

A.A.W.S. HIGHLIGHTS

JANUARY 27, 2011

A.A.W.S. Board Chair George M. welcomed everyone present. Because of a snowstorm that dumped over a foot of snow in some parts of the New York metropolitan area, Pam R. and Andrea B. were not able to fly in for the meeting. Andrea attended by conference call.

Upon recommendation of its Ad Hoc Committee on E-Technology the Board approved an Overall Project proposal for the **sale of A.A.W.S. literature in digital format**. The current schedule shows the first book in digital format (the Big Book and *Twelve Steps and Twelve Traditions*) available for sale by late summer. Infrastructure investment is expected to amount to approximately \$400,000 incurred over a two-year period.

The Board received two requests regarding selling Conference-approved literature on the G.S.O. Website, and took no action on these specific proposals, noting that the board is already investigating the possibility of online sales. At their December meeting, the Board asked G.S.O. management to conduct a **feasibility study on selling literature online**.

The Board approved a change to the text on G.S.O.'s A.A. Web site explaining how to access local resources that provide **A.A. meeting information**.

G.S.O.'s General Manager, Phyllis H., shared that it was gratifying to see the **continuing increase in contributions** with final 2010 figures at approximately \$6,409,000 which is 1.8% increase over 2009. **Contributions Online** ended the six month mark showing greater use, reflected in revenue during this period of \$82,750, 1.3% of total contributions received.

G.S.O. had **net income** for the year of approximately \$1,302,000 or 29% over budget which is very positive news! In addition, the very successful 2010 International Convention showed results of \$850,000. 2010 was a year in which we made significant savings on almost every budgeted line item by holding off on permanent hires, limiting outside contract work and following through with ongoing reductions on translations and travel.

With implementation of our **eBook publishing** endeavors later this year and continued use of the Internet and related technologies, we anticipate opportunities to make further savings while continuing to provide new and valuable A.A. services. As the future unfolds, we look to and depend even more upon the Fellowship for **expanded support through contributions**.

The notice for an **opening for an A.A. Staff member** will be announced in the spring issue of *Box 4-5-9*.

Areas are reporting **election results** or updating the changes via their access to G.S.O.'s records database, Fellowship New Vision (FNV). To assist the new Area Registrars with FNV, Karen H., G.S.O.'s Administrative Services Manager, provided **registrar "Web Training."**

Thanks to the steady efforts of local A.A. members around the U.S. and Canada, the number of incarcerated A.A. members waiting for an outside correspondent has been drastically reduced. The **need for new outside correspondence** continues, however, as new requests from alcoholics behind the walls come to the Corrections Desk every day.

The **literature desk** coordinator continues to work with three trustees' subcommittees working on pamphlets ("A.A. and the Armed Services" pamphlet, "The A.A. Member – Medications and Other Drugs" pamphlet and the development of literature focused on spirituality and A.A.).

A final reminder of the January 1, 2011 **regional trustee resume deadline** was sent to all delegates in the Northeast and Southwest regarding the vacancies, and to all delegates in Canada regarding the Trustee-At-Large, Canada vacancy.

The **Southeast Regional Forum** took place December 10-12 in Myrtle Beach, South Carolina and there were 505 attendees, which included three past trustees and 175 first-time Forum attendees. This was Ami B. first Regional Forum as Grapevine's new Executive Editor/Publisher and everyone joined in making her feel welcome. Preparations are moving along for the **2011 Northeast Regional Forum** taking place May 20-22 in Sturbridge, Massachusetts. We have begun sending Forum announcements by email where possible.

In response to a request from the Bali/Indonesia Intergroup, the Board approved a procedure to add **translated A.A. material** in read-only format to a section of G.S.O.'s A.A. Web site, upon request from international A.A. entities in countries with no General Service Board structures. This literature would be viewable only through an Internet link from the Web page of the foreign A.A. entity requesting the link.

Publications Director Valerie O. reported that total distribution of all books for the 12 months ending December 31, 2010 was 1,701,373 units, down 23% from the same period in 2009. Through the 12 months ending December 2010, 885,134 Big Books were distributed compared to 1,217,262 units for the year ending December 31, 2009. The 885,134 units represents 52% of 2010 all books distribution.

The A.A.W.S. Board approved the **2011 budget** of the General Service Office, which reflects a net profit for 2011 of \$340,080.

Net sales of \$12,183,911 for the year 2010 were approximately \$1,766,089 (12.7%) less than budgeted. Total sales revenue (gross profit from literature sales, contributions, and interest earned on cash flow) was \$14,277,491. Total revenue was about \$526,359 less than budgeted and \$255,180 less than in 2009.

Net profit for the year 2010 of \$1,302,009 compares with a budgeted profit of \$1,007,995 and was \$28,448 more than the \$1,273,561 profit reported for the year 2009.