

Report of the Area Delegate

Winter Assembly, December 10, 2016

Hello NIA 20 Trusted Servants,

I attended the Big Book Conference on October 29th. The venue was very nice with many displays and great breakout sessions. Thank you District 41 for a great conference.

I did receive Rich's resume for East Central Regional Trustee and Cheryl's resume for Trustee-at-Large for the U.S. and sent them both to the nominating desk at GSO.

All the seated Delegates received a poll, via email, from GSO in regards to changing a conference advisory action that had to do with the dates of the General Service Conference in 2019. Originally the GSC was to be held in Ryebrook N.Y. in 2017 and 2018. A few thought that it wouldn't be right for the panel 67 Delegates to miss out of the experience of attending the conference in New York, New York. So, to have it in New York in 2018 they would then try to have 2019 in Ryebrook, but the dates that were approved for 2019 were not available. They only gave us four days to respond and the letter was very vague on how and why they got to that point of asking or even who asked. There was a vote which failed, then a minority motion and then a vote to reconsider. The reconsideration failed and it was left at that.

Below is a table of the update 2017 proposed agenda items that were sent in:

| Updated 10/25/16 | Item requested | Correspondence Forward To | Status: |
|---------------------|--|--|----------------|
| 10/01/16 | Any changes, except for editorial changes to factual, statistical, capitalization, punctuation and spelling to The A. A. Service Manual Combined with The Twelve Concepts for World Service by Bill W. be approved by the General Service Conference." | Correspondence Forwarded To Report and Charter | pending |
| 10/01/16 | "The A.A. Service Manual combined with the Twelve Concepts for World Service by Bill W. will be published electronically in all years, including those years in which it is not published physically. These electronic editions will be made available to the Fellowship through all relevant distribution systems, including the Alcoholics Anonymous website " | Correspondence Forwarded To Report and Charter | n/a |
| 10/25/16 | That the General Service Board investigate the feasibility of hosting a future General Service Conference in Canada | trustees' Committee on the GSC | pending |
| 10/25/16 | Change to gender option in the A.A. survey | trustees' PI | pending |
| 10/25/16 | Stock & sell A.A. literature in Punjabi & Hindi | A.A.W.S. Board | pending |
| 10/25/16 | Report on A.A. International activities during Conference | trustees' International Committee | pending |

I hope everyone received the October 28th A.A.W.S. highlights I sent out earlier this week. I had also received the Fourth quarter 2016 GSB minutes and committee reports. They are not approved so I cannot send them out in their entirety and there are 53 pages. I did go through it and selected a few sections that had to do with a few of the committees and the Grapevine.

Trustees' Archives Committee:

The committee agreed to forward to the 2017 Conference Committee on Archives the proposal for a new A.A.W.S., Inc. book, *Unity in Action: Bill W 's General Service Conference Talks, 1951-1970* (working title) for consideration.

The committee agreed to forward the final report from the subcommittee on electronic voting at Conference to the 2017 Conference Committee on Policy/Admissions with the recommendation that the Conference move ahead to use electronic voting for all Conference voting with the exception of elections for regional trustees and trustees-at-large, which are conducted by ballot.

Trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee agreed to forward to the 2017 Conference C.P.C. Committee a recommendation that the pamphlet "Three Talks to Medical Societies by Bill W." be retired noting that the language in the pamphlet is dated and not helpful to today's communication about Alcoholics Anonymous.

The committee agreed to forward to the 2017 Conference C.P.C. Committee a recommendation that a LinkedIn page be developed for C.P.C. committees and include the subcommittee report as background.

Trustees' Committee on International Conventions/Regional Forums:

Following a motion and second, the following recommendation failed to pass: That in addition to the A.A.W.S. and AA Grapevine Souvenir publications, mugs and t-shirts produced by A.A.W.S, Inc. and imprinted with the International Convention logo be approved for sale by A.A.W.S., Inc., during the 2020 International Convention and through the pre-registration process.

Trustees' Literature Committee:

The committee agreed to forward to the 2017 Conference Committee on Literature the draft language informing members of young people's conferences, as submitted by the Publishing Department.

Trustees' Committee on Public Information:

The committee agreed to forward to the 2017 Conference Committee on Public Information a revised draft of the pamphlet "Speaking at Non-A.A. Meetings."

PUBLISHING

September sales are ahead of budget with actual gross sales at \$1,214,423, which is a \$61,845 or 5.37% positive variance against budget of \$1,152,578. For 2016 through the month of September, gross sales are above estimate: \$10,192,281 actual sales vs. estimate of \$10,133,413, which is a \$58,868 or .94% positive variance.

Web sales:

Total web sales (A.A.W.S. Online Bookstores) for September 2016 stand at \$701,595.16, which accounts for about 58.22% of total sales for the company. Sales on the 828 online store (primarily Intergroup/Central Offices and other bulk orders) for September are \$516,370.61 and B2C sales (individual customers) stand at \$185,224.55.

Digital books:

Total eBook gross sales for January through September 2016 stand at \$168,007.25 with 42,937 units distributed.

A. A. Grapevine, Inc.

Report to the General Service Board Monday, October 31, 2016

Strategic Planning: The Grapevine Board met for a day of Strategic Planning on September 16, 2016. The EEP and Outreach Committee presented several new initiatives for review to increase subscriptions and other content related revenue.

Overview: September YTD Sales are ahead of projections. September YTD ash inflows were \$2,349,593 vs projected inflows of \$1,929,606 that is a total of \$420K ahead of projections.

Challenges/Actions: Carrying the message of the AA program through Grapevine and La Vina remain the focus. Subscriptions/product sales are essential to self-support. The decline in subscriptions appears to have leveled off for the moment. This may or may not represent a new trend in the direction of our subscription base. Careful monitoring and assessment is needed to decide how the current subscription numbers impact future projections.

| CIRCULATION | Sep-16 ACTUAL YTD | Sep-16 BUDGET YTD | VARIANCE ACTUAL VS BUDGET | Sep-15 ACTUAL YTD | VARIANCE 2016 ACT VS 2015 ACT |
|---------------|-------------------------|-------------------------|---------------------------------|-------------------------|-------------------------------------|
| GV MAGAZINE | 72,276 | 70,375 | 1,901 | 72,506 | (230) |
| GV ONLINE | 5,216 | 5,077 | 139 | 5,230 | (14) |
| GV SUB APP | 362 | 90 | 272 | | 362 |
| GV TOTAL CIRC | 77,854 | 75,542 | 2,312 | 77,735 | 118 |

Subcommittee on Outside Sales: The committee chair reported that the committee met twice to discuss the 2004 limitations on GV's book sales to AA entities exclusively and recommended that the board seek legal input on these limitations and suggested taking the matter to Conference.

In addition to approving the minutes of the July 28, 2016 meeting as well as approving the Treasurer's reports on A.A. Grapevine and La Vina, the Board took the following actions at its quarterly meeting on October 28, 2016:

- **Agreed** to increase the price of Grapevine and La Vina books by \$.50 beginning March 2017.
- **Authorized** management to implement the following Project Concepts: Web Update (up to \$30,000); ESP/Nop Commerce (up to \$40,000); Readership Survey (up to \$8,000); translation of existing GV title into Spanish (up to \$23,000); fund special outreach efforts to conventions, etc. (up to \$8,000).
- **Approved** Poland's request pending input from the GSO archivist to reprint The Bill W - Carl Jung letters from the January 1963 Grapevine and the Emotional Sobriety 1953 Grapevine article.
- **Agreed to forward the AAGV, Inc.'s Subcommittee on Outside Sales report to the 57th General Service Conference Committee on Grapevine for their consideration.**
- **Agreed to** appoint Owen J. F. as the AAGV, Inc. auditor for 2017.

Thank you for allowing me to serve NIA 20

Respectfully submitted,

Kelly L.

Delegate Panel 66/NIA20

Grapevine Committee