

HIGHLIGHTS FROM A.A.W.S.

NOVEMBER 1, 2013

The A.A. World Services Board met on Friday, November 1, 2013, at the General Service Office in New York, NY. Chair of the A.A.W.S. Board, J. Gary L. opened the meeting and warmly welcomed visiting southeast regional trustee, Chet P., U.S. trustee-at-large, Bob W., Class A trustee, Corliss Burke, and all in attendance.

Manager's Report

Practicing rotation among participants, 2013 was G.S.O.'s year to host the *Day of Sharing* which was held on October 15, 2013. The Stepping Stones Foundation attended for the first time and was joined by Al-Anon-Family Groups, the National Council on Alcoholism and Drug Dependence (NCADD) and A.A.'s General Service Office. The *Day of Sharing* continues to be an important venue for sharing between these organizations.

Mid-October, G.S.O. held a retirement "celebration" for Joan Alleyne's 23 years in G.S.O.'s Contributions Department and Adrienne B.'s 17 years as a G.S.O. Staff member.

The Southwest Regional Forum was held in Oklahoma City, October 11–13, 2013. This was a wonderful Forum with lots of excitement and many first time attendees.

The 18th European Service Meeting in Frankfurt, Germany, was held on October 17-20, 2013, speaking on the theme, "Carrying the Message Through Service." Country participants have grown to 47 delegates representing twenty-eight countries.

The 28th Intergroup/Central Office Seminar in Palm Springs, California was held October 25-27, 2013. A.A.W.S. was well represented with J. Gary L., Greg T., Andrea Brennan, Tracey O. and Phyllis H. Approximately ninety-five offices were in attendance. The main topics of interest were the G.S.O. Online Store and the 75th Anniversary Commemorative Big Book.

November 15-17, 2013, we will be off to the East Central Regional Forum in Fort Wayne, Indiana – our final Forum of 2013.

Archives

The Archives Staff designed special exhibits to commemorate several occasions - the 38th Anniversary of the official opening of the G.S.O. Archives on November 3, 2013 and in observance of U.S. National Archives month in October.

G.S.O. Archivist, Michelle Mirza attended the 17th annual A.A. National Archives Workshop held in Springfield, Illinois, September 12-15, 2013 where the theme was "Our Past and Beyond."

Staff

In late August a memorandum was sent by email to all Conference members requesting suggestions for theme and presentation topics for the 2015 General Service Conference. Planning for the 64th General Service Conference continues.

An e-mail reminder regarding regional trustees' vacancies for 2014 was sent to Pacific Regional and Eastern Canada Regional Delegates in three languages. As suggested by the Trustees Committee on Nominating, an early reminder was sent to all trustees committees that utilize appointed committee members requesting a written response regarding: 1. plans to begin a search to add an appointed committee member (A.C.M.); 2. replace an A.C.M. that will be rotating; 3. intent to reappoint A.C.M. for an additional term; and 4. if currently in the selection process, include status of that process.

Services

A.A.W.S. recommended forwarding G.S.O.'s A.A. Web Site Quarterly Report (Jul-Sep 2013) to the Trustees' Committee on Public Information.

A.A.W.S. also made the following additional recommendations:

- That the following text be added to the Web page listing overseas resources: "If you do not see the country you are looking for listed, please contact the International Assignment at G.S.O. by clicking here;" and that the user would click through to a Web form that would be sent directly to the International desk and capture the user's name, location (country), and e-mail address.
- That Web forms capturing user name, location (state/province), and e-mail address be used as a means of contacting G.S.O.'s regional correspondents wherever the regional correspondent e-mails are posted on www.aa.org.
- Approved the concept of adding an announcement of the 75th anniversary commemorative edition of the Big Book to G.S.O.'s A.A. Web site with the understanding that the terms and conditions of the purchase would be clearly stated online.
- Approved the redesign of www.aa.org and agreed to move toward a launch in January 2014.
- Considered stronger language for the disclaimer pages to Web links outside www.AA.org, and recommended use of the new disclaimer text before linking to any external Web page.

Publishing

For the first nine months (three quarters) of the year, through September 2013, total gross sales are \$9,757,167, which is \$124,611 (or 1.24%) over estimate for the period. September came in at \$982,897 vs. 1,024,666 (or \$41,769 under budget). Unit distribution of print books for September 2013 was 135,851 vs. 140,435 units distributed in September 2012.

A.A.W.S. recommended that new ASL translations of *Alcoholics Anonymous* and *Twelve Steps and Twelve Traditions* be included in the 2014 budget.

A.A.W.S. Online Store

The consumer online sales Web site (B2C) went live on October 15. The members of the General Service Conference were notified; and an Online Store icon is featured on the www.aa.org home page that links directly to the store at <http://b2c.aaws.org>.

Orders have been steadily picking up over the two weeks and feedback has so far been very positive regarding the user experience, the design, and the speed of processing. Activity on the bulk-order Web site (B2B) has continued apace.

Finance

Unaudited financial report for the nine months through September reflected:

Net sales	\$9,549,000
Gross Profit (Literature)	\$6,136,000
Contributions	\$4,973,000
Total operating expenses	\$11,207,000

Of note: For the nine months through September 30, 2013, revenues were 3.8 percent greater than budgeted and 3.7 percent greater than the first nine months of last year, while operating expenses were 1.2 percent less than budgeted and 6.5 percent greater than last year.

Other

At the request of the trustees Nominating Committee to review and suggest changes to Procedure No. 9 – Guidelines for Hiring General Manager, G.S.O., A.A.W.S. drafted a final revision of Procedure No. 9, which will be forwarded to the trustees Nominating Committee.

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