

# A.A.W.S. HIGHLIGHTS

**October 30, 2009**

John K., Chairman, and General Manager, Phyllis H. extended a warm welcome to everyone attending the October meeting of the A.A. World Services (A.A.W.S.) Board of Directors.

General Manager, Phyllis H. was pleased to announce the appointment of Michelle M. as **Archives Director**, effective November 1, 2009. Michele has served as Acting Archivist for the past several months and we look forward to her continuing leadership as the permanent Archivist.

Phyllis also reported that the **construction project** is ahead of schedule by two weeks. The Archives addition is completed and the G.S.O. Archives is now open for visitors.

The G.S.O. **email workload** continues to be assessed recognizing variance between assignments. Next steps are to solicit from Staff sharing on existing methods of email management and establish critical needs.

Registration for the **2010 International Convention** in San Antonio has far exceeded expectations at over 26,000 attendees registered. It is exciting to see that sales are flourishing with almost half of the registrants purchasing a copy of the **souvenir**, soft cover edition of **"A.A. Comes of Age"**.

We have not yet received many submissions in response to the call for recovery stories for a **Special Needs pamphlet project** from those who face an additional challenge to receiving the message of A.A. because of a special need such as visual and hearing impairments, brain injuries, autism, etc. However, there have been several requests for additional information from those who heard "something about the project" out in the Fellowship, so we are confident that the word is getting around. Mention of the Special Needs pamphlet project will be included in the upcoming issue of *Box 4-5-9* and hopefully will reach others as well.

The **Southwest Regional Forum** in Dallas, Texas, October 9-11, 2009 was a huge success with the addition of a "first timer early meeting and orientation," arranged by Regional Forums Coordinator, Eva S.. It was reported that over one hundred first time attendees to a forum gathered for this orientation led by the Southwest Regional Trustee, Conley B. and the Chair of the General Service Board, Ward E.

Jo-Anne L. and Don M., Trustees-at-large, attended the **16<sup>th</sup> REDELA (Meeting of the Americas)** in Arequipa, Peru October 11-18, 2009. Warren S., serving on the International desk, along with the G.S.O. Publications Director, Valerie O., attended the **15<sup>th</sup> European Service Meeting** in Frankfurt, Germany, October 19-26, 2009.

The **A.A.W.S. Services Committee's** recommendation was passed by the full Board: that the 3<sup>rd</sup> Quarter (July–September 2009) Reports be forwarded to the Trustees' Committee on Public Information.

The **A.A.W.S. Finance Committee** reviewed the **Finance Report**; highlights included the following activity: Net sales of \$10,891,000 during the first nine months of 2009 were approximately \$247,000 (2.3 %) over budget and approximately \$1,333,000 (14%) more than the same period last year. Gross margin from literature was calculated as \$7,895,500, approximately \$274,000 (3.6%) over budget, and \$1,103,400 (16%) more than during the same period in 2008. Contributions received for the nine months of \$4,371,000 were \$303,000 (6.5%) less than budgeted and \$277,400 (6%) less than the first nine months of 2008. Resulting total revenue (gross profit from literature sales, contributions, and interest earned on cash flow) was \$10,992,500. Total revenue was \$192,500 more than budgeted and \$959,300 more than during the same time period last year. Unaudited income for the first nine months of \$1,026,100 compares with a budgeted income of \$626,700, compared with a loss of \$315,900 reported for the same period in 2008.

The A.A.W.S. Board approved the following recommendations of the **A.A.W.S. Publishing Committee**: (a) That the following items be priced as indicated: "Young People" Posters in French (FM-7) and Spanish (SM-7) - \$1.00; American Sign Language Third Edition Big Book – DVD format (DV-11) - \$32.00; American Sign Language Twelve Steps and Twelve Traditions – DVD format (DV-12) - \$23.00; Abridged Spanish Second Edition Big Book – CD format (SM-81A) - \$18.00; CPC Human Resources/Medical/Corrections Videos - \$10.00; Single DVD in English, French and Spanish of all 3 CPC videos (DV-13) - \$10.00; Set of 22 Radio PSAs – New Voices – CD format (R-10) - \$15.00; Set of Twelve Concepts. Twelve Steps and Twelve Traditions window shades (M-26) - \$72.00; (b) That "aa.org" be added to literature racks (M-8) (at no additional charge) when the current inventory is depleted.

Highlights of the **Publications Report** included the following activity: Books – Unit Distribution – Total distribution of all books through September 2009 was 1,852,873 units up 14.9% from the same period in 2008 of 1,613,230 units. Through September, total A.A. purchases amounted to 1,379,096 units, while non-A.A.s accounted for 473,777 units, or 25.6%. Big Book Sales (All Editions) – Through September 2009, 1,045,969 units were distributed compared to 845,462 during the same period in 2008. Gross Sales – September 2009, gross sales were budgeted at \$968,830. Actual sales, unaudited, came in at \$871,162, which is \$97,688 or 10.1% under budget. In the same period of 2008, gross sales amounted to \$1,030,818.