

A.A.W.S. HIGHLIGHTS

July 29, 2010

Chair, George M., opened the meeting with a moment of silence and extended a welcome to all, especially to new Eastern Canada Regional Trustee, Donald C. who had been invited as an observer.

G.S.O. General Manager, Phyllis H., reported that the **2010 International Convention** celebrating the 75th Anniversary of A.A. was an all-around success with attendance close to 53,000. She thanked all those involved in organizing this milestone event including Rick W. for his leadership as G.S.O. Convention Coordinator; Eva S., alternate and the Flag Ceremony Coordinator; G.S.O. employees; the Talley Management team, our convention consultants; the San Antonio Convention Bureau and the city of San Antonio; the 4,000 wonderful volunteers on the ground in San Antonio and the Boards for their service and support.

The 2010 International Convention Coordinator reported that approximately 25,000 copies of the souvenir edition of **Alcoholics Anonymous Comes of Age** were sold with a limited quantity remaining for purchase.

The **Conference** desk reports that the Final Report of the 60th General Service Conference in three languages should be ready for distribution by the end of August.

The **C.P.C.** assignment is working on the Fall 2010 edition of *About A.A.*, our newsletter for professionals, that will focus on our friends in the professional community who made presentations at the International Convention in San Antonio

Thanks to Fellowship efforts, the **Corrections** desk reported that the number of yet-to-be-linked A.A. members on the "inside" has been cut in half. However, we still need new volunteers for our **Corrections Correspondence Service** - every day new requests come in from men and women who trust that the hand of A.A. will be there.

The exciting focus of effort for the **Public Information** assignment has been working with the press in conjunction with the 2010 International Convention.

The **Regional Forums** desk has been busy preparing for the following 2010 Regional Forums: Pacific, Eastern Canada, Southeast and the West Central "Additional" Forum. On August 22, 2010, there will be a **Spanish Local Forum** in San Diego, CA.

The **A.A.W.S. Publishing Committee** approved the pricing of the following new formats of an existing A.A.W.S. item: Spanish DVD format of "Bill's Own Story" - \$10.00.

The Board accepted the **A.A.W.S. Service Committee's** recommendation that the committee proceed with an examination of a full range of ideas for the future of A.A.'s G.S.O. Website, including a review of our Website policy.

The **AAWS Ad Hoc E-Technology Committee** met on July 28th. They were joined by A.A. Grapevine Directors, Ken B. and Don M. for a report and sharing on Grapevine's plans for technology upgrades and future applications. A G.S.O. update was given reporting that E-publications development remains on schedule and the encouraging news that a large number of e-technology questionnaire handouts were received at the International Convention. An e-mail was sent to Delegates, with the questionnaire as an attachment, inviting Area participation. A request deadline for returning collated data from the questionnaires to the G.S.O. is October 15th.

Since our "go live" date June 10th, there has been a steady increase in use of **Contributions on Line**. No significant problems or complaints have been reported and notes of appreciation with a few helpful suggestions for future updates have been received.

Highlights of the **Financial Report** included the following results for the first six months of 2010 - net sales of \$6,225,000 during were approximately \$905,000 (13%) under budget and approximately \$ 2,185,000 (26%) less than the same period last year. Gross profit from literature was \$4,019,000, approximately \$170,000 (4%) under budget and \$1,080,000 (21%) less than the same period in 2009. Contributions received for the six months of \$2,964,000 were \$56,000 (2%) more than budgeted and \$81,000 (3%) more than the first six months of 2009. Resulting total revenue (gross profit from literature sales, contributions, and interest earned on cash flow) was \$6,985,000. Total revenue was \$112,000 less than budgeted and \$999,000 less than the same time period last year. Total operating expenses for the period of \$6,305,600 were approximately \$554,600 (8%) less than budgeted and \$354,300 less than the first six months of the prior year. Other literature Assistance is currently under budget by \$72,000 due to moving to less costly ways of getting material ready for printing as well as other cost containment efforts. Contracted services expense is currently \$136,000 30% under budget. The primary reason for this under budget condition is due to the insurance funds received following the costs incurred in 2009 due to virus that struck our computer systems and the process to return our systems to working status. Unaudited net profit for the first six months of \$679,000 compares with a budgeted profit of \$237,000 and was \$645,000 less than the \$1,324,000 reported for the same period in 2009. Note: Financial reports of the G.S.O. for the six months ended June 30, 2010, did not include the financial results of the International Convention in San Antonio. Final results will be determined and reported in the third quarter.

Highlights of the **Publications Report** included the following activity: Total distribution of all books for the six months ending June 30, 2010 was 864,161 units compared with 1,488,758 units distributed in the same period in 2009. A.A. purchases for the first six months of 2010 amounted to 738,064 units with non-A.A.s accounting for purchases of 126,097 units or 14.6% of total unit distribution. In 2009, non-A.A. purchases represented 30.6% of total units distributed based on large non-A.A. orders prior to the July 1, 2009 price increase. In 2007 and 2008, non-A.A. purchases represented 19% of total units distributed. Through June 2010, we distributed 440,167 Big Books (all editions) compared to 863,574 Big Books distributed during the same period in 2009. This comparison is affected by the high volume of literature sales in the months preceding the July 1, 2009, price increases.