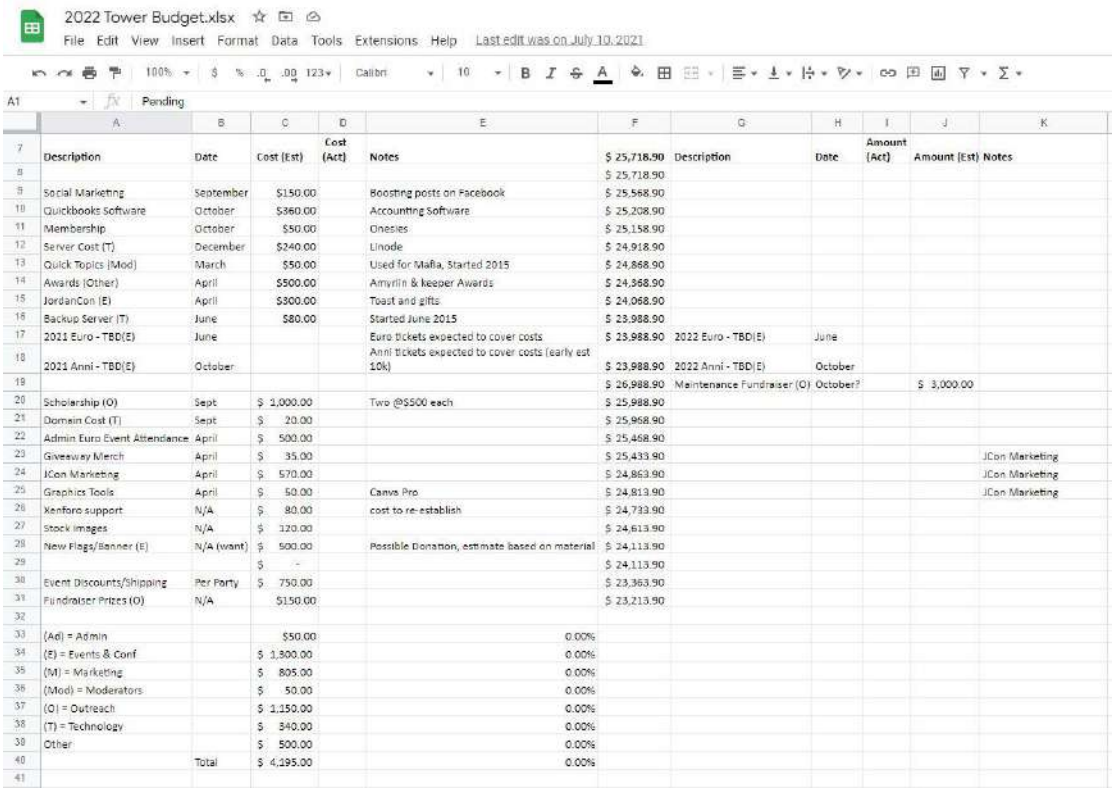
Appendix C: Membership Stats

Appendix D: Executives

Appendix E: Donors

Appendix A: Financial Data

1. Current Year's budget results:



2022 Tower Budget.xlsx

File Edit View Insert Format Data Tools Extensions Help Last edit was on July 10, 2021

A1 Pending

	A	B	C	D	E	F	G	H	I	J	K
7	Description	Date	Cost (Est)	Cost (Act)	Notes	$ 25,718.90	Description	Date	Amount (Act)	Amount (Est)	Notes
8						$ 25,718.90					
9	Social Marketing	September	$150.00		Boosting posts on Facebook	$ 25,568.90					
10	Quickbooks Software	October	$360.00		Accounting Software	$ 25,208.90					
11	Membership	October	$50.00		Onesies	$ 25,158.90					
12	Server Cost (T)	December	$240.00		Linode	$ 24,918.90					
13	Quick Topics (Mod)	March	$50.00		Used for Mafia, Started 2015	$ 24,868.90					
14	Awards (Other)	April	$500.00		Amyrlin & keeper Awards	$ 24,368.90					
15	JordanCon (E)	April	$300.00		Toast and gifts	$ 24,068.90					
16	Backup Server (T)	June	$80.00		Started June 2015	$ 23,988.90					
17	2021 Euro - TBD(E)	June			Euro tickets expected to cover costs	$ 23,988.90	2022 Euro - TBD(E)	June			
18	2021 Anni - TBD(E)	October			Anni tickets expected to cover costs (early est 10k)	$ 23,988.90	2022 Anni - TBD(E)	October			
19						$ 26,988.90	Maintenance Fundraiser (O)	October?		$ 3,000.00	
20	Scholarship (O)	Sept	$ 1,000.00		Two @$500 each	$ 25,988.90					
21	Domain Cost (T)	Sept	$ 20.00			$ 25,968.90					
22	Admin Euro Event Attendance	April	$ 500.00			$ 25,468.90					
23	Giveaway Merch	April	$ 35.00			$ 25,433.90					JCon Marketing
24	JCon Marketing	April	$ 570.00			$ 24,863.90					JCon Marketing
25	Graphics Tools	April	$ 50.00		Canva Pro	$ 24,813.90					JCon Marketing
26	Xenforo support	N/A	$ 80.00		cost to re-establish	$ 24,733.90					
27	Stock Images	N/A	$ 120.00			$ 24,613.90					
28	New Flags/Banner (E)	N/A (want)	$ 500.00		Possible Donation, estimate based on material	$ 24,113.90					
29			$ -			$ 24,113.90					
30	Event Discounts/Shipping	Per Party	$ 750.00			$ 23,363.90					
31	Fundraiser Prizes (O)	N/A	$150.00			$ 23,213.90					
32											
33	(Ad) = Admin		$50.00		0.00%						
34	(E) = Events & Conf		$ 1,300.00		0.00%						
35	(M) = Marketing		$ 805.00		0.00%						
36	(Mod) = Moderators		$ 50.00		0.00%						
37	(O) = Outreach		$ 1,150.00		0.00%						
38	(T) = Technology		$ 340.00		0.00%						
39	Other		$ 500.00		0.00%						
40		Total	$ 4,295.00		0.00%						
41											

2. Upcoming Year's approved budget:

2023 FY Budgeted Expenses					Total	2023 Expected Income				
Description	Date	Cost (Est)	Cost (Act)	Notes	$ 15,595.53	Description	Date	Amount (Act)	Amount (Est)	Notes
Social Marketing (M)	September	$150.00		Boosting posts on Facebook	$ 15,445.53					
Email Addresses (T)	September	$1,152.00		Google Payment	$ 14,293.53					
2022 Euro - Devon (E)	September			Euro tickets expected to cover costs	$ 14,293.53	2022 Euro - Devon(E)	September			
Scholarship (O)	September	$ 1,000.00		Two @$500 each	$ 13,293.53					
Domain Cost (T)	September	$ 20.00			$ 13,273.53					
Quickbooks Software (A)	October	$360.00		Accounting Software	$ 12,913.53					
					$ 15,913.53	Maintenance Fundraiser (O)	October?		$ 3,000.00	
2022 Anni - TN (E)	November			Anni tickets expected to cover costs (early est 10k)	$ 15,913.53	2022 Anni - TN(E)	November			
Server Cost (T)	December	$600.00		Linode: cost increase to $50/month	$ 15,313.53					
Xenforo Support (T)	December	$80.00			$ 15,233.53					
Podcast Hosting (M)	October	$108.00		Squadcast	$ 15,125.53					
2023 Spring Fling - TBA	March?				$ 15,125.53	2023 Spring Fling - TBD	March?			
Awards (ME)	April	$500.00		Amyrlin & Officer Awards	$ 14,625.53					
JordanCon (E)	April	$300.00		Toast and gifts	$ 14,325.53					
Admin Euro Event Attendance (E)	April	$ 500.00			$ 13,825.53					
Giveaway Merch (M)	April	$ 35.00		JCon Marketing	$ 13,790.53					
Graphics Tools (M)	April	$ 50.00		Canva Pro	#REF!					
Backup Server (T)	June	$ 80.00		Started June 2015	#REF!					
Stock Images (M)	N/A	$ 120.00			#REF!					
Event Discounts/Shipping (E)	Per Party	$ 750.00			#REF!					
Fundraiser Prizes (O)	N/A	$150.00			#REF!					
(E) = Events & Conf		$ 1,550.00		0.00%		(E) = Events & Conf		$		
(M) = Marketing		$ 1,035.00		0.00%		(M) = Marketing		$		
(ME) = Membership		$ 500.00		0.00%		(ME) = Membership		$		
(O) = Outreach		$ 1,150.00		0.00%		(O) = Outreach		$ 3,000.00		
(T) = Technology		$ 1,932.00		0.00%		(T) = Technology		$		
(A) = Admin		$ 360.00		0.00%		(A) = Admin		$		
	Total	$ 6,527.00		0.00%			Total	$ 3,000.00		

3. Expense Breakdown Chart:

TarValon.net Inc.

Statement of Cash Flows

September 2021 - August 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	-2,228.17
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Fundraiser Payable	-595.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	**-595.00**
Net cash provided by operating activities	**$ -2,823.17**
NET CASH INCREASE FOR PERIOD	**$ -2,823.17**
Cash at beginning of period	22,899.99
CASH AT END OF PERIOD	**$20,076.82**

4. Statement of Cash Flows Chart:

TarValon.net Inc.

Profit and Loss

September 2021 - August 2022

	TOTAL
Income	
Event Ticket Income	14,197.04
Fundraiser Income	1,816.41
Uncategorized Income	100.00
Total Income	$16,113.45
Cost of Goods Sold	
Cost of Goods Sold	-81.46
Shipping	60.70
Total Cost of Goods Sold	$ -20.76
GROSS PROFIT	$16,134.21
Expenses	
Chairity Donation	156.75
Event Expense	15,648.48
Marketing Expense	279.40
PayPal Fee Expense	432.68
Prize Expense	84.13
Quick Topic Renewal	-20.00
Scholarship Expense	1,004.99
Uncategorized Expense	
Technology Expense	605.95
Total Uncategorized Expense	605.95
Total Expenses	$18,192.38
NET OPERATING INCOME	$ -2,058.17
Other Expenses	
Unrealized Gain or Loss	0.00
awards expense	170.00
Exchange Gain or Loss	0.00
Total Other Expenses	$170.00
NET OTHER INCOME	$ -170.00
NET INCOME	$ -2,228.17

Appendix B: Award Winners

Amyrlin Award Winners

Philanthropist of the Year - Faeril Munlear

Unsung Servant - Alexr al'Petros

Volunteer of the Year - Yenie Angtar

Member of the Year - Mendo Cath

Members' Choice Awards

- Outstanding Gaidin Involvement: Alora Sionn
- Outstanding Aes Sedai Involvement: Yenie Antagar
- Outstanding Junior Member Involvement: Alexr al'Petros
- Outstanding Citizen Involvement: Aran Cherubim
- Most Representative of Ajah or Company: Yenie Antagar (Red Ajah)
- Most Welcoming Member: Leala ni al'Dareis t'al'Caleum
- Most Creative Member (Written): Alexr al'Petros and Sela Narian
- Most Creative Member (Visual): Cinna Vrammar
- Lurker Most Likely to Startle Everybody by Reappearing: Eleyan Teyal Al'Landerin
- Most Entertaining Poster in Forums or Chat: Yenie Antagar
- Best Event Theme or Avatar: The Keepyrlins, Alora Sionn, Madhar al'Thera, Dravid ter'Mand
- Most Likely to Use the Who's Who to Remember Someone: Ilverin Matriam
- Best Duo: Cassie Dainar and Yenie Antagar

Appendix C: Membership Statistics

Due to the change in overall site leadership at the start of 2022, we did not run a Membership Survey in 2022. We decided to focus on enacting positive change within the community with a goal toward having a Membership Survey in 2023 to help gauge our progress in 2022. This means we have no up-to-date statistics for this section of the Annual Report.

Appendix D: Executives

The Board of Directors

Joseph Pistritto	January 1, 2022 - December 31, 2022
Crystal Dumonceaux	January 1, 2022 - December 31, 2022
Kristen Bowersox	January 1, 2022 - December 31, 2022
Brock Baker	January 1, 2022 - December 31, 2022
Brandy K	January 1, 2022 - December 31, 2022

Officers

CEO / Amyrlin Seat & Amyrlin Seat-Elect

- Serinia Edoras: January 1, 2022 - November 12, 2022
- Cassie Dainar
    - Elect: February 22, 2022 - November 22, 2022
    - Amyrlin Seat: November 12, 2022 - December 31, 2022

COO / Keeper & Keeper-Elect

- Mieriana Souvra: January 1, 2022 - April 22, 2022
- Erin al'Denael
    - Elect: January 1, 2022 - April 22, 2022
    - Keeper: April 22, 2022 - December 31, 2022

CMO / Cordamora & Cordamora-Elect

- Morrighan Daghdera
    - Elect: January 1, 2022 - April 22, 2022
    - Cordamora: April 22, 2022 - October 22, 2022
- Tree: December 22, 2022 - December 31, 2022

CFO / Shatayan & Shatayan-Elect

- Cassie Dainar: January 1, 2022 - May 18, 2022
- Cahalan Sothron
    - Elect: April 7, 2022 - May 18, 2022
    - Shatayan: May 18, 2022 - December 31, 2022

CRO / Archivist

- Toral Delvar: January 1, 2022 - December 31, 2022

Appendix E: Donor List

Ukraine, International Red Cross Donors

- Alexr al'Petros
- Stasia t'Andrei
- Arinna Katal
- Veriendha al'Riaha
- Keisha al'Benn
- Faeril Munlear
- Cahalan Sothron
- Arella Mathara
- Cassie Dainar
- Vivianna L'antreau
- Tsubasa Kamui
- Melina Tashir

Total raised: $595

Maintaining the Tower Fundraiser 2022 Donors

- Imzadi Hopewind
- Daithi Hagaera
- Arinna Katal
- Arella Mathara
- Dianna Meleaer
- Tree
- Ilverin Matriam
- Cahalan Sothron
- Xander Silverstar
- Ravienda al'Toma
- Elleria Sevrinde
- Leese al'Sulin
- Alexr al'Petros
- Vivianna L'antreau
- Cinna Vrammar
- Melisande Arneil
- Siusane al'Cuyler
- Leala ni al'Dareis t'al'Caleum
- Tallan Daar
- Elania al'Manir
- Calen Velervron
- Arella Mathara
- Cassie Dainar
- Megana Vallentin
- Siera al'Cere

- Lireina ni Dormerus t'al`Bearach
- Dovienya el'Korim
- Erin al'Denael
- Faeril Munlear

Total raised: $1815

Blood Drive Donors

- Elania al'Manir (3)
- Tallan Daar (2)
- Leese Sulan (2)
- Jodea Kegan (1)
- Jorell al'Racha (5) Platelets