

HIGHLIGHTS FROM A.A.W.S.

JUNE 12, 2015

The A.A. World Services Board met on Friday, June 12, 2015, at the General Service Office in New York, NY. Newly-elected Chair of the A.A.W.S. Board, Chet P. opened the meeting and welcomed all in attendance, including new trustee director Richard B., Eastern Canada Regional Trustee.

Manager's Report

General Manager Phyllis H., reported that with the 2015 International Convention less than a month away, all hands, heads and hearts are on deck as we approach the home stretch. Pre-registration continues at a brisk pace with the most recent count at over 47,000 pre-registrants. Needless to say, excitement is running high for this wonderful celebration of A.A.'s 80th anniversary, "Happy, Joyous and Free."

G.S.O./A.A. Grapevine Co-Location Project – Planning for the mid-August construction on the 11th floor of 475 Riverside Drive is on track. The construction company has been selected; and G.S.O. employees are hard at work with pre-construction file and storage clean up.

Records – The Records department is beginning the task of proofing and editing the contents of the three 2015-2016 Regional directions. The project is expected to be completed by August, 2015.

Archives – A new exhibit entitled, "A.A.'s 10th Anniversary" has been created for the Digital Archives Exhibit on G.S.O.'s www.aa.org website. The A.A. Timeline has been updated with new entries for the years 2010 through 2015; and a nine-minute clip of Sister Ignatia's talk at A.A.'s 1960 International Convention has been added to the Audio Archives Library on the www.aa.org website.

Employee Updates – Luis Carrillo, Assistant Bookkeeper, retired on June 1, 2015 after 34 years of service. On August 1, 2015, we will say a fond farewell to Constance Ivey (Contributions Supervisor) who will retire after 36 years of service. And as of August 31, 2015, Jim M. (G.S.O. Staff member currently on the Public Information assignment) will be leaving G.S.O. to pursue other interests. We thank Luis, Constance and Jim for their service to G.S.O., and wish them all the best as they embark on new adventures.

The position of Payroll Analyst has been filed with the May 4, 2015 hiring of Pedro Velez. While new to the G.S.O. family, Pedro comes to G.S.O. from the A.A. Grapevine where he had been employed for 27 years.

Staff

Following the 65th General Service Conference (G.S.C.) week, the Conference team is diving into the next phase of the Conference process.

On the International desk, it has been a busy spring with world communications and preparations and travel to the 7th Sub-Saharan Africa Services Meeting in Johannesburg, South on June 5-7, 2015.

Post-production work on the brief video on anonymity, including the creation of subtitles in French and Spanish, is complete. A screenshot and link to this item will be part of the annual Anonymity Letter to Media, scheduled for distribution in June. The re-recording of voices for the new video P.S.A., "Doors," is complete and a plan to centrally distribute and track the new spot is being developed.

The 2015 Regional Forum season began with the 2015 Northeast Regional Forum which was held in Albany, New York, May 29-31, 2015. Online registration for all of the 2015 Regional Forums is available at www.aa.org where the Regional Forum Flyers and Registration Forms can also be viewed and printed.

Technology/Communication/Services

The A.A.W.S. Board approved the following recommendations from the Technology/Communication/Services Committee:

- That the 2015 First Quarterly Report on G.S.O.'s A.A. Website Activities be forwarded to the trustees' Committee on Public Information as presented, along with the Jan-Apr 2015 Website Analytics Report.
- That a new sort page on aa.org to help visitors navigate to the appropriate A.A.W.S. online store portal be approved.
- That posting on aa.org of the new Anonymity video developed to accompany the annual Letter to the Media in close time proximity to its distribution to media professionals be approved.
- That A.A.W.S.'s Policy on G.S.O.'s Website be updated to reflect new technologies and **recommended** that the first bullet under "Additionally:" be expanded to read (**additions in bold**):

"Oversight of the Website, **including new releases of APPs, websites or any other additional G.S.O. technology**, will be the responsibility of the Alcoholics Anonymous World Services Board (A.A.W.S.), acting through its Technology/Communication/Services Committee and in accordance with the Twelve Traditions of Alcoholics Anonymous."

Publishing

For the first four months of 2015, sales were substantially below the estimate. In April, gross sales (including digital books) were \$1,066,220 vs. the budget of \$1,299,714 (an 18% negative variance). April sales were about 6% higher than last year's total of \$1,051,148 (when the commemorative Big Book was released).

Unit sales in all major print book categories—e.g., *Alcoholics Anonymous* and *Twelve Steps and Twelve Traditions*—were lower than budget and lower than last year.

In April, total ebook sales were \$21,133.82 with 5,596 units sold. Big Books account for 1,669 units, Twelve and Twelve 1,592 and Daily Reflections sold 951. For the first four months of 2015, total ebook sales were \$93,993.55.

The Navajo translation of *Alcoholics Anonymous* has slowed to a nearly complete halt for the moment. A working committee of delegates (Panel 64s) has continued to monitor the situation "from the field," and remains in communication with the Publishing Department.

The new ASL translation of *Alcoholics Anonymous* and *Twelve Steps and Twelve Traditions* is progressing.

Finance

The unaudited G.S.O. financial update for the period January 1, 2015 - March 31, 2015 reflected:

Net sales	\$3,350,239
Gross Profit (Literature)	\$2,183,469
Contributions	\$1,598,622
Total operating expenses	\$3,651,441

It was noted that while sales to date were running considerably under budget (and Contributions somewhat under budget), savings continue to be realized within operations.

The 3 month unaudited financial report, revealed that net sales were \$608,886 or 15.4% less than budget, Contributions were \$97,640 or 5.7% less than budget and total operating expenses were \$242,890 or 6.2% less than budget. Net profit for the three months was \$130,762 compared with a budgeted profit of \$553,322.

Other

The G.S.O. and A.A. Grapevine family joined other A.A.'s around the world in celebration of A.A.'s 80th Anniversary on June 10, 2015 with reflection and selected readings, followed by ice cream and cake!