

HIGHLIGHTS FROM A.A.W.S.

JANUARY 29, 2015

The A.A. World Services Board met on Thursday, January 29, 2015, at the General Service Office in New York. Chair of the A.A.W.S. Board, Bill N. opened the meeting and welcomed all in attendance. A moment of silence was observed in honor of Jack O., past A.A.W.S. Chair and General Service Trustee who recently passed.

Manager's Report

General Manager Phyllis H., reported that preparations for the 2015 International Convention in Atlanta continues at an accelerated pace. Registrations for the 2015 Convention are ahead of the 2010 Convention for this period of time. The Volunteer Kickoff meeting was held in Atlanta on January 10, 2015. The kick-off program was very successful in building enthusiasm and interest; and the Volunteer Host Committee is well on their way to gathering the 4,000 volunteers needed to "meet and greet" attendees for A.A.s 80th Birthday!

During 2014, the General Service Office was pleased to welcome 2,213 visitors. In addition, the Archives staff responded to approximately 1,480 requests for information and research – demonstrating the Fellowship's continued interest in Archives and history.

Additionally, the General Service Office's Records department provided access to G.S.O.'s database to 42 new Area Registrars; and processed all changes resulting from elections in the 48 rotating General Service areas.

Staff

Early in January, the 2015 General Service Conference Dashboard was launched on a new platform and Conference members received their User's Guide via email along with unique user names and passwords. Early feedback on the new platform has been very positive.

Coordinated by the Cooperation with the Professional Community desk, Class A trustee Ivan Lemelle, Class B trustee Chet P., and Corrections G.S.O. Staff Clement C. presented a panel discussion at the, "National American Probation and Parole" conference in Tampa, Florida on January 12, 2015. The presentation was entitled, "Myths and Misconceptions about Alcoholics Anonymous."

Nominating

The A.A.W.S. Board approved changes to the trustees Nominating Procedures and Authority Matrix that would clarify discrepancies between what is written and what is actually practiced with respect to hiring G.S.O. Executives and Staff. The A.A.W.S. Board also approved forwarding the revised matrix with the recommended changes to the trustees Nominating Committee.

Technology/Communication/Services

The A.A.W.S. Board approved the following four recommendations brought forth by the Technology/Communication/Services Committee ("TCS"):

1. That the 2014 Fourth Quarter and 2014 Annual Website Activity Reports be forwarded to the trustees' Committee on Public Information as presented.
2. That G.S.O. employees and A.A.W.S. directors be granted access to G.S.O.'s website analytics software; and that any other request for access be considered on a case by case basis by the TCS Committee. The Committee agreed to add "Website Analytics" as a standing item on their agenda. *(The TCS Committee noted that this Committee has responsibility for oversight of*

G.S.O.'s A.A. website.)

3. That the revised disclaimer page upon leaving G.S.O.'s A.A. website be approved as presented. *(The TCS Committee recognized that the language had been vetted and approved by Grapevine and by G.S.O.'s Intra-Office Website Committee,)*
4. That the addition of the Grapevine/La Viña 2015 Subscription Challenge postcard be added to the G.S.R. Kit. *(The TCS Committee noted that this was a time-sensitive request.)*

Publishing

For the 12 months of 2014, through December 31, total gross sales (including digital book sales) were \$17,128,000 which was \$2,152,100 (14.37%) over budget for the year.

Sales results for December were below budget, with \$816,008 in actual gross sales vs. the \$873,559 estimate, which is \$57,551 under budget (6.6%) for the month.

The monthly average of literature sales online, including both A.A.W.S. Online Stores, was 54% of total sales in all channels, and this share of our sales is expected to increase in 2015.

In 2014, 1,140,000 copies of *Alcoholics Anonymous* (Fourth Edition, English) were distributed, plus 20,000 as ebooks (in rounded figures). Total A.A.W.S. book sales were 2,225,000 units and \$14,500,000 in income (rounded figures).

For the year 2014, 61,927 ebook units were sold for a total income of \$235,200. The conversion of all titles continues, with the following titles to be converted next: *Pass It On, Dr. Bob and the Good Oldtimers*, and *Experience, Strength and Hope*.

Finance

The A.A.W.S. Board approved the 2015 budget of the General Service Office which reflects gross sales of \$14,820,000, contributions of \$7,000,000 and a bottom line profit of \$197,125, and agreed to forward it to the trustees' Finance and Budgetary Committee.

The A.A.W.S. Board also approved the Finance Committee's recommendation to carry forward the Self-Support in Action initiative in Box 4-5-9 until such time as it is rescinded.

Unaudited G.S.O. financial update for the 12 months ended December 31, 2014 reflected:

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| Net sales | \$16,872,280 |
| Gross Profit (Literature) | \$ 9,893,976 |
| Contributions | \$ 6,898,068 |
| Total operating expenses | \$15,415,814 |

Of note, with the closing of 2014, net sales were 14.7% greater than budgeted and 33.9% greater than the 12 months ended December 31, 2013. Operating expenses were 3.8% less than budgeted.

Other

The A.A.W.S. Board reviewed its Bylaws, Conflict of Interest Statement and Disclosure Statement, and Whistleblower Policy, which were revised to be in compliance with the New York Non-Profit Revitalization Act of 2013. The A.A.W.S. Board agreed to forward the revised documents to the General Service Board for approval.