

HIGHLIGHTS FROM A.A.W.S.

DECEMBER 12, 2014

The A.A. World Services Board met on Friday, December 12, 2014, at the General Service Office in New York. Chair of the A.A.W.S. Board, Billy N. opened the meeting and welcomed all in attendance. Billy N. presented an A.A.W.S. Board Resolution to Doug R., thanking him for his over 18 years of service as an A.A. Staff member, including the past four years of providing splendid leadership in his role as Director of Staff Services.

Manager's Report

General Manager Phyllis H., reported that preparations for the 2015 Conference have moved center stage with the first Conference planning meeting taking place on November 4, 2014.

Planning for the 2015 International Convention is starting to move at an accelerated pace. As of December 1, 2014, pre-registration for the Convention is just shy of 30,000. We are in the process of assigning over 400 speakers for over 200 panel meetings.

11th Floor Co-Location Project is on track with the 2015 schedule, with final design planning and preparing for construction Requests for Proposals ("RFP"). Construction is expected to begin late summer and will be completed in five phases with the four corners of the General Service Office representing the first four phases, and the reception/elevator area representing the fifth and final phase.

Recruiting /Hiring/Retirements

Cynthia Garippa, G.S.O.'s new IT Manager, began employment effective December 8, 2014.

Angel Calvillo, Spanish Editor in Publishing retired at the end of December 2014. Angel has been with G.S.O. since 1991, expertly translating literally thousands of words over the years.

Joe Dennan has announced that he will be retiring in April, 2015 after 30 years of service to G.S.O.

Staff

The video production company Unikron has been selected to create the new Corrections video. Work continues on the Canadian Corrections Correspondence Service.

Seven Class A Trustee candidates chosen by the trustees Committee on Nominating are being invited to attend the January 2015 General Service Board weekend for an interview and to participate as observers.

The first Regional Forum for 2015 will be the Northeast Regional Forum in Buffalo, New York, May 29-31, 2015. A new Regional Forum Flyer and redesigned registration forms will be mailed out early in 2015.

Technology/Communication/Services

The A.A.W.S. Board approved the following three **recommendations** brought forth by the Technology/Communication/Services Committee:

1. That A.A.W.S. add dynamic web banners to aa.org in addition to the static ones that have been approved.
2. That A.A.W.S. add language to the Fair Use Policy and A.A. Websites FAQ as follows:
 Q: Can we use the “blue people” graphic from the home page of www.aa.org on our local A.A. website? **[Additions in bold]:**
 A: This graphic is copyrighted and is an image specific to www.aa.org, A.A.W.S., and the General Service Office that serves the U.S. and Canada. Therefore, A.A. does not grant permission to use the “blue people” graphic **on goods or services not provided by A.A. World Services, Inc.**
3. That A.A.W.S. approve the Composition, Scope & Procedure with two revisions, changing the composition to “not less than five voting members” from “not more than six voting members” and changing the voting procedure to “substantial unanimity” from “majority vote.”

Publishing

For the first 11 months of the year, total gross sales recorded at \$16,040,019 (5.8% over estimate for the year to date. For the sales month of October, after implementation of the literature price increase, gross sales recorded at \$1,083,602 (18% over budget for the month).

We have sold 49,098 eBook units from January through mid-November, for a total income of \$223,737.

A.A.W.S. Online Stores accounted for 58.79% of all sales in the month of October and 51.7% of all November sales. For the year to date, web orders total \$7,466,688, or 53.9% of total sales for A.A. literature

Through October, we have sold 175,148 units of the 75th Anniversary Commemorative Edition of *Alcoholics Anonymous*, with an estimated profit of approximately \$1,010,000, which included costs for a large reorder resulting in excess unfinished inventory of the Commemorative Edition. We expect a charge of approximately \$474,375 will be reflected in the final financial results for 2014. As part of a plan to address the remaining unsold inventory, the A.A.W.S. Board agreed to extend sales beyond the original end date of July 2015.

The A.A.W.S. Board also approved the following **recommendations** brought forth by the Publishing Committee:

1. To forward to the 2015 Conference Committee on Literature, background documents for an agenda item regarding A.A.W.S.’ Policy on Publication of Literature, with minor editorial changes.
2. That ten-packs of the trilingual booklet, “A Brief History of the Big Book” be priced at \$10.00
3. That a complimentary copy of “A Brief History of the Big Book” accompany each sold copy of the 75th Anniversary Edition of the Big Book, for the duration of the commemorative edition’s availability.”

Finance

Unaudited G.S.O. financial update for the 10 months ended October 31, 2014 reflected:

Net sales	\$15,379,000
Gross Profit (Literature)	\$ 9,531,000
Contributions	\$ 5,540,000
Total operating expenses	<u>\$12,903,000</u>
Year to date profit	\$ 2,167,400

It was noted that for the ten months, revenues were 8.8 percent greater than budgeted and 21 percent greater than the first ten months of last year as well. In addition, operating expenses were 2.8 percent less than budgeted and 3.6 percent greater than last year.

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