

# HIGHLIGHTS FROM A.A.W.S.

JUNE 8, 2012

The A.A. World Services board met on June 8, at the General Service Office. Newly elected chair of the A.A.W.S. Board, Roberta L., opened the meeting and welcomed those in attendance.

## Manager's Report

General manager Phyllis H. reported that the Western Canada Regional Forum in Edmonton, Alberta, was a great success, with almost 400 in attendance and 254 first time Forum attendees. The next Regional Forum will be held in the Eastern Canada Region and is scheduled for July 6-8 in St. Catharines, Ontario.

Over the past few months, a team of tech professionals has done an in-depth technical review of the eReader project. Their initial efforts focused on the issues that were being reported to G.S.O. with the Apple iPhone version and the fixes that are needed for an iPhone update. The Android reader continues to be on hold pending further examination by the board on the short and long term effects of expanding our development, delivery and support of G.S.O. e-books.

Our annual G.S.O. Employee Meeting was held to share information and updates, to review company-wide policies and participate in team activities.

Management has been communicating with our benefit plan consultants on a draft proposal for a defined contribution plan for employees.

## Staff

Following the 2012 General Service Conference, the Advisory Actions, Additional Committee Considerations and Floor Actions, in English, French and Spanish were distributed to Conference members. Additionally, the summer issue of *Box 4-5-9*, which is the Conference issue, was posted on G.S.O.'s A.A. Web site.

In the second quarter of 2012, through Corrections Correspondence Service, we connected 338 incarcerated A.A.s with outside members to share their A.A. experience. The summer issue of *Sharing from Behind the Walls*, our quarterly newsletter of shared experience from incarcerated alcoholics, has been put together. We enclose a copy of this one-page newsletter in every letter sent to inmates.

The International assignment continues preparing for October's World Service Meeting at which we anticipate the participation of at least 60 delegates from 34 service structures. The 2012-2013 International A.A. Directory, providing A.A. contact information outside the U.S. and Canada, is in its early production stages.

Following the recommendations of the 2012 Conference Committee on Public Information, the video public service announcement for the Spanish-speaking community, "Tengo Esperanza," is in post production. Staff is working closely with the Publications Department on production of the Alcoholics Anonymous 2011 Membership Survey pamphlet and the revised Anonymity Wallet Card.

## Services

The A.A.W.S. Services Committee approved the Quarterly Report on G.S.O.'s A.A. Web Site and forwarded it to the trustees' Public Information Committee.

The committee continued its discussion regarding a request that "a searchable A.A. meeting locator covering the entire Conference structure (United States and Canada) be created and maintained on the A.A. Web site" and took no action. The committee noted that at this time

providing accurate information is best handled locally, and that the General Service Office continually strives to improve how its Web site assists visitors with contacting local A.A.

The committee received a verbal report on the viability of using e-delivery of the day's excerpt from *Daily Reflections*. Options are still being explored as part of the overall Web site redesign.

The committee tabled discussion of a request to revise the policy and process used for listing A.A. groups in G.S.O.'s records until its July meeting, in the interest of giving this matter the fullest consideration.

## **Publishing**

Gross sales through the end of May 2012 were budgeted at \$5,530,240, with actual sales of \$5,462,710. Print book units distributed for this same period totaled 754,897 units; non-A.A. purchases accounted for 130,055 units, or 17.2%. Since December 9, 2011, a total of 6,018 e-books have been sold, 3,192 Big Books and 2,826 copies of *Twelve Steps and Twelve Traditions*.

Publications director Valerie O'N. noted that although G.S.O.'s Publications Department was not formally created until 1985, we continue to be one of the largest ongoing publishing operations in North America with an average distribution of 1,000,000 Big Books annually and the printing of approximately 3,300,000 English pamphlets in 2011.

The Publishing Committee considered questions about existing translations of A.A. literature in Native American/First Nation languages and asked for a report on the status of Native American/First Nation translations. A.A.W.S. approved funding not to exceed \$1,500 for preparation of an audio version of a portion of the Big Book in Navajo.

The committee continued discussion regarding developing a policy on forwarding literature to the General Service Conference and defining what "editorial" and "format" changes are and reviewed a draft policy. Discussion will continue at a future meeting.

The committee discussed a request to reconsider the online shipping charges approved last year and agreed to take no action. The committee noted that current charges were implemented to cover costs of shipping and handling for smaller orders and were in line with the spirit of self-support. Some groups have bundled small orders to avoid shipping charges.

A.A.W.S. recommended that a searchable, anonymity-protected electronic service piece format for French and Spanish Abridged Advisory Actions of the General Service Conference, 1989-2012, be prepared and made available to A.A. members upon request. A.A.W.S. approved the price of \$2.00 each for booklets in French and Spanish of the Abridged Advisory Actions of the General Service Conference, 1989-2012. They also priced the large print Fourth Edition Big Book in French at \$8.30.

A.A.W.S. recommended discontinuing packaging one hundred (100) "A.A. at a Glance" (F-1) with the P.I. Literature Display Container (M-46), and revised the display price to \$2.30. The flyers remain available at no charge upon request.

## **Finance**

For the first three months of 2012, contributions from A.A. groups and members of \$1,610,596 were \$35,942 under budget. Gross profit on literature sales of \$2,162,627 was \$43,463 under budget. Total expenses of \$3,326,210 were \$68,811 under budget. Net income totaled \$447,134 compared with a three month budget of \$457,812. G.S.O.'s chief financial officer, Don Meurer (nonalcoholic), was quick to point out that three months of activity do not indicate a trend.