

HIGHLIGHTS FROM A.A.W.S.

OCTOBER 27, 2011

The A.A. World Services Board met on October 27, 2011, at the General Service Office. The Publishing and Services Committees had met earlier by teleconference. Pam R., chair of the A.A.W.S. Board, opened the meeting and welcomed those in attendance.

Manager's Report

Work continues on the eBook project with a rollout date of early December for the Fourth Edition Big Book and of the *Twelve Steps and Twelve Traditions* in English, French and Spanish.

At the Southwest Regional Forum in Wichita, KS, October 7-9, 2011, there were 308 first-time Forum attendees out of a total attendance of 535. Terry Bedient substituted for Ward Ewing who was attending the Native American Convention in Nevada.

The 26th Intergroup/Central Office/A.A.W.S./A.A. Grapevine Seminar was held in Tucson, AZ, September 29th through October 2nd. Chair Pam R. represented A.A.W.S., and in attendance from G.S.O. were the general manager, representatives from the Publications Department, and G.S.O.'s staff member serving as liaison to intergroup and central offices. Communication between intergroup/central offices and general service was a significant topic of discussion.

The 16th European Service Meeting was held October 21st – 23rd in Frankfurt, Germany. The International desk coordinator and the general manager attended. The theme of this event was "Unity – Our Safeguard." As presenters at this event, both Mary Clare and Phyllis focused their talks on the importance of striving for worldwide Unity in order to effectively carry our vital message of hope to suffering alcoholics throughout the globe.

Nonalcoholic G.S.O. Archivist Michelle Mirza participated at the 15th Annual National A.A. Archives Workshop in Helena, MT, in September. G.S.O. Archives celebrates its 36th Anniversary on November 3.

Staff

The fall 2011 issue of *Box 4-5-9* included an invitation for theme suggestions for the 2015 International Convention to be held in Atlanta, GA.

Preparation for the 62nd General Service Conference has begun and the first planning meeting for the G.S.O. and Grapevine staff is November 8th. Thus far, we have received election results for incoming Panel 62 delegates from about 20 areas.

On the Public Information front, G.S.O. staff is coordinating the tabulation of the 2011 A.A. Membership Survey. The La Viña Editorial Board has assisted the trustees' subcommittee that is reviewing proposals for the Hispanic TV PSA by providing cultural perspective. Press releases are being developed for the upcoming eBooks introduction and to announce the new pamphlet "A.A. For the Alcoholic With Special Needs," along with the newly revised pamphlets "Understanding Anonymity" and "The A.A. Member – Medications and Other Drugs."

Services

- The Services Committee made two recommendations that were approved by the A.A.W.S. Board.
 - The first approved the Third Quarter (July-Sept.) Report of G.S.O.'s A.A. Web Site Activities and forwarded it to the trustees' Public Information Committee.
 - The second revised the current policy on G.S.O.'s A.A. Web site to allow online sales, as the Board plans to implement online sales in late 2012.
- The Services committee also requested that staff compile additional suggested revisions to the Web site policy based on current Web site initiatives.

Publishing

- The 2011-2012 edition of *The A.A. Service Manual/Twelve Concepts for World Service*, reflecting actions of the 2011 General Service Conference, is now available in English, French and Spanish.
- Big Book unit distribution for the first nine months of 2011 was 716,084, as compared to 672,524 in the same time period in 2010. The distribution of *Twelve Steps and Twelve Traditions* through the end of September 2011 totaled 299,844, as compared to 280,340 through September of last year.
- Large purchaser online sales totaled 34% of gross sales for the first nine months of 2011.
- In the first nine months of this year there were 15,828 paid orders processed, 5,871 complimentary orders, 177 French orders, and 1,938 large purchaser online orders.

Finance

- Total revenue (contributions, gross profit from literature sales, and interest earned on cash flow) was \$10,488,857. Total revenue was \$48,906 (.46%) less than budgeted and \$77,629 (.73%) less than the same time period last year.
 - Contributions totaled \$4,479,958.
 - Gross margin from literature sales was \$6,008,370.
 - Interest income came to \$529.
- Total operating expenses were \$10,194,978, approximately \$293,847 (2.80%) under budget, and \$545,763 (5.66%) more than during the same period in 2010.
- Unaudited financial information shows net income (revenue less expenses) for the first nine months of \$293,879 compared with a budgeted income of \$48,938 and with \$917,271 reported for the same period in 2010.