

HIGHLIGHTS FROM A.A.W.S.

MARCH 09, 2012

The A.A. World Services board met on March 9, at the General Service Office. Pam R., chair of the A.A.W.S. Board, opened the meeting and welcomed those in attendance.

Manager's Report

The e-book Web site and the instructions for use on the app are now available in Spanish and French. An updated app for the iPhone was deployed in mid-February, and final testing has been completed on the Android app. The iPad version of the app will follow the Android version.

With the move of the Grapevine from the 10th Floor in the building to smaller offices on the 12th Floor, G.S.O. has begun handling on-site shipping, mailroom and sales functions.

Fifty-three delegates have notified us that they will be attending the 22nd World Service Meeting (WSM) in Rye, NY just prior to the October General Service Board weekend. The WSM delegates will be invited to attend that Board meeting.

Staff

Following the Quarterly Meeting of the General Service Board in January, staff secretaries of Conference committees prepared background for their Conference committees. Many Conference members opted to access the Conference dashboard and this year we only received about 62 requests for the CD version; there were 22 requests for hardcopy versions.

The Winter issue of the *About A.A.* focused on how A.A. reaches out to diverse populations and highlighted sharing from General Service Board trustees on carrying the A.A. message to Native North Americans.

In Mid-February all delegates were sent an e-mail outlining the procedure we follow when G.S.O. is notified of an anonymity break. The Annual Anonymity Letter is being prepared for distribution to the media.

Services

The committee previewed the *Daily Reflections* page on the AA.org Web site, and made suggestions for minor adjustments before the page goes live. The committee reviewed a report on the viability of using e-delivery, similar to current e-Newsletters, for *Daily Reflections*, and asked that staff also explore resources for mass e-mail delivery being developed by the A.A. Grapevine.

Work has begun on a request for proposal, a timeline and action steps for the actual project work for the redesign of G.S.O.'s A.A. Web site.

Publishing

Since December 9, 2011, a total of 3,609 e-books (\$21,654) have been sold. Of the total e-books, the Big Book accounted for 1,904 units (\$11,424) and *Twelve Steps and Twelve Traditions* accounted for 1,705 units (\$10,230).

It is anticipated that *Daily Reflections* and *Living Sober* will be added to the e-books library sometime after the 2012 General Service Conference, which takes place at the end of April.

Gross sales of all items through the end of February 2012 were budgeted at \$2,222,080 with actual sales of \$2,271,705. (During the first two months of 2011, actual sales were \$2,226,113.) Units distributed to A.A. and non-A.A. purchasers for this same two-month period totaled 310,434 units. Out of that total, non-A.A. purchases accounted for 42,200 units, or 14%. (In 2010 and 2011, non-A.A. purchases accounted for 15.4% and 20.1% of units sold, respectively.)

Between August of 2011 and the end of February 2012, small orders of one, two or three items have been shipped from the mailroom at G.S.O. Totally 623 orders, these represent substantial savings compared to having these same small orders shipped from other warehouse sites.

The A.A.W.S. Board approved of the following pricing of the following e-books to be made available later this year:

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| <i>Daily Reflections and As Bill Sees It</i> | \$7.00 each |
| <i>Living Sober and Came to Believe</i> | \$4.00 each |

Other

Board committees discussed three items that had been submitted as General Service Conference agenda items that were forwarded to A.A.W.S. from the trustees' Committee on the Conference:

- That background for the Conference Agenda Items be translated into French and/or Spanish. After lengthy discussion the committee agreed that the cost of providing this service from G.S.O. would be prohibitive, and took no action.
- That the policy and process used for listing and delisting A.A. groups be revised to protect the integrity of the A.A. groups and the message of Alcoholics Anonymous. It was agreed the topic warrants broad consideration by the Fellowship, and discussion will continue at the June A.A.W.S. meeting.
- That a policy be formulated to determine the types of literature which do not require consideration by the General Service Conference and the types of literature that should receive Conference consideration, and that the policies define what are 'editorial' and "format" changes to literature.

The board approved 16 requests to reprint from A.A. literature.

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