

December 10, 2011

2011 NIA WINTER ASSEMBLY **DELEGATE'S REPORT**

2012 General Service Conference

The 62nd General Service Conference will be held in Rye, NY from April 22 through April 28. The theme for the Conference will be "Anonymity: Our Spiritual Responsibility in the Digital Age." The Preliminary Agenda will be available for distribution around January 15th.

AAWS Inc. **Financials**

As of September 30, year-to-date total revenue (gross profit from literature, contributions and interest earned) was \$10,488,857, which is 0.73% less than the same time last year. Sales of literature were \$9,668,492, with non-AA purchases accounting for 18.7%. Gross profit on literature was \$6,008,400 compared to \$6,054,400 last year. Contributions of \$4,480,000 were \$31,500 (0.7%) less than last year. After deducting all operating expenses, AAWS had a profit of \$293,879 compared to \$917,271 in 2010. The 2011 year-end AAWS profit was budgeted at \$340,000, a figure our East Central Regional Trustee Pam R. believes will easily be realized. The AAWS Finance Committee received a preliminary draft of the 2012 budget indicating a very slim profit margin of only \$173,600. As of September 30, the Reserve Fund had a balance of \$14,473,823 which represents 10.7 months of combined operating expenses.

Literature

The eBook format of the Big Book and 12 & 12 (English, Spanish, and French) will be priced at \$6.00 each and will launch soon. The eBook purchase will be limited to a maximum of three electronic devices per individual purchase and initially will be available for iPhone, iPad and iTouch. In a month or so, it will extend to Android phones and then Blackberries. The app will be called the AAeReader. The device name will also be AAeReader. The online store name will be AAWS Online Store. The Board agreed to a policy of worldwide distribution of eBooks at this time since AAWS has the only known secure digital sales platform of AAWS copyrighted material and there is no conflict with existing international licenses.

AAWS will maintain the current practice of fulfilling international individual orders only when the established GSO of that country does not sell the requested literature. This is very important because AAWS does not want to take sales away from other GSOs with which there exist licensing agreements. Overseas literature sales by a couple of intergroups were in violation of these licensing agreements.

Shipping and warehousing charges for online ordering of literature which will take effect 9 -12 months from now will be as follows: to \$50 of literature purchases - \$10 for S & W; over \$50 to \$250 - 19% of order; over \$250 to \$500 - 16% of order; and over \$500 – no charge.

The 2011-2012 edition of *The AA Service Manual/Twelve Concepts for World Service* reflecting actions of the 2011 General Service Conference is now available in English and Spanish.

The AAWS Board approved a recommendation to post "Daily Reflections" on GSO's web site, with an optional daily email delivery service. Cost is to be determined.

AAGrapevine Inc **Financial Condition**

Through the nine months ending September 30, 2011, the AA Grapevine lost \$32,267, which is better than the anticipated loss due to a windfall contribution from ICYPAA in September. They bought 605 online subscriptions for \$17,370. Sales of Grapevine books and other items was \$452,000 versus a projection of \$520,000. The year-end losses for AAGV were budgeted at \$94,000 and may be less. (The AAGrapevine Board has projected a \$100,000 profit for 2012. Our Trustee has indicated confusion as to how this profit will come about.) To cut costs, the AAGV supported moving the AAGrapevine offices to the GSO's 11th floor.

Paid circulation of the AAGrapevine is 88,300 copies compared to 93,100 copies last year at this time. AAGrapevine's print circulation declined by 2,534 during the 3rd quarter of 2011, when compared to 2010. Grapevine is currently holding back on new engagement initiatives, principally search engine optimization. "Search engine optimization" is also known as "paid positioning" and involves paying Google or other search engines to list the organization among the top when searching for something. From the Grapevine Board report:

A general decline in subscription and products remains likely in upcoming quarters given the downward trend of the print publishing industry and the absence of new and expanded engagement of new subscribers through the web and other media.

The AAGrapevine Board is proposing cutting print issues to 6 per year but almost doubling the current size of each to save on postage, shipping etc. Pam reports a very "lively" discussion on this at the Board level since originally the AAGV Board was not going to ask the Conference for input. The Grapevine Chair expressed the view that this was just a "format change," and, as such, did not require Conference input or approval. There was very strong support by a majority of the General Service Board to take this issue to the Conference because:

1. It affects AA (and the 88,300 subscribers) as a whole;
2. The Service Manual states the AAGrapvine is "the international monthly journal"; and
3. The Articles of Incorporation for AAGrapevine, Inc. state "Its purpose is to establish a monthly magazine for distribution principally to members of Alcoholics Anonymous."

The AAGrapevine Board approved discontinuing the publication of the digital version of the Grapevine Digital magazine by December 31, 2011.

LaVina

LaVina celebrated its 15th anniversary in California with the sale of 800 subscriptions (approximately \$8,000 in revenue). Nonetheless, losses for the first 9 months were \$48,550. Circulation has averaged 8,977 to date in 2011, down 204 from last year at this time. Year-end losses for LaVina are projected to be \$114,697. Our East Central Regional Trustee has indicated she would be surprised if LaVina loses an additional \$66,000 in the 4th quarter.

Trustee Committee Activities

The following is based on the minutes from the October Board weekend:

Activities Corresponding to NIA Service Committees

Archives: A new service piece “Preservation, Outreach Efforts and Translation of Archival Materials” was approved for distribution; copies have been distributed to members of the 61st General Service Conference Archives Committee, of which I was a member. The committee expressed appreciation for those areas and districts that have submitted descriptions of their archives projects to update the “Shared Experience” section of the workbook. The committee expressed the hope that a revision to the history and archives film Markings on the Journey will be completed for the 2015 International Convention.

Cooperation with the Professional Community: A subcommittee was appointed to prepare a report on a new CPC literature compilation CD/DVD with background, as requested by the 2011 Conference Committee. Reviewing a proposal to add the phrase “Non-alcoholics may attend as observers” to the ‘Singleness of Purpose’ statement in CPC literature, the committee will consider revisions to the statement at its January meeting.

Corrections: The Trustees Committee approved revisions for the pamphlet “It Sure Beats Sitting in a Cell” and previewed sample illustrations and formatting options. The committee requested the Publications Department to develop suggestions for incorporating “re-entry” terminology in literature aimed at professionals. The committee requested that the Publications Department develop wording for use in the pamphlet “A Message to Corrections Professionals” consistent with the description of the difference between Open and Closed meetings in the pamphlet “The AA Group.”

Literature: The subcommittee working on literature that focuses on spirituality is reading the 200 stories submitted in batches of 50 to arrive at a ranking of the first 100 stories and a proposed completion date. The subcommittee updating the pamphlet “AA and the Armed Services” expects to submit a final progress report in time for the January meeting. Stories are being selected from newly submitted stories, several previously published in the AAGrapevine and a few from the current pamphlet.

The committee discussed Area 20’s request to add the Twelve Concepts for World Service (with essays) to the current edition of the book *Twelve Steps and Twelve Traditions* and tabled the matter for further discussion at its January meeting. The committee asked the Publications Department to prepare additional background regarding, among other things, creation of a new format - a boxed set of existing books *Twelve Steps and Twelve Traditions* and *Twelve Concepts for World Service* (BM-32) - and costs of a new volume of literature that would include all 36 principles with essays.

Public Information: Data is currently being tabulated and will be presented to the committee along with a proposed pamphlet design for the 2011 AA membership survey at the January meeting. A final report including a comprehensive media plan will also be presented at that time. The committee accepted a subcommittee report on the Hispanic TV Public Service Announcement and approved a concept selected for that PSA. A preliminary video version will be reviewed by the committee in January. A subcommittee has been appointed to review current TV PSAs for relevance and usefulness and to assess the need for a new PSA in 2012. The Publications Department continues to explore alternative packaging for PI kits. Two requests related to adding language concerning current media to Tradition Eleven were tabled for discussion at the January meeting.

The committee considered a request to develop new Conference-approved literature focused on anonymity and electronic media/social networking and decided to take no action, noting that there is a General Service Board ad hoc committee that will be discussing Social Media and the Traditions. The committee also suggested that the Publications Department consider updating the cover of the pamphlet "Understanding Anonymity" to better communicate its content.

Treatment: After reviewing a progress report from a subcommittee that undertook a line-by-line review of the Hope video, the committee agreed that concerns expressed by the 2011 Conference Committee did not warrant the cost to remake the video or remove a single line of dialogue. After reviewing the section of the workbook "Carrying the Message into Noncorrectional Youth Facilities," the committee agreed that safety and clearance issues were adequately addressed.

Activities of Other Trustee Committees

International: During the XVII REDELA in El Salvador, the delegates from Ecuador, Peru and Bolivia requested that the Big Book be translated into Quechua, the ancient language of the Inca, spoken today by 8 million people. A subcommittee continues the work begun last year of defining the purpose of international travel by trustees and staff.

Int'l Conventions/Reg'l Forums: The committee reviewed the staff report concerning the Additional Regional Forum in Woodland CA in August (723 members attendees/373 first-timers), the West Central Regional Forum in Davenport IA in September (292/165) and the Southwest Regional Forum in Kennewick WA also in September (535/308). The committee reviewed a list of themes proposed by AA members for the 2015 International Convention. Requests for Local Forums for 2013 and beyond are due to the GSO by April 2, 2012.

Nominating: The committee received preliminary subcommittee reports on the following: impact of the Conference's disapproving a recommended slate; Nominating Procedure No. 1 (nominating AAGV and AAWS corporate board Directors); recruitment of Class A trustees; Nominating Procedure No. 9 (hiring GSO General Manager); and Nominating Procedure No. 10 (hiring AAGV Executive Editor). Updated or final reports are anticipated at the January meeting. A draft procedure for selecting the Chairperson of the General Service Board was tabled. The committee approved changes to language in Procedures Nos. 11 (electing Regional Trustee candidates) and 12 (electing Trustee-at-Large candidates) for clarification.

Conference: The committee took no action on the 2011 Conference Agenda Committee's Additional Consideration requesting that Trustees Conference Committee meet/confer with it prior to the winter quarterly Board meeting to address matters concerning the Conference week agenda in the absence of any clear explanation of the benefits of such a meeting or as to what matters would be addressed at such a meeting. The committee tabled discussion on an Area's proposed Conference agenda item concerning Trustees emeriti and expenses to the January meeting.

Respectfully submitted,

Ray M.
Delegate
Panel 60/Area 20
(Northern Illinois)