

## Addendum to Delegate Report - 2016 Area 69 Fall Workshop

Dear Friends,

I received our Pacific Regional Trustee, Joel C.'s, October Quarterly Board Meeting Report last minute after I had prepared a Delegate's Report for the 2016 Area 69 Fall Workshop. The following are some highlights I've cherry-picked from Joel's beautifully written report. (If you would like a full copy of his report, please contact me at [area69delegate@utahaa.org](mailto:area69delegate@utahaa.org).)

### **AAWS**

\*For the first twelve months that it has been in circulation, the PSA "Doors" has been aired 80,000 times, with 588 million audience impressions. Plans are in progress to release the Spanish and French versions in January, 2017.

\*Progress is being made on the development of service material about safety in A.A., using shared experience from A.A. members and groups.

\*The Technology Communications Services Committee is exploring the use of additional channels of communication with the Fellowship, such as text messaging and apps. "Guidelines for Posting A.A. General Service Conference-approved Public Service Announcements on A.A. Websites" have been approved.

\*Three re-translations of the Big Book are in the works: Hebrew, Polish, and Thai. The Navajo project is in the last stretches of recording and final review. New productions of the Big Book and *Twelve Steps and Twelve Traditions* in ASL on DVD and streaming are in the works. Deaf signers will be used to do the signing on the videos, and two accessibilities committees are assisting in the final selection of the signers to be used.

\*A bundled set of books is being offered as a special holiday gift set at a price of \$30: the 75<sup>th</sup> Anniversary edition of the Big Book, *Pass It On*, *Dr. Bob and the Good Oldtimers*, and *A.A. Comes of Age*. This offer is available October 1, 2016 through January 31, 2017.

### **AAGV**

\*We continue to be grateful for the good news regarding circulation. Combined Grapevine circulation (print, online, and app) for the first nine months of 2016 totaled 77,854, which is 2,312 better than budgeted and 118 better than the same period for 2015. La Viña circulation for the first nine months totaled 10,338, which is 267 better than budgeted and just 77 less than the same period for 2015. It is looking like we're seeing a leveling-off in circulation, rather than the continuing declines we had been experiencing. It is still a little early to be able to call this a trend, and we don't yet feel confident enough to base budget projections on level circulation or on growth, but it's clear that something is changing. Thanks to all for your efforts in making this happen. Please especially express the GV board's gratitude to your area Grapevine/La Viña committees and your GV/LV reps.

\*This year's engagement initiative, "Grow Your Grapevine," appears to be taking off since we re-tooled the page that shows how to participate (see the "Grow Your Grapevine" page in current issues of the magazine and online at [aagrapevine.org](http://aagrapevine.org)).

\*We continue to engage our Spanish-speaking community through the SMS text service. La Viña 20 celebrations around the service structure are also taking place, generating over 850 subscriptions to date.

\*We anticipate launching the Grapevine app on Android, Microsoft 10, and Amazon's KindleFire as soon as we have individual agreements with each of those entities. The app is already available on Apple devices.

\*Our new Grapevine book, *Our Twelve Traditions*, came out in September and is selling extremely well – we have already reached the break-even point and will likely need to do a second printing soon.

\*Our subcommittee on outside sales completed its work and prepared a report to forward to the 2017 Conference Committee on Grapevine. The report requests reconsideration of past advisory actions that limited Grapevine's ability to pursue outside sales of subscriptions and books.

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\*The Feasibility Study Subcommittee has been re-named and is now referred to as the Subcommittee on Feasibility and Sustainability, reflecting a forward-looking focus on efforts to ensure A.A.'s future. It is focused on communications, revenue, expenses, and structure, and it is moving forward on shepherding implementation of ideas that have grown out of its initial report and the workshop sessions held at the 66<sup>th</sup> General Service Conference to discuss that report.

### **Archives**

\*The trustees' committee on archives explored the possibility of developing a Flickr page for archives. Counsel raised concerns about Flickr's Terms and Conditions and the unknown copyright status of images in Archives. As a result of these concerns, it was decided that the creation of a Flickr page for GSO archives would not be pursued at this time.

\*The committee agreed to forward to the 2017 Conference Committee on Archives the proposal for a new A.A.W.S. book, *Unity in Action: Bill W.'s General Service Talks, 1951-1970* (working title) for consideration.

### **Conference**

\*The committee received a report from management about moving the 2018 General Service Conference, currently scheduled to be held in Rye, NY, to the Crowne Plaza Times Square and agreed with management's plan to proceed with this change. This action was in response to concerns that the scheduling of two consecutive Conferences in Rye would have meant that panel 67 delegates would have missed the opportunity to be at a Conference held within New York City. When we hold the Conference in New York City, delegates are able to visit the General Service Office, and the delegates from our own region experience a tour of historic A.A. sites that is arranged for the day before the start of the Conference.

\*The latest version of the plan for translation of Conference background involves an innovative approach that utilizes the volunteer efforts of A.A. members in the areas that make up our service structure. Some details could change between now and January, but in broad strokes the plan asks the members of each of the Conference committees to pool the efforts of potential volunteers in their own areas, as well as relying on the familiarity that regional trustees have with available resources within their respective regions. The current version of the plan also involves posting background throughout

the year (e.g., for agenda items forwarded after the July and October quarterly meetings of the G.S.B.) in order to avoid the crush of pages to be translated in a short period of time in February.

\*The committee agreed to forward to the 2017 General Service Conference Committee on Policy and Admissions a report from the subcommittee on electronic voting at the Conference, with the recommendation to move ahead with the use of electronic voting at the Conference (except for elections for regional and at-large trustees, which are conducted by written ballot).

### **Cooperation with the Professional Community/Treatment/Accessibilities**

\*The committee agreed to forward to the 2017 Conference Committee on C.P.C. a recommendation that the pamphlet, "Three Talks to Medical Societies by Bill W." be retired, noting that the language in the pamphlet is dated and the pamphlet is not helpful in today's communication about A.A. The committee acknowledged that the pamphlet is part of A.A. history and noted that any retired pamphlet is available upon request from G.S.O. Archives for historical purposes.

\*The committee agreed to forward to the 2017 Conference Committee on C.P.C. a recommendation that a LinkedIn page be developed for C.P.C. committees, noting that LinkedIn is a platform in which information about A.A. can be brought to professionals who come in contact with alcoholics, and that it is a platform that professionals frequent.

### **Corrections**

The new corrections video, "A New Freedom," has been viewed online nearly 470,000 times since July. This is an amazing response!

### **Finance and Budgetary**

\*On the A.A.W.S./G.S.O. side, gross profit on literature through the end of September of this year was about \$6.7 million, which is about half-a-million better than the same period past year. Contributions for the period were about \$5.5 million, also about half-a-million better than the same period last year. Operating expenses were about \$11.4 million, which is about \$700,000 less than budget and essentially flat from the same period last year.

\*The treasurer, the finance and budgetary committee, and the entire General Service Board are grateful to see the financial picture turning around. We had been expecting losses, and instead we are seeing gains. The biggest factor in the turnaround is a 13% increase in 7<sup>th</sup> Tradition contributions, driven largely by an increase in the number of groups contributing – about 1,250 more groups contributed in the first nine months of 2016 compared to the same period last year. Combined contributions in July, August, and September were about \$300,000 better than expected. We don't have any direct way of knowing the precise impact of the \$7.14 on 7/14 campaign, but these numbers from July through September suggest that this campaign had a positive impact on contributions. Other factors contributing to the changing financial picture are a 2% increase in literature sales, a 7% decrease in employee costs (this is due to open positions that have yet to be filled, so this piece is temporary), and a 4% decrease in other operating expenses. Reflecting on the increase in contributions, please thank the groups in your area for their participation, especially those groups that hadn't previously contributed. Let's now start focusing our efforts on encouraging ongoing participation so that this shift in the financial picture can be sustained long-term.

\*On the Grapevine side, magazine income for the first nine months of 2016 was about \$12,750 better than budgeted and direct costs were about \$50,000 less than budgeted. Other publishing income was about \$61,000 better than budgeted. Net income was about \$110,000, compared to a budgeted loss of about \$105,000. As noted above in the section of this report on A.A.G.V., we're so happy to see circulation leveling off, as opposed to continuing to decline. Thanks to all who are reading and using Grapevine in your personal recovery and your 12<sup>th</sup> Step efforts. Let's keep using Grapevine to carry the message.

\*La Viña had a shortfall of about \$109,000, about \$5,000 less than budgeted. Please remember that the Conference has committed to supporting La Viña as a service to the Fellowship. Thanks to all who are part of carrying the message through La Viña.

\*The reserve fund as of the end of September showed a balance of about \$15 million, and it represents about 9.8 months of operating expenses, which is within the range that has been established for where we like to keep it.

### **International Conventions/Regional Forums**

\*The committee focused on continuing to try to improve the International Convention functioning based on lessons from our most recent experience. The committee recommended that International Convention budgets include a contingency in the amount of 20%, with consideration for adjustments based on the specific needs of each International Convention site, and the G.S.B. approved this recommendation. They also recommended that an opt-in box be included on the 2020 I.C. registration form for members who would like to receive additional communications from Grapevine or A.A.W.S., and the G.S.B. approved this recommendation.

\*Going further, the committee recommended that A.A.W.S. produce t-shirts and mugs with the I.C. logo at be sold through registration and on-site at the 2020 convention. Here was the thinking of the committee – outside vendors are producing such items, and convention-goers are buying them, which the committee took as expression of a need. The General Service Board had a robust discussion of this recommendation. After careful consideration of Traditions and principles, the G.S.B. voted and the recommendation failed. Minority opinion was heard. There was no motion for reconsideration. A point in the discussion that was very important in my mind was that the board was being asked to approve this recommendation, rather than having it sent to the General Service Conference for its consideration. My view is that we would do best to consult the Fellowship before taking such an action, and it would be best if the request came down from the Fellowship, rather than coming from a trustees' committee.

### **Literature**

\*Stories have been selected and forwarded to the publishing department for the following three literature projects: the revision of the pamphlet "A.A. and the Gay/Lesbian Alcoholic" to include the entire LGBT community; the revision of "A.A. for the Woman"; and the development of literature for the alcoholic with mental health issues. The committee has asked that publishing send a draft or progress report for each of these projects to the January meeting of the trustees' literature committee.

\*On the revision of "The Twelve Traditions Illustrated" requested by the 66<sup>th</sup> Conference, draft sample illustrations have been developed for traditions Two, Three, and Nine. Because the overall task is quite large, the trustee's literature committee wants input from the Conference to make sure that publishing is heading in the right direction before moving forward, so these initial draft illustrations, along with

sample text, will be forwarded to the Conference literature committee for input, along with a project cost estimate.

\*A subcommittee has been formed to work on the update of the pamphlet, "Young People and A.A." As I believe all area trusted servants are aware, a call for stories has gone out to the Fellowship, with an initial deadline of December 31, 2016, for submission. Submissions should be 500-800 words and can be emailed to [literature@aa.org](mailto:literature@aa.org) Please submit your stories of getting sober young in A.A.! Think of your submission like telling your story in a three-to-five minute share at a meeting, with the goal of sharing your experience, strength, and hope with the newcomers at the meeting. Also regarding this pamphlet, draft language has been developed and is being forwarded to the Conference Literature Committee informing members of young people's conferences.

\*The committee discussed at length several requests and background regarding safety in A.A., as well as the progress of service material being developed by A.A.W.S. on the subject of safety. The committee agreed on the importance of forwarding a concise request to the Conference Literature Committee regarding the development of literature and/or language regarding safety, and a subcommittee was appointed to develop a framework for discussion and plan of action for review at the meeting of the trustee's literature committee in January of next year. I know this subject has been of considerable interest in the Pacific region for many years, and the trustees are committed to listening to the Fellowship and responding to requests. It's looking increasingly likely that the topic will make the Conference agenda in 2017.

#### **Public Information**

\*Subcommittees are working on developing plans for the creation of a Google-for-Non-Profits account and a Twittter account that A.A. could use in public information efforts. This work is in response to advisory actions passed at the last G.S.C. The Google-for Non-Profits subcommittee is considering the possibility of utilizing the "AdWords" and "YouTube" elements of Google-for-Non-Profits. The Twitter subcommittee is looking at public vs. private accounts and the frequency and possible content of tweets. Both subcommittees are focusing on how our anonymity Traditions impact the potential use of the platforms.

\*The committee recommended that updates to the pamphlet, "Speaking at Non-A.A. Meetings" be forwarded to the 2017 General Service Conference. The updates have to do with a Q&A section of the pamphlet, specifically questions related to women in A.A. and how successful A.A. members are in maintaining sobriety.

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