

# HIGHLIGHTS FROM A.A.W.S.

*JANUARY 30, 2014*

The A.A. World Services Board met on Thursday, January 30, 2014, 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 Class A Trustee and General Service Board Treasurer, David Morris, and Eastern Canada Regional trustee and past A.A. Grapevine director, Donald C., and all in attendance.

## **Manager's Report**

General Manager Phyllis H. reported that General Service Office (G.S.O.) ended the year 2013 with an unaudited net profit of \$93,446. Of special note was the fact that we celebrated December as the highest month in contributions ever recorded – totaling \$850,000!

In 2013, G.S.O. was pleased to welcome 1,942 visitors. Archives staff responded to approximately 1,480 requests for information and research.

After interviews with four very qualified in-house personnel, Maria Morales was selected as the 2015 International Convention staff assistant. Maria will assist Eva S. who has officially rotated onto the 2015 International Convention assignment.

Preparations are underway for our first Regional Forum of 2014. The Western Canada Regional Forum will be held February 21-23, 2014 in Winnipeg, Manitoba, Canada.

## **Staff**

This is a very exciting and busy time as we prepare for the 64th General Service Conference. The Conference desk has been receiving requests for Conference agenda items as well as preparing for the Conference Committee chairpersons orientation and a myriad of other detailed Conference preparations. On January 31, 2014, we welcomed the Delegate Chairs for the 2014 General Service Conference who participated in an orientation session and had the opportunity to observe trustees' committee meetings over the General Service Board weekend which immediately followed the orientation.

## **Services**

A.A.W.S. recommended forwarding G.S.O.'s A.A. Web Site Quarterly Report (October-December 2013) and 2013 Annual "Summary of G.S.O. Web Site Activities" to the Trustees' Committee on Public Information.

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

- The future use of Web banner art as described in the 2014 Comprehensive Media Plan.
- That all full length A.A. videos, except those for members only, be posted on G.S.O.'s A.A. Web site.

## **Publishing**

Sales: 2013 saw much activity in literatures sales, and we ended the year with \$12,837,474 in total gross sales vs. an annual estimate of sales of \$12,800,000 (\$37,474 and 0.29% over budget).

Online Sales: Thanks to the launch of our two A.A.W.S. Online Store sites, online sales grew substantially in 2013. The bulk order site brought in \$5,169,629 and the general consumer site – launched in October 2013 – brought in \$182,587. The total percentage of sales transacted online was 40.23% for year-end December 2013.

Digital Publishing Program: Currently, *Alcoholics Anonymous* and the Twelve & Twelve (both in English) are published on Amazon, Barnes & Noble and Apple iTunes stores. The French translations of *Alcoholics Anonymous* and the Twelve & Twelve are expected to be published and available for sale by the end of January 2014, as well as *Daily Reflections* (English).

75th Anniversary Commemorative *Alcoholics Anonymous*: The production of the anniversary edition of the Big Book remains on schedule for April 2014 delivery, with current pre-orders approaching 60,000 copies.

### **Finance**

The A.A.W.S. Board approved the 2014 budget of the General Service Office and agreed to forward it to the trustees' Finance and Budgetary Committee.

Unaudited financial report for the 12 months through December 2013 reflected (*all figures in thousands*):

|                           |          |
|---------------------------|----------|
| Net sales                 | \$12,600 |
| Gross Profit (Literature) | \$ 8,105 |
| Contributions             | \$ 6,899 |
| Total operating expenses  | \$14,911 |

Of note: With total expenses showing \$181,000 under budget our end of year results were excellent.

### **Other**

The A.A.W.S. Board approved its Nominating Committee's recommendation that J. Gary L. serve an additional year on the A.A.W.S. Board and that his name be forwarded to the trustees Nominating committee for inclusion on the 2014-2015 A.A.W.S. Board slate of Directors; J. Gary L. will fill the vacancy created by Marty W. who is unable to serve as a director on the A.A.W.S. board for the 2014-2015 term.

The A.A.W.S. Board discussed a request to translate the Commemorative 75th Anniversary Edition of the First Edition, first printing of *Alcoholics Anonymous* into Spanish and agreed to take no action. However, the Board suggested developing ways – other than full translation -- to make the 75th Anniversary Edition accessible to French and Spanish speaking members, and asked the publishing director to bring back suggestions to the March 2014 Board for how this might be accomplished.

The A.A.W.S. Board reviewed the text of a new, privacy policy vetted by legal counsel culled from the separate privacy policies on AA.org, A.A.W.S. Online Store, and A.A. Member Contributions Online, and approved replacing all current privacy policies on G.S.O.'s Web sites with the new combined Privacy Policy.

The A.A.W.S. Board approved discontinuing new sales of eBooks on the A.A.W.S. proprietary app platform. Existing products will continue to be supported.

The A.A.W.S. Board reviewed suggested pricing options from the Publishing Director for the Large Print Abridged version of *Alcoholics Anonymous* and approved a selling price of \$6.00 for this item.

The A.A.W.S. Board also reviewed suggested pricing options from the Publishing Director regarding for the DVD "Markings on the Journey," and approved reducing the selling price from \$16.00 to \$10.00 for this item, in keeping with the selling price of other DVDs.

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