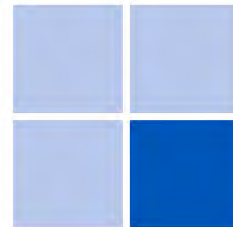


# AAWS Highlights

## *Business of the Board*



*Meeting of the AAWS, Inc., Board of Directors*

*July 25, 2024*

### **AAWS Board of Directors**

Carolyn W., AAWS Chairperson, Vera F., Reilly K.,  
Deborah K., Clint M., Racy J., Ken T., John W., Bob W.

### **AAWS Internal Audit Committee**

The Internal Audit Committee examines significant documents, including guidelines, policies, and bylaws.

#### **Policy, Standard, and Procedures Definitions**

**Document:** The committee continued work on this and reviewed the "Technology Services Policy, Standard, Procedure Definitions" document, which outlines a hierarchical framework for guiding decision-making and ensuring organizational consistency in technology services. Input was gathered from the board and various departments to establish policies, define standards, and outline operational procedures. The committee recommended that the AAWS Board adopt the Policy, Standard, and Procedures Definition Document.

**Form 990:** Form 990 is an annual information return that tax-exempt organizations, including charities and nonprofits, must file with the Internal Revenue Service (IRS) in the United States. The Chief Financial Officer of GSO reviewed the approval and submission processes and timelines for Form 990. The Internal Audit Committee reviews the 990 forms, addresses any questions, and makes necessary changes before the AAWS Finance Committee completes their review and forwards the forms with any recommended amendments to the Trustees' Finance and Budgetary Committee. Once approved by the GSB, the 990 forms are submitted to the IRS by the November 15th deadline.

**Recommendations forwarded to and approved by the AAWS Board.**

- 1. The IAC recommends that the AAWS Board adopt the Policy, Standards, and Procedure Definitions document.***

### **AAWS Nominating Committee**

The Nominating Committee is tasked with filling vacancies on the board of directors for A.A. World Services, Inc.

**Nontrustee Directors Search:** The committee received 97 applications for the two upcoming nontrustee director positions and is actively reviewing them, with interviews to be scheduled shortly. The AAWS Nominating Committee will make recommendations to the AAWS Board, and these will be forwarded to the Trustees Nominating Committee

***The Nominating Committee had no recommendations to the AAWS Board.***

### **AAWS Finance Committee**

The Finance Committee reviews and approves AAWS financial reports, the annual budget, and the mid-year reforecast budget. Additionally, the committee approves literature price changes and discusses self-support matters.

**Budget Reforecast:** The committee reviewed and approved a 2024 budget reforecast, which aimed to adjust the original budget to reflect changes since the year's start (including all Conference actions) without proposing new initiatives. The revised budget remains largely similar, with minor adjustments. Operating revenue and gross literature sales stay at \$16.81 million. Contributions are still budgeted at \$10.5 million despite trending higher. World Service Meeting delegate fees increased by \$14,000 due to expecting 70 delegates instead of 60. The reforecast bottom line is \$113,334, an improvement of about \$64,900 over the original 2024 budget. The committee made a recommendation to accept the revised budget and forward it to the AAWS Board for submission to the General Service Board Finance Committee.

**AAWS/GSB June 2024 Financial Report:** For the six months ended June 30, 2024, total operating revenue is \$9,708,502 which is 5% more than the year to date (YTD) budget of \$9,254,313. Total operating expenses before depreciation are \$9,179,004, which is 5% less than the YTD budget of \$9,642,506. Operating surplus before depreciation is \$529,497 compared to a budgeted YTD deficit of \$388,192. The reserve fund remains at 6.33 months of 2024 operating expenses versus a target range of 9 to 12 months.

## **AAWS Finance Committee Continued...**

**Self-Support Subcommittee Update:** The Chair of the Self Support Committee highlighted two key points from their recent report. First, the committee recommended that the Finance Committee consider a pilot project to develop infographics for the self-support section in Box 459, which would illustrate the impact of contributions and include hyperlinks to related services. Second, a working group reviewed the self-support page on the website. A recommendation was made to provide quarterly updates to the self-support page on the website, considering suggestions from the subcommittee. Both recommendations were approved and will be forwarded to the AAWS Board.

**Accounts Receivable Policy:** An introductory paragraph has been added to the draft Accounts Receivable Policy, highlighting its alignment with our spiritual principles. The feedback on this addition was positive, leading to the policy's acceptance and recommendation for forwarding to the AAWS Board for approval. A significant decrease in accounts receivable, from \$1.2 million to \$400,000, was attributed to improved practices. A recommendation was made for the policy to be approved by the AAWS Board.

**International Literature Fund and World Service Meeting Fund Quarterly Reports:** The International Literature Fund (ILF) and World Service Meeting (WSM) fund reports were reviewed. After addressing questions, the committee recommended the AAWS Board forward both reports to the Trustees International Committee.

### ***Recommendations forwarded and approved by the AAWS Board of Directors.***

- 1. The A.A.W.S. Finance committee recommended to the AAWS board accepting the proposed budget reforecast 1.1 and forwarding it to the Trustees Finance & Budgetary Committee.***
- 2. The A.A.W.S. Finance committee recommended to the AAWS board to consider a pilot project to develop infographics to be placed in the designated section for Self-Support in Box 459. The infographics would focus on the impact of contributions and can include specific hyperlinks to items that provide members with information about services provided through self-support.***
- 3. The A.A.W.S. Finance committee recommended to the AAWS board that the Communication Services Department develop a strategy to update the Self-Support page quarterly, incorporating requested content from the Self-Support Subcommittee.***
- 4. The A.A.W.S. Finance committee recommended the AAWS board approve the Accounts Receivable Policy.***
- 5. The A.A.W.S. Finance Committee recommended to the A.A.W.S. Board that the International Literature Fund activity report, ending June 30, 2024, be forwarded to the trustees' International Committee.***
- 6. The A.A.W.S. Finance committee recommended to the A.A.W.S. Board that the World Service Meeting Fund activity report ending June 30, 2024, be forwarded to the trustees' International Committee.***

## **AAWS Publishing Committee**

The Publishing Committee oversees AAWS's licensing and publishing activities, including recommending initial pricing for all A.A. literature. They also track the progress of international translations and literature production.

**Review the Pricing Matrix and further evaluate pricing for: Committee Workbooks, Literature Committee Workbook, large-print formatting of Reflexiones Diarias, and the "Black in AA" pamphlet:** The committee addressed the significant increases in unit costs for the new literature workbook, especially for smaller runs and translations. They approved a list price of \$6 for the new workbook, emphasizing the need to consider its overall service purpose. Additionally, the committee agreed to review the pricing strategy for all workbooks in future discussions to ensure a more strategic approach. The committee recommended to the AAWS Board to move forward with a list price of \$6.00 for the Literature Committee Workbook, \$12.50 for Reflexiones Diarias in large print format and \$0.75 for the pamphlet "Black in AA."

**Plain Language Big Book: A Tool for Reading Alcoholics Anonymous:** At its' June meeting the committee recommended an initial print run of 70,000 units, and a list price of \$11. Additionally, the committee recommended the e-book be listed at the price of \$11.99

At its' July meeting the committee considered three cover designs. The committee reviewed the production timeline milestones for a November 1, 2024, on-sale date. The committee recommended that the A.A.W.S. Board proceed with the light blue bordered cover sample and suggested incorporating a reversal of italics in the subtitles and reducing the spacing between letters. The committee also recommended to move forward with the revised (cost) pricing sheet (to include French flaps) for Plain Language Big Book: A Tool for Reading Alcoholics Anonymous.

### ***Recommendations forwarded and approved by the AAWS Board of Directors.***

- 1. The Publishing Committee recommended to the A.A.W.S. Board to move forward with a list price of \$12.50 for Reflexiones Diarias in large print format.***
- 2. The Publishing Committee recommended to the A.A.W.S. Board to move forward with a list price of \$6.00 for the Literature Committee Workbook.***
- 3. The Publishing Committee recommended to the A.A.W.S. Board to move forward with a list price of \$0.75 for the pamphlet "Black in AA."***
- 4. The Publishing Committee recommended to the A.A.W.S. Board to move forward with the light blue bordered cover sample (#1) for Plain Language Big Book: A Tool for Reading Alcoholics Anonymous with a reversal of italics within "A Tool for Reading Alcoholics Anonymous" and less spacing between letters.***
- 5. The Publishing Committee recommended to the A.A.W.S. Board to move forward with the revised (cost) pricing sheet (to include French flaps) for Plain Language Big Book: A Tool for Reading Alcoholics Anonymous.***

## AAWS TCS Committee

The TCS committee works to improve services, enhance communication with the AAWS Board and Fellowship, and use modern technology to spread their message. They collaborate with the G.S.O. Website Committee to find innovative ways to support those struggling with alcoholism and communicate effectively within the Fellowship, proposing new policies and changes as needed.

**Analytics Working Group Progress Report:** The committee received a report on the progress of the Analytics Working Group which is looking at how to modernize the reporting on analytics for various platforms such as the website (aa.org), Meeting Guide app, YouTube, and LinkedIn to support informed discussions about the use of these platforms. On July 19th, a presentation was conducted by the proposed vendor to provide further insights. The committee recommended that the progress report be forwarded to the Trustees PI Committee.

**Contributions Reports and Data Integrity:** Communication was sent to Conference Members and District Committee Members on July 8, 2024, from the CFO and Senior Director of Technology Services regarding issues with reporting groups contributions vs individual contributions. There is another letter to follow providing an update. The committee learned at our meeting that the actual accounting and allocation are now correct, but the reports generated are not capturing the allocation to a group by an individual and continue to be erroneous. The fix for this, along with the implementation of a web portal to improve access to information for DCMs and Delegates was approved with a budget of \$70K. Concurrently we are working to improve email lists and communication processes by addressing invalid email addresses and suppressed contacts.

### 2024 Second Quarter Reports:

- 1. LinkedIn Report:** The committee received an update on the 2024 2nd quarter LinkedIn engagement rate, noting a typical summer decline and challenges in comparing industry standards. Plans include tracking reposts and coordinating with HR strategies for private profiles. The committee recommended that the report be forwarded to the trustees' Committee on Cooperation with the Professional Community.
- 2. Online Business Profiles Report:** The committee recommended that the Online Business Profiles Report be forwarded to the Trustees' Committee on Public Information with no updates or feedback noted.
- 3. Website Report:** The committee recommended that the Q2 website report be forwarded to the Trustees' Committee on Public Information with no updates or feedback noted.
- 4. Meeting Guide App Report:** The committee recommended that the Q2 Meeting Guide App report be forwarded to the Trustees' Committee on Public Information with no updates or feedback noted.
- 5. YouTube Report:** The committee recommended that the Q2 YouTube report be forwarded to the Trustees' Committee on Public Information. The channel reached 10,000 subscribers, and there is a proposal to feature certain channels in playlists, which the committee generally supported.
- 6. Google Ads Report:** The committee recommended that the Q2 Google Ads report be forwarded to the Trustees' Committee on Public Information pending a correction with no other updates or feedback noted.
- 7. Podcast Report:** The committee recommended that the 2024 Q2 podcast report be forwarded to the Trustees' Committee on Public Information. A new Multimedia Production Coordinator joined the team on July 15, 2024, and will focus on launching the podcast and serving as its host.

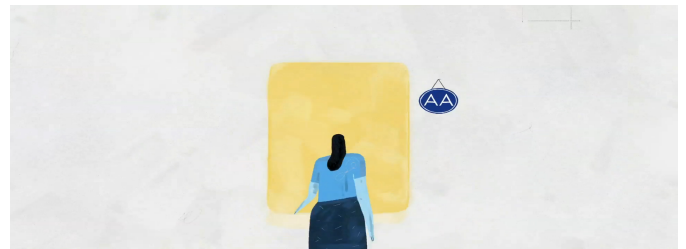
### Recommendations forwarded and approved by the AAWS Board of Directors

- 1. The TCS committee recommended to the AAWS Board that the Analytics Working Group Progress Report be forwarded by AAWS to the trustees' Committee on Public Information.**
- 2. The TCS committee recommended to the AAWS Board that the 2024 second quarter LinkedIn report be forwarded by AAWS to the trustees' Committee on Cooperation with the Professional Community.**
- 3. The TCS committee recommended to the AAWS Board that the 2024 second quarter reports on Website, Meeting Guide App, YouTube, Google Ads, Online Business Listings and Podcast be forwarded by AAWS to the trustees' Committee on Public Information.**

## Interim Language Services Committee

The Interim Language Services committee provides guidance and oversight to the Language Services Department, with a priority of policy development.

There is a working group in the General Service Office developing procedures and proposed policies pertaining to Language Services. They have just begun this cross-departmental effort. The AAWS Board formed an Interim Language Services committee which aims to provide governance to the policy development, support to the department, and foster communication with the GSB on needs and opportunities. While the Language Services Department has proactively sought board input in decision-making, we have not had a formal structure in place for that until now. As we do on other AAWS Committees that touch on Trustees Committees, we will forward reports and seek consultation where needed – particularly in relation to the General Service Conference.

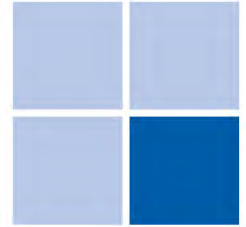


## AAWS Calendar 2024

January 25	AAWS Board Meeting
March 7	AAWS Strategic Planning
March 8	AAWS Board Meeting
April 18	Corporate Board Meeting
April 20	Corporate Board Meetings
June 20	Orientation & Strat. Planning
June 21	AAWS Board Meeting
July 25	AAWS Board Meeting
September 6	AAWS Strategic Planning
November 1	AAWS Board Meeting
December 12	AAWS Strategic Planning
December 13	AAWS Board Meeting

# AAWS Highlights

## *What's Happening at GSO*



**Bob W., General Manager**

July 25, 2024

### General

Much of the office has been focused on preparations for the July General Service Board Weekend and the General Service Board Orientation for trustees, directors, and Appointed Committee Members. The orientation was held in two sessions: one virtual session, which took place on July 16, and an in-person session held at the New York Marriott Hotel at the Brooklyn Bridge on Friday, July 26. In addition, the office will participate in a preliminary orientation and “meet and greet” between Conference Committee Delegate Chairpersons and trustees’ committees. The focus will be on the role of conference committee chairs throughout the year leading up to the January General Service Board Weekend. The usual annual orientation will take place in January, focusing more on their observation and participation in the January General Service Board Weekend and their responsibilities for chairing their respective Conference committee meetings during the General Service Conference Week.

### Administration

The Administration Department continues to serve as a focal point of all activities within the General Service Office about the AAWS Board and General Service Board, with a commitment to supporting the members of both boards and committee secretaries as they prepared for the July AAWS & General Service Board meetings. A few preliminary meetings have been held with an architect initiating the process for the upcoming renovations to the 11th-floor office space.

### Operations

The Operations department recently hosted an online sharing session with Area registrars regarding the Fellowship Connection platform. These regular sessions continue to provide “on-demand” training as needed and have proven very effective for many local trusted servants. The operations team also continues the critical work of the data integrity project, with a focus on the integrity of our mailing lists.

### Human Resources

Since the June AAWS meeting, the Human Resources department has embarked on its annual Summer Wellness program at GSO. From delicious and healthy smoothies to relaxing mindfulness sessions, these activities have been designed to promote a healthy, balanced lifestyle that keeps employees feeling their best, both at work and beyond. The department also coordinated the annual Employee Recognition Awards on July 19, in which employees nominate their co-workers who have displayed exemplary service and significantly impacted GSO. This is a wonderful opportunity for the office to say thank you and openly acknowledge their contributions and hard work.

### Travel

- 25 International Convention Site Visit – Held in Vancouver, BC on June 26 – July 2
- Pacific Regional Forum – Held in Las Vegas, NV, on July 11 – 15

### The Next 90 Days

The General Manager will attend the 50th anniversary celebration of AA in Poland. In addition to participating in the celebration, he will work directly with the General Manager of Poland’s GSO to license their structure to print and distribute our literature written in Russian. He will also be working with the International Assignment on the final preparations for the upcoming World Service Meeting.

### Travel Commitments

- Poland GSO 50th Anniversary - Poznan, Poland, August 14th – 19th
- Eastern Canada Regional Forum - Ottawa, ON, Canada, August 22nd – 26th
- 2030 International Convention Preliminary Site Visit - St. Louis, MO, September 9th -12th





## Meeting Guide



## YouTube

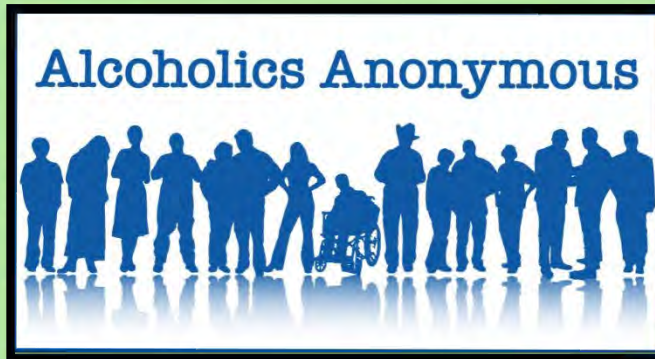


# Additional ways to keep informed!

## A.A. Grapevine and LaViña

## Box 459

## What's New | Alcoholics Anonymous



**box 459** News and Notes from the General Service Office of AA<sup>®</sup> [www.aa.org](http://www.aa.org)  
Vol. 71, No. 2, Summer 2024

**■ The 74th General Service Conference: 'Connecting with Love, Unity and Service'**

The 74th General Service Conference was held April 11-15, 2024, in New York City at the New York Marriott at the Brooklyn Bridge. With 134 Conference members, the festival Service Conference was the culmination of a year of engagement and discussion on topics integral to A.A. members, groups, districts, areas, and regions across the United States and Canada, and entered in the beginning of another year of sharing.

"To gather as our Founders have said to be the voice of our area members, I would like to imagine Bill and Bob looking around the room today and having their hearts filled with gratitude and joy at all we have become — what we have accomplished as a Fellowship and our united vision for what we can become for the future of A.A.," said Mary A., Conference dialogue chair, in her welcoming address at the opening session of the Conference.

Reflecting on the Conference theme, "Connecting with Love, Unity and Service," Emma V., Western Canada regional trustee, who would rotate as the end of the Conference, said in her keynote address, "We are all privileged to be part of Conference week and I want to thank all of you for your dedicated service to the Fellowship that saved our lives. With hope and grateful hearts, we have the opportunity to demonstrate our gratitude by the focused attention we give agenda items and our thoughtful voting on the issues before us. The love and respect we show each other in the next few days will be a testament to the effectiveness of our program and the value we place on the principles."

Serving as "the active voice and the effective conscience" of the Fellowship in the United States and Canada, as described in Concept II, the Conference addressed more than 80 agenda items, engaged in multiple sharing sessions, and heard presentations and reports on topics of critical importance to the Fellowship.

Spanning many hours of trust, vision, and direction, the Conference sought to balance questions of time, focus, and participation in a tight, color-coded schedule featuring arena input and service highlights marked with the fundamental work of the Conference.

Much of the activity of the Conference revolved around the deliberations of the 12 Conference Committees and full discussion of the reports and

