

Delegate Report April 2011

Good morning Area 15. My name is Kathy G and I am an alcoholic serving as your Alternate Delegate. I am giving the Delegate's report in Joni's absence this weekend. Please continue to keep her in your prayers.

At the January meeting of the General Service Board a decision was made that the General Service Board do an inventory of itself and the two corporate bodies, AAWS and AAGV. Ward Ewing, Class A Trustee and Chairman of the GSB, appointed an ad hoc inventory committee to develop this process and present findings at the July 2011 Trustee's Sharing Session.

Talley Management Group Inc. was selected once again from four bids to handle to 2015 International Convention in Atlanta.

The AA GSB received an invitation from Al-Anon Chairman of the Board to participate in Al-Anon's 5th International Convention to be held July 5-7, 2013 in Vancouver, BC. The International Conventions and Regional Forums Trustees' Committee recommended to the GSB that AA accept the invitation. AA participated in the previous Al-Anon International Convention in 2008 in Pittsburg, PA.

Finances

The AAWS Board approved the 2011 budget for the GSO, which reflects a net profit of \$340,080. It was forwarded to the Trustees' Finance & Budgetary Committee with its recommendation for acceptance.

There were 886, 873 Big Books sold in 2010 compared to 1,219,618 the previous year.

There were 363,669 Twelve and Twelve books sold in 2010, compared to 454,347 in 2009.

There were 1,701,373 total books sold and distributed in 2010, a 22.6% decrease from 2009.

2010 Gross Sales were approximately \$12.5 million (unaudited), which is 13% under the budgeted sales.

In 2010 GV distributed 67,544 books, 6,971 English CD's, 4,338 Spanish CD's, and 56,732 other items. Average circulation was 93,104, down 9% from the previous year. La Viña circulation was down 10% from 2009.

The new AAGV Executive Editor, Ami B, was hired on November 8, 2010 to fill the vacant position. There were numerous changes in the AA Grapevine staff in January of this year. Three positions were eliminated, with the Production Manager slot being now covered by the former Assistant Production Editor, who is digitally conversant and bilingual. From Jan 1, to Dec 31, 2010 the AAGV Inc. requested and received a total of \$588,000 on six separate occasions from the Reserve Fund. It is unlikely that AAGV will be able to return the cash to the Reserve Fund in the next 12 months and so these transactions are referred to as draw downs.

GSO Financial results: Contributions in 2010 were \$6,409,285, up 1.8% over the previous year. Gross Profit from literature in 2010 is 64.6% compared to 61.1% for 2009. Net profit for 2010 was \$1.3 million, slightly higher than 2009. The 2010 International Convention resulted in an excess of revenue of \$850,423.

Traditionally GSO has experienced a significant increase in contributions in the year following an International Convention.

The 2011 GV budget is based on average paid circulation of 88,235 copies, 4,900 less than 2010. Although budgeted costs and expenses are less than 2010, there is still a budgeted loss of \$93,971 for 2011. After considerable discussion the committee recommended to the GSB that the budget be approved (one dissenting vote was noted.)

The La Viña budget reflects a loss of \$114,697. 2010 actual net loss from operations was \$75,481. The budget was approved by the committee with one vote in opposition. The Trustees Finance committee recommended to the GSB that a thorough re-evaluation of the Boards' commitment to continued production and support of La Viña be undertaken.

The Reserve Fund balance as of Dec 31, 2010 was \$11,868,427, which represents approximately nine months of operating expenses.

E-Technology Project

Upon recommendation of the ad hoc committee on e-technology the AAWS corporate Board approved an overall project proposal for the sale of AAWS literature in digital format. The current project schedule shows the first book in digital format available for sale by the end of this year. To ensure that A.A.W.S. retains full control of the eBook publishing process, GSO will develop its own capabilities for the sale and distribution of A.A. literature published in eBook form. GSO will also develop custom software called the A.A. Mobile App which will be used on handheld mobile devices to allow purchased copies of A.A.W.S. eBooks to be downloaded and read. The investment in infrastructure is expected to be approximately \$400,000 over a two-year period. The project will proceed in two phases. Phase one is already underway, and when completed, individuals will be able to purchase the English, French and Spanish versions of the 4th Edition of the Big Book Alcoholics Anonymous and the Twelve Steps and Twelve Traditions.

Since the first of the year I have worked diligently as Alternate Delegate to be as informed as possible about the upcoming Conference Agenda Items. However, there are many small pieces to put in place now that it appears that Joni will be unable to attend this year. We are now at 14 days until the 61st General Service Conference convenes and I will work fervently these next two weeks to ensure that I have studied the additional Report and Charter background material made available to committee members only. I have not yet seen the additional information, but will be able to receive it from the General Service Conference Coordinator immediately.

Joni sent a request to the Trustee's Archives Committee to be allowed into the archives of GSO to do research on Area 15 history. This was approved and it was Joni's intention to go up a day early on April 29th to spend the afternoon in Archives going through Bill Wilson's correspondence with our Area. Cecilia R., the North Florida Delegate is interfacing with the Trustee's Archive Committee to determine if I can access the Archives in Joni's absence. If this is not possible, Cecilia has offered to research the Area 15 history on Joni's behalf while she is in the Archives room.

Some important dates: The 2011 Southeastern Conference will be held August 11-14, 2011 in Raleigh NC. The 2012 Southeastern Conference will be held in Metairie, LA Aug 9-12, 2012. The 2012 Southeast Regional Forum will be held in South Florida at the Boca Raton Marriott in November 2012.

Love in Service, Kathy G, Alternate Delegate 61/15