

# HIGHLIGHTS FROM A.A.W.S.

*DECEMBER 13, 2013*

The A.A. World Services Board met on Friday, December 13, 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 A.A. Grapevine directors Nancy H., Ed M., and Michelle Grinberg (Class A trustee), and all others in attendance.

## **Manager's Report**

Appreciation was expressed to the Publishing department and all who worked on the eBook and website redesign.

Our final Regional Forum for 2013 was held November 15-17 in Fort Wayne, Indiana with an encouraging number of first time attendees and exuberant members.

Preparations for the 2014 General Service Conference are moving center stage once again. We have a full roster of new Panel 64 delegates; we've had our first staff Conference Planning Meeting; and Conference Coordinator, Mary C. will be sending out the Conference Communications Kit just before Christmas.

New 403(b) ERISSA Pension Plan – As scheduled, enrollment is taking place this month for new employees who are eligible for our defined contribution plan. Once enrolled, eligible employees will receive 2013 benefits and participate in the investment options offered.

New Personnel - We welcomed Racy J. as the new G.S.O. A.A. Staff member on November 12, 2013. She has been immersed in training as the CPC Coordinator taking over for Clay R. who moved over to the Nominating assignment.

Clement C. of St Louis, MO. has been hired as our new Staff member with a start date of January 6, 2014. He will join us as the Corrections desk coordinator, replacing Eva S. who will rotate onto the 2015 International Convention assignment at the beginning of January, 2014.

Publications Licensing Manager - Recruitment and hiring for the newly-established position of Licensing Manager is in process. Interviews and selection should take place within the next few weeks.

Retirements – Staff member Mary D. has announced her retirement effective September 1, 2014.

## **Staff**

Random selection of the 2014 Conference Committees was completed successfully.

The Corrections Correspondence Service (C.C.S.) continues to steadily link inside A.A. members with outside members. During the months of July through November, we have linked approximately 560 inmates. The Corrections desk is seeking more male volunteers on the outside to fulfill this ongoing need.

The 2013-2014 edition of The A.A. Service Manual is now in print and available, and two new services pieces called "Responding to Disasters – How Can We Help?" and "Anonymity Online," have been added to the list of service material available from G.S.O.

## **Services**

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

- Replacing all current privacy policies on G.S.O.'s Web sites with the new, legally-vetted Privacy Policy which was culled from the separate privacy policies on aa.org, A.A.W.S. Online Store, and A.A. Member Contributions Online.

- Approval of the concept of creating Web banner art to be made available on aa.org.

## **Publishing**

For the first eleven months of the year, through November 2013 total gross sales are \$11,789,135, which is \$93,294 (0.51%) under estimate for the period. October was an exceptionally active month, coming in at \$1,244,896 vs. 1,066,246—or \$178,650 (16.76%) over budget. However, November gross sales came in substantially below projection: \$787,072 vs. \$1,183,627 – which is \$396,555 (33.5%) under budget.

A.A.W.S. Online Store – An announcement of the availability of online ordering for our literature is featured in the Holiday Issue of *Box 4-5-9*. As of October 31, 2013 online sales accounted for 48.1% of total dollar sales, up from 45.7% of the previous month.

75<sup>th</sup> Anniversary Commemorative Edition of *Alcoholics Anonymous Update* – We began to accept preorders for the commemorative edition of the Big Book on November 15, 2013. As of Friday, December 6, 2013 we have received more than 900 pre-orders for the commemorative edition of the Big Book, with more than 40,000 units ordered.

eBooks Distribution Update – The new digital version of *Alcoholics Anonymous*, 4th Edition (English) was uploaded to Amazon and Barnes & Noble bookstores on November 27, 2013 with sales anticipated to begin on December 1, 2013. Production of the digital versions of all eleven of our book titles, in all three languages, continues apace, with release of new titles anticipated at a rate of approximately one title every one to two weeks. It is intended that all titles will be published on the Apple iBooks store in the near future.

It was noted that Amazon Kindle and Barnes & Noble NOOK offerings support Apple iPhone, iPad and Android devices – and many others, including Windows and Mac. The announcement page on the aa.org Website has been updated to include this information.

A.A.W.S. Board recommended discontinuing new sales of the A.A.W.S. proprietary iOS app products, *Alcoholics Anonymous* and *Twelve Steps and Twelve Traditions* in all three languages, and use of the e-reader for these products. A.A.W.S. will continue to support products they have sold until further notice.

## 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	\$10,776,232
Gross Profit (Literature)	\$6,983,679
Contributions	\$5,462,003
Total operating expenses	\$12,425,202
Net income	\$ 20,480

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