

A.A.W.S. HIGHLIGHTS

January 28, 2010

Chair John K. welcomed everyone attending the January meeting of the A.A. World Services Board of Directors in Rye Brook, NY.

The Secretary reported the following items of **A.A.W.S. Board communications**: Letter dated September 12, 2009, from Area 5, District 7, Hollywood Young People's Group, thanking the Board for allowing their participation with the "Young People's" video project; January 5, 2010 e-mail message from a member of the Myrtle Town Survivors Group, Eureka, California, thanking Pam L., Valerie O'N. and Mary Clare L. of G.S.O. for the way in which the "Young People's" video was edited.

General Manager Phyllis H. presented the following highlights from her full Manager's Report, which was distributed as background for the Board meeting:

Over the past few weeks our management group has put forth a concerted effort in the development of department **goals and budgets for 2010**. A number of these have been incorporated into broad organizational goals and included with my GM 2010 goals for the Board's review. As we look to the Fellowship for growing support, our General Service Office will continue to provide critical services while maintaining a prudent posture, implementing efficiencies whenever practical.

Scheduled as a 2010 goal, we have held initial planning meetings for our new **G.S.O. E-technology team** to define team content, objectives and timelines. This team will address potential use of digital, web and e-technology tools and methods that are found to be most effective in communicating with our Fellowship in the new decade.

We are on schedule with our **Contributions Online project**. A demonstration was given at the Trustees' Sharing Session on Sunday and again at the General Service Board meeting Monday at which the Conference Committee Delegate chairs were present.

The Records Department staff has begun notifying Area Registrars to update all records as it is our intent to print **Regional Directories** in 2010.

G.S.O. staff traveled to San Antonio the first week in January for the big 2010 **International Convention Host Volunteer Kick-off event**. 2,000 excited AA's turned out and signed up for various host service positions such as greeters. Members came in buses from all over Texas, Louisiana, Oklahoma and New Mexico. With registration now at 32,000, we anticipate a joyous occasion!

The **C.P.C. assignment** has been making arrangements for the 2010 professional exhibits with the help of a very able assistant and the enthusiastic local C.P.C. committees.

The selection process to find a new appointed committee member (ACM) to the **trustees' Committee on Corrections** resulted in a very experienced pool of candidates. From this pool, Diane O. from

Cupertino, CA was selected. Submissions of experience, strength and hope related to A.A. behind the walls are being sought for a revision to **“It Sure Beats Sitting in a Cell.”** Submissions can be sent to Corrections, P.O. Box 459, Grand Central Station, New York, NY 10163, or via email to corrections@aa.org.

The **International Desk** continues to gear up for the 21st World Service Meeting in October 2010 taking place in Mexico City.

By the December 30th deadline the **Public Information desk** had received twelve applicants for the trustees' Committee on Public Information Appointed Committee Member opening. Out of the twelve, four were selected for interviews. The PI staff member sent Request for Proposals to twelve **San Antonio public relations firms** and finalists will be selected to interview in February. The firm selected will provide professional contacts with national and international media outlets to disseminate information regarding our 75th Anniversary A.A. International Convention in San Antonio July 1-July 4, 2010.

Highlights of the **Financial Report** included the following: Net sales of \$13,490,700 for the year 2009 were approximately \$67,300 (.5%) less than budgeted. Gross Margin from literature was calculated as \$9,852,300, approximately \$144,300 (1.5%) over budget and \$1,041,250 greater than at December 31, 2008. Contributions received of \$6,296,700 were \$203,300 (3%) less than budgeted and \$166,100 (2.5%) less than the total for 2008. Resulting total revenue (gross profit from literature sales, contributions, and interest earned on cash flow) was \$14,542,300. Total revenue was approximately \$308,400 more than budgeted and \$1,125,400 greater than 2008. Net profit for the year 2009 of \$1,288,650 compares with a budgeted profit of \$835,100 and was \$1,564,000 more than the \$275,300 loss reported for the year 2008.

Highlights of the **Publications Report** included the following activity: Total distribution of all books for the 12 months ending December 31, 2009 was 2,212,348 units, up 5% from the same period in 2008, 2,113,574. For the year ending December 2009, total A.A. purchases amounted to 1,695,186 units while non-A.A.s accounted for 517,162 units, or 30.6%. This percentage is much higher than normal, owing to a large order received from Hazelden prior to the July 1, 2009 price increase. Andrea B., Order Entry Manager, estimates that the Hazelden order represented two to three years' inventory for them. In 2008, non-A.A. purchases represented 20% of total units distributed. **Big Book Sales (All Editions)** – Through the 12 months ending December 31, 2009, we distributed 1,224,346 units, compared to 1,111,906 units for the year ending December 31, 2008. The 1,224,346 units represents 55.5% of 2009 all books distribution. **Gross Sales** – December 2009 gross sales were budgeted at \$996,630. Actual sales, unaudited, came in at \$942,900, which is \$53,730 or 5.4% under budget. In December 2008, gross sales amounted to \$918,185. Budgeted gross sales for 2009 was \$13,900,000. Actual 2009 gross sales, unaudited amounted to \$13,751,111 or 1.08% under budget. **Operations** – We processed 1,829 pay order and 539 complimentary orders in December 2009. There were 190 online large-purchaser orders in December 2009. Motions were passed by the full Board on the following items received from the **A.A.W.S. Publishing Committee**: Approved changes and updates to the “A.A.W.S.” section of *The A.A. Service Manual* forwarded by the Publishing Committee. Per the 2009 Conference Action, the Board agreed to forward the reviewed text of the A.A.W.S. section of the Service Manual to the Conference Report & Charter Committee with a transmittal note from Board Chair, John K.; recommendation that “A.A. in Correctional Facilities” compilation DVD (English, French and Spanish) be priced at \$10.00.