

# A.A.W.S. HIGHLIGHTS

June 11, 2010

Chair, George M., opened the meeting with a moment of silence and extended a welcome to all, especially to new Directors, Joe D. and Pam R. He said looked forward to a good, productive year for the Fellowship

The newly created Archives Digital Exhibit was recently launched on the **Archives** portal of the A.A. Web site. The exhibit currently highlights only one display, with more being added in the future.

**2010 International Convention** – San Antonio here we come! Over 43,000 people have registered for the Convention so far. These past weeks, Rick W. and the G.S.O. team have been in full swing with the final plans for our 75<sup>th</sup> Anniversary celebration.

The **Conference** desk reports that the 2010 Final Report of the 60<sup>th</sup> General Service Conference should be available sometime in August.

In May, the **C.P.C.** desk mailed out the Spring 2010 edition of *About A.A.*, our newsletter for professionals, that focused on the topic of “A.A. as a Resource for Drug and Alcohol Court Professionals.”

**Public Information** reported that the annual Anonymity Letter to the Media went out via email and postal mail.

In March, Warren S. on the **International** desk and Jo-Anne L., trustee-at-large Canada, attended the 34<sup>th</sup> Convention of Alcoholics Anonymous in Central America held in Guatemala City, Guatemala where they met with General Service Board members from Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama.

Warren also attended the 20<sup>th</sup> Anniversary Celebration of A.A. in Belarus in May in the capitol city of Minsk along with members from Latvia, Lithuania, Russia, and Ukraine where he participated in workshops on A.A.’s 7<sup>th</sup> and 11<sup>th</sup> Traditions.

The **Western Canada Regional Forum** was held in Saskatoon, Saskatchewan, May 14-16, 2010 with 250 registered attendees including 156 first-time Forum attendees!

Highlights of the **Financial Report** included the following expenses for the first quarter ended March 31, 2010 – pending final auditor work: Unaudited results for the first three months of 2010 reflected net sales of \$3,315,000, contributions of \$1,498,000 and total revenue of \$3,646,000. Unaudited net income for the first

three months of 2010 of \$626,000 compared with \$351,000 budgeted income and was approximately \$335,000 greater than the \$291,000 profit reported for the same period in 2009.

Highlights of the **Publications Report** included the following activity: Total distribution of all books for the five months ending May 31, 2010, was 740,813 units, down 22.7% from the same period in 2009, 947,818. Through the month of May, 2010, we distributed 374,945 units of all editions of the Big Book compared to 516,814 units for the same period in 2009. Gross sales for the five-month period ending May 31, 2010 were budgeted at \$6,207,630. Actual sales, unaudited, came in at \$5,429,456, which is \$778,174 or 12.6% under budget. In the same period in 2009, gross sales amounted to \$5,760,651, or 2.5% under budget. Last year's gross sales budget totaled \$13,900,000. The 2010 projected gross sales budget is \$14,300,000 (\$400,000 higher than 2009 budget).

The **A.A.W.S. Publishing Committee** approved the pricing of the following new formats of existing A.A.W.S. items: French CD Format – Abridged Fourth Edition Big Book - \$18.00; French and Spanish Videos – “Carrying the Message Behind These Walls” - \$10.00; French and Spanish DVDs – “Markings on the Journey” - \$16.00; French and Spanish DVDs – “Your A.A. G.S.O., the G/V and the General Service Structure” - \$10.00.

Two newly formed **Ad Hoc Committees of AAWS**, the AAWS Copyright Committee and the AAWS E-Technology Committee, met for the first time.

The AAWS Ad Hoc Committee on **Copyrights** will consider current and future policies related to A.A. trademarks and copyrights. For the first meeting the Committee met with Intellectual Property attorneys who provided key information regarding trademark and copyright use and protection.

The AAWS Ad Hoc **E-Technology** Committee serves as an oversight Committee involved in short/long term goals and in support of the GSO E-Technology Team in the development and delivery of electronic formats of A.A. literature and other means of electronic communication

The AAWS Board approved two recommendations from the AAWS E-Technology Committee. The first gave full support for GSO to begin developing e-publishing as a digital format that will enable electronic delivery of our literature.

Full support was also given for the GSO to move ahead with a questionnaire that requests feedback from the Fellowship on preferences for digital devices and e-delivery. Distribution of the questionnaire will begin at the International Convention at the A.A.W.S./G.S.O. booth located in the Registration Hall. Further distribution will be through our Conference structure, Forums and other AA related events.