

HIGHLIGHTS FROM A.A.W.S.

JANUARY 29, 2012

The A.A. World Services board met on January 29, at the General Service Office. Pam R., chair of the A.A.W.S. Board, opened the meeting and welcomed those in attendance.

Manager's Report

Visitors to Office – During 2011, the General Service Office (G.S.O.) was pleased to welcome 1,641 visitors.

Delegate Chair Orientation – Staff prepared to welcome the 2012 Delegate Conference Chairs for an orientation session, prior to their observing the January Quarterly General Service Board meeting.

G.S.O. Archives – Requests to the G.S.O. Archives have been steady, and plans are underway for new exhibits for the Archives online digital exhibit portal, continuation of the Audio Catalog Development and document preservation projects.

Customer Service Training – The administrative assistant group has begun customer service training, in order to meet our goal of providing excellent service to A.A. members, and to increase communication within the office.

Staff

Service Materials for Trusted Servants – January is a busy time for new trusted servant rotation, and all of the service assignments have been busy sending out information, kits and workbooks to new trusted servants doing service in so many ways, including group, district and area service, as well as a variety of committee work. The shared experience in this material is intended to help new trusted servants hit the ground running in their new service positions.

International – A Haitian-Creole translation of the Big Book is moving to completion. Thirty-one delegates have registered so far for the World Service Meeting that will take place in New York in October. A member is helping us establish firm contact with A.A. in Iran; and a worker at a refugee Camp in Malawi setting up A.A. meetings for some of the 5,500 people living there.

Corrections – The Winter 2011 issue of “Sharing From Behind the Walls” included a holiday greeting, a great assortment of stories, and a simple, clear message from an “outside” A.A. explaining how his long-term participation in the Corrections Correspondence Service (C.C.S.) helps him maintain his sobriety. The C.C.S. linked at least 181 male inmates and 59 female inmates to outside volunteers in the past three months. A recent boost in volunteers followed a mention in the latest Grapevine.

Services

Web Site Redesign – The Web Site Redesign Committee has concluded the exploratory phase of its work, and management is now considering allocation of resources to move forward with construction.

Daily Reflections Online – The board approved the recommendation from the Services Committee to post a *Daily Reflections* page on G.S.O.'s A.A. Web site that would be refreshed daily. The committee also asked management to explore e-delivery for *Daily Reflections* similar to that currently available for newsletters.

Quarterly and Annual Web Site Report – The Services Committee presented the Quarterly Report of Web site activity for the period October through December 2011, and the 2011 Annual Report of Web site activity. The Board approved the reports and forwarded them to the trustees' Committee on Public Information.

Publishing

EBooks – The first two A.A.W.S. eBooks were launched on a new A.A.W.S. Online Store in December! We are working to ensure the smooth operation of the system and sales simultaneous with the development of an App for Android and iPad. Our IT group and Publications Department are addressing post-launch corrections, adjustments and communications. The next two eBooks planned for release are *Daily Reflections* and *Living Sober*. We are pleased to report that for the period December 12, 2011 through January 23, 2012, we sold 2,550 eBooks – 1,342 Big Books and 1,208 *Twelve Steps and Twelve Traditions*.

Big Book sales (All editions) – Through the 12 months ending December 2011, 945,406 Big Books were distributed compared to 885,134 for the year ending December 31, 2010. The 945,406 units represent 53% of all books distributed in 2011.

Literature Barcodes – As requested by Intergroups/Central Offices, A.A.W.S. will be providing bar codes on books and audiovisual material to help track inventory and process purchases. The Publications Department will look into bar codes for A.A.W.S. pamphlets.

Images in Translations – The board approved the recommendation from the Publishing Committee that translation of A.A. literature may include images to better reach suffering alcoholics from widely divergent cultures and backgrounds in countries other than the United States and Canada. Translations to be within the purview of the Publications Department.

Advisory Actions Book – The board approved the recommendation from the Publishing Committee that an anonymity-protected PDF of the *Advisory Actions of the General Service Conference of Alcoholics Anonymous 1951-2009* be made available as an electronic service piece to be sent to A.A. members upon request.

Finance

Financial Summary – Unaudited financial information shows net income (revenue less expenses) for the year 2011 of \$819,143 compared with a budgeted income of \$300,080 and with \$1,255,290 net income for 2010. Reported net sales of \$12,506,136 for the year 2011 were approximately \$31,155 less than budgeted. Total sales revenue came to \$14,277,491. Audited financial reports will be available for the General Service Conference and will be printed in the *Final Conference Report*.

G.S.O. Budget – The A.A.W.S. Board approved the 2012 budget of the General Service Office, which reflects a net profit for 2012 of \$147,893.