

# A.A.W.S. HIGHLIGHTS

March 12, 2010

Chair John K. opened the meeting with a moment of silence and the Serenity Prayer. He said what an honor to serve as Chair with this particular group of people – both G.S.O. Staff and the members of the Board of Directors.

General Manager Phyllis H. reported the **new G.S.O. E-technology team** had begun meeting to define scope and set direction for this long-term project. Early objectives include receive feedback from the Fellowship on desired use of digital formats and devices; identify, thoroughly analyze and make recommendations for digital content format alternatives; develop strategies for delivery of AAWS publications such as but not limited to books and pamphlets via digital methods and identify tools and innovations most effective in improving communication with our Fellowship. She noted that the **Contributions Online project** was on schedule and a demonstration will be given at the 2010 General Service Conference.

For the second time at the Conference, **full simultaneous interpretation** will be provided for the French-speaking delegates of the U.S./Canada service structure.

The **Corrections Desk** has begun to receive submissions of experience, strength and hope for the revision of the pamphlet **"It Sure Beats Sitting in a Cell."** The deadline for submissions is June 15, 2010.

The name and resume of the selected candidate for the trustees' Committee on **Public Information** Appointed Committee Member (ACM) has been sent to the trustees' Nominating Committee.

The **Western Canada Regional Forum** will take place May 14-16 in Saskatoon, Saskatchewan.

**Treatment Facilities/Special Needs** Desk reports that a total of 39 stories were submitted for the proposed Special Needs recovery pamphlet.

Highlights from the **Publications Report** included the following activity: Books – Unit Distribution – Total distribution of all books for January (145,058) and February (288,519), 2010, was 433,688 units down 17.5% from the same period in 2009, 525,690. For the two-month period, total A.A. purchases amounted to 372,356 units while non-A.A.s accounted for 61,221 units, or 14.1% of total units distributed to date. In 2009, non-A.A. purchases represented 30.6% of total units distribution to date. In 2009, non-A.A. purchases represented 30.6% of total units distributed based on large non-A.A. orders received prior to the July, 2009 price increase. Big

Book Sales (All Editions) – Through February 2010, we distributed 224,009 units compared to 288,667 in the same period in 2009. Gross Sales – January (\$1,258,880) and February (\$1,222,650) gross sales were budgeted at \$2,481,530. Actual sales, unaudited, came in at \$2,132,587, which is \$348,943 or 14.06% under budget. In the same period in 2009, gross sales amounted to \$2,128,531. Operations – We processed 1,935 pay order and 1,319 pay orders and 781 and 712 complimentary orders in January and February, respectively. There were 399 online large-purchaser orders in January and February 2009. Reprint Requests are handled under the Board policy allowing requests for adaptation or citation of the Steps and/or Traditions, as well as routine requests which, if completely in order, are handled by the office.

The A.A.W.S. Board approved the following recommendations of the received from the **A.A.W.S. Services Committee** that: 1) the “G.S.O. A.A. Website Feedback Form” be posted on the “Contact Us” page of G.S.O.’s A.A. Website – on 90-day trial basis; 2) a digital, down-loadable version of the Conference structure “upside-down triangle,” in English, French, and Spanish, be added to the “For Groups and Members” page under the “Getting Involved in General Service” tab; 3) “Young People’s Videos” segments be streamed in the “Is A.A. for You?” section under the “Young People” tab, after the trustees’ P.I. Committee reports this proposed addition out to the 2010 Conference P.I. Committee; 4) Digital Archives Exhibit be posted on G.S.O.’s A.A. Website.

The A.A.W.S. Board approved the following recommendations of the received from the **A.A.W.S. Publishing Committee** that: 1) in accordance with a pricing matrix, the French DVD format of “It Sure Beats Sitting in a Cell” be priced at \$10.00; 2) in accordance with a pricing matrix, the Spanish DVD format of “It Sure Beats Sitting in a Cell” be priced at \$10.00.