

70th General Service Conference Area 47 Report Back

A Clear Vision For You



Welcome
Bienvenidos
Bienvenue

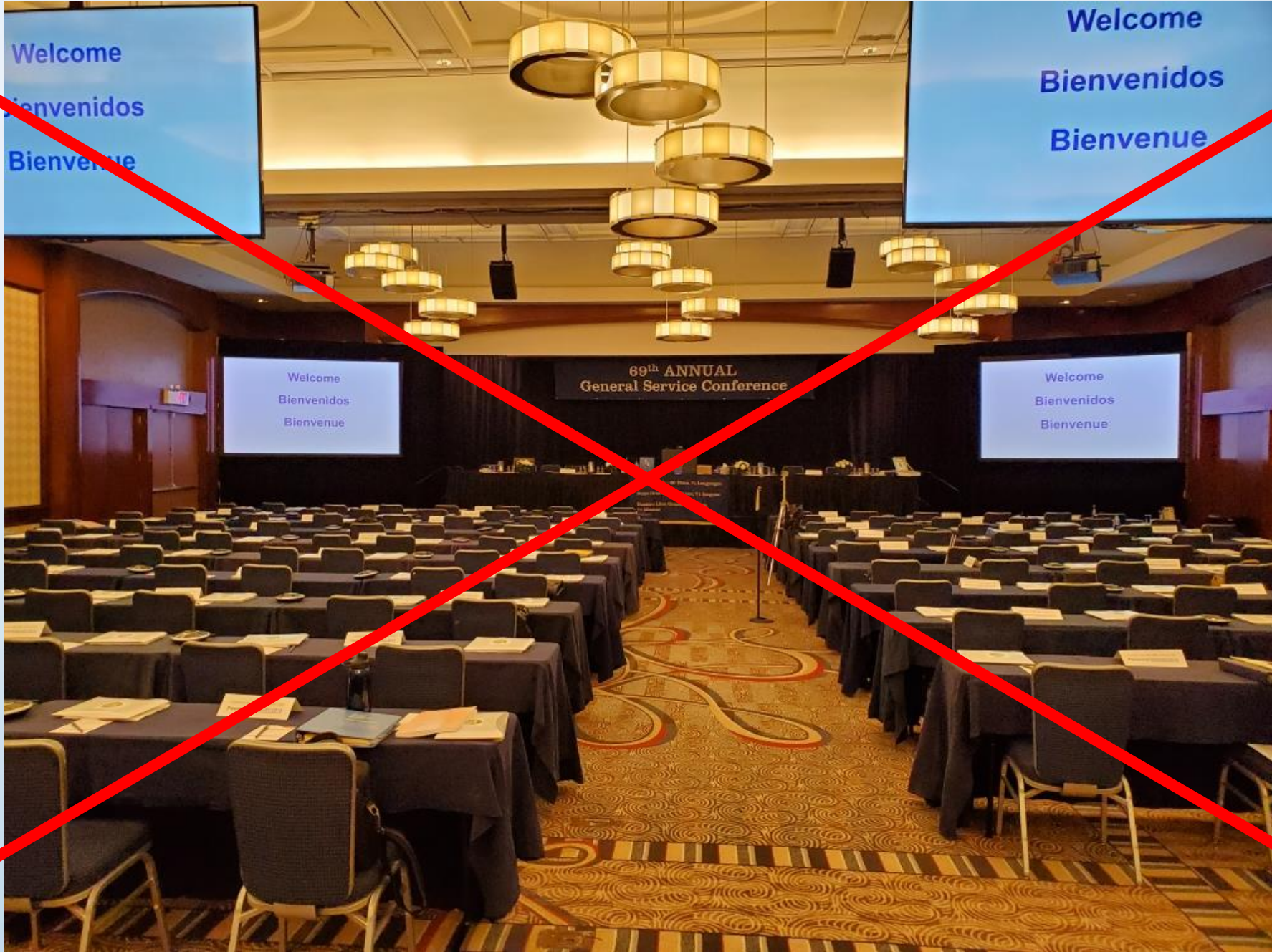
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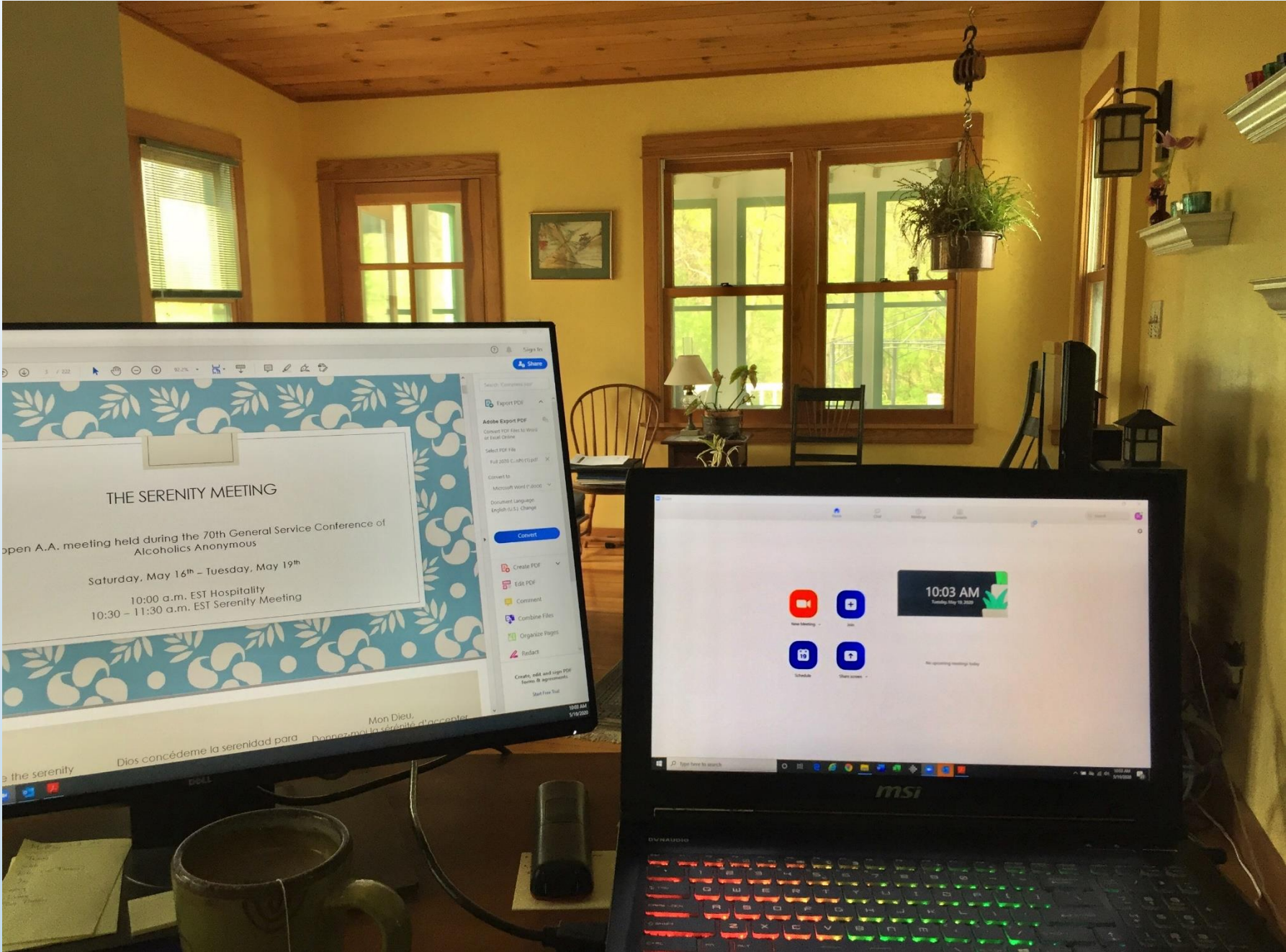
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69th ANNUAL
General Service Conference

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Pre-Conference

- Regional (NERD) Meetings
- Committee meetings to reduce agenda items
- Board Reports released – written and videos
- Trustee committee reports
- GSO Staffer reports
- Goodbye talk videos from rotating trustees
- Zoom training

Pre-Conference: Grapevine Board Report

- Distributed 110,549 Grapevine and LaVina books, ebooks, CDs and other items in 2019.
- Pursuing outside sales.
- \$1,893,500 balance in reserve fund, for unfulfilled subscriptions. Liability is \$1,665,502
- 125,000 people took advantage of the free online issues offer.
- GV app not working well, so now using ePublish format (for tablets and other devices)

Pre-Conference: Grapevine Board Report

- Daily Quote book – was going to be commemorative item sold at International – redoing cover and will publish
- Educate fellowship GV is self supporting only through sales of their magazine and books
- YouTube channel – 16 audio stories, 6 explainer videos (like how to be a GV rep). Over 600 new audio stories submitted for GV, over 170 for LV.



How To Carry The Message To Institutions Through Zoo...

214 views • 3 days ago



AA'S TWELFTH STEP TOOLS: GRAPEVINE AND LA VIÑA

770 views • 2 weeks ago



How To Prevent Zoom Bombings

1.1K views • 1 month ago



Los Náufragos

170 views • 1 month ago



El triángulo y el círculo de AA

245 views • 1 month ago



La decisión más importante

175 views • 1 month ago



Orgullo hispano, su ingobernabilidad tenía un...

162 views • 1 month ago



Una silla nueva para mí

90 views • 1 month ago



Pocas 24 horas

95 views • 1 month ago



Zoom Best Practices, Third Legacy Voting and How To...

6.3K views • 2 months ago



PROYECTO LLEVE EL MENSAJE 2020

544 views • 3 months ago



Jeannie S. "I felt loved and I felt peace."

1.3K views • 3 months ago



Angela F. "They welcomed me with open arms."

355 views • 3 months ago



Leslie W. "My worst moments can be my biggest strengths."

1.1K views • 3 months ago



Stephanie L. "I never had a legal drink."

286 views • 3 months ago



2020 CARRY THE MESSAGE PROJECT

4.1K views • 4 months ago



Selena O. "I could drink just fine."

593 views • 4 months ago



Sky "I grew up in A.A."

296 views • 4 months ago



Eleanor F. "Hope was around the corner."

293 views • 4 months ago



Shawna C. "A woman walked in, shaking, pale, defeated."

803 views • 4 months ago



Como participar en el servicio de RLV

99 views • 4 months ago



How to Succeed as a Grapevine Rep

300 views • 4 months ago



Nancy McCarthy, Nonalcoholic Trustee,...

502 views • 7 months ago



Day Counters "Feeling Again"

646 views • 7 months ago

Pre-Conference: AAWS Board Report

- New Communications Services Department: handles websites, YouTube, Google for Nonprofits, LinkedIn and Meeting Guide App
- Normalized pricing of literature
- 93 GSO employees at end of 2019
- Updating “Safety and AA: Our Common Welfare” and safety card and creating new Safety and AA flyer, to be easily displayed
- Will have a strategic planning meeting virtually in June

Trustees' Report: Archives

- Future printings of the Archives workbook will avoid the use of gender specific language.
- There is a new Policy on Loans that will be included in future printings of the Archives Workbook



Trustees' Report: CPC/Treatment and Accessibilities

- General Service Board members are being encouraged to attend professional conferences with CPC exhibits if it's in their region or area of expertise.
- There is a "Phase 1" list of pamphlets that will be published without staples to help carry the message to settings where staples would prevent their entry.
- So far 2 audio interviews with military professionals are completed and they are working on another 2 and posting them online.
- In 2019, gave presentation at DOD Conference and were interviewed for a podcast posted on the Dept of Veteran's Services webpage

Trustees' Report: Corrections

- Broad request for shared experience about tools used for local databases on correctional facility meetings only got one response so they are sharing that template in the next printing of the workbook.
- A letter to parole and probation professionals was created to raise awareness about Prerelease and BTG. It will go in the workbook and may be mailed out from GSO.
- Will work with CPC to contact and approach training programs and conferences for corrections professionals.

Trustees' Report: Nominating

- Recommending to the General Service Board that the terms/rotation schedule of Class A trustees change so one rotates onto the board and another off each year, with the exception of the GSB chair.

Staff Report: AA Grapevine

- Started optimizing product metadata for better search and reader discovery by rewriting nearly all product descriptions (for books, magazines, calendars and other products), both on physical products and online.
- Began producing explainer videos and short videos using member's personal stories from the Grapevine Audio Project to launch on Grapevine's YouTube channel.



Staff Report: Archives

- Conducted an inventory of our off-site collection of analog and digital recordings, both audio and video. They found one box of unprocessed audio recordings and identified 24 tapes of enduring value for audio preservation.



Staff Report: CPC/Treatment

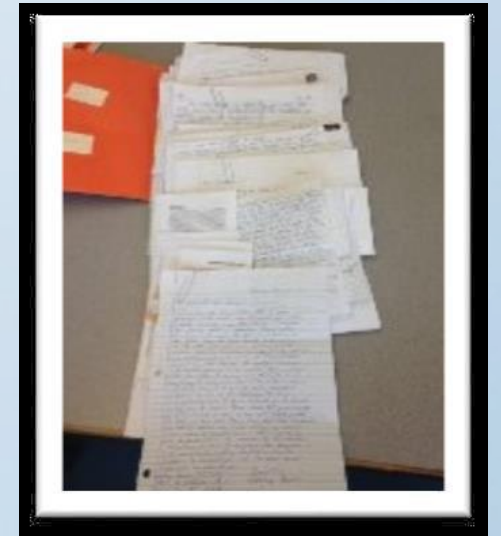
- In 2019, coordinated 32 A.A. traveling exhibits at national professional conferences. In 2020, 35 exhibits are scheduled with a focus on professional groups related to ethnic diversity, professional diversity and geographic diversity that may refer A.A. to underrepresented communities



This past spring, Diana and one of A.A.'s nonalcoholic trustees, Leslie Backus (above), a health treatment provider and CEO at a rehab facility located in Savannah, Georgia, attended the American Society of Addiction Medicine (ASAM) gathering in Orlando, Florida. Over 2,300 attendees participated in this conference, and over 200 visitors stopped by the booth, asking questions and collecting information about A.A.

Staff Report: Corrections

- Approximately 600 pieces of mail arrive monthly from inmates, many requesting free literature, others asking to participate in our Corrections Correspondence Service or for help in making contact with A.A.
- In 2019 linked 1,474 male and 401 female alcoholics in prison to an outside A.A. correspondent through the C.C.S.



Staff Report: Public Information

- Read and review media stories that mention Alcoholics Anonymous and share relevant information as needed.

Staff Report: Staff Coordinator

- In 2019, the staff received 91,589 pieces of correspondence by mail, email and fax, and answered over 11,793 phone calls.



Saturday – Tuesday

- 10:00am Hospitality/Fellowship
- 10:30am Recovery Meeting

Saturday - Roll call

Voting Members

Delegates	93
GSO/GV staff members	15
Trustees and Directors	27

Stats

Average Age	59 years
Average length of sobriety	22 years
Average length of service	17 years

Saturday

- Opening session
- 3 hour Conference Committee meeting (usually +/- 9 hours)
- 1 hour Secondary Committee meetings
- AA meeting

Sunday

- Treasurer's finance report
- General Sharing Session (Q&A on reports)
- Elections for West Central & Western Canada regional trustees
- Delegates only meeting

2019 Financial Results – What Happened?

- ❖ The 2019 GSO Budget showed a net profit of \$501,221 but the actual for 2019 is a loss of \$379,655
- ❖ Income was \$62,512 less than budgeted and expenses were \$943,388 more than budgeted
- ❖ Expenses for Contracted Services and Professional Fees were higher than expected

Professional Fees were \$317,653 over budget, in large part due to contract reviews. AAWS is in the process of implementing a new way to review contracts which is both cost efficient and less time consuming

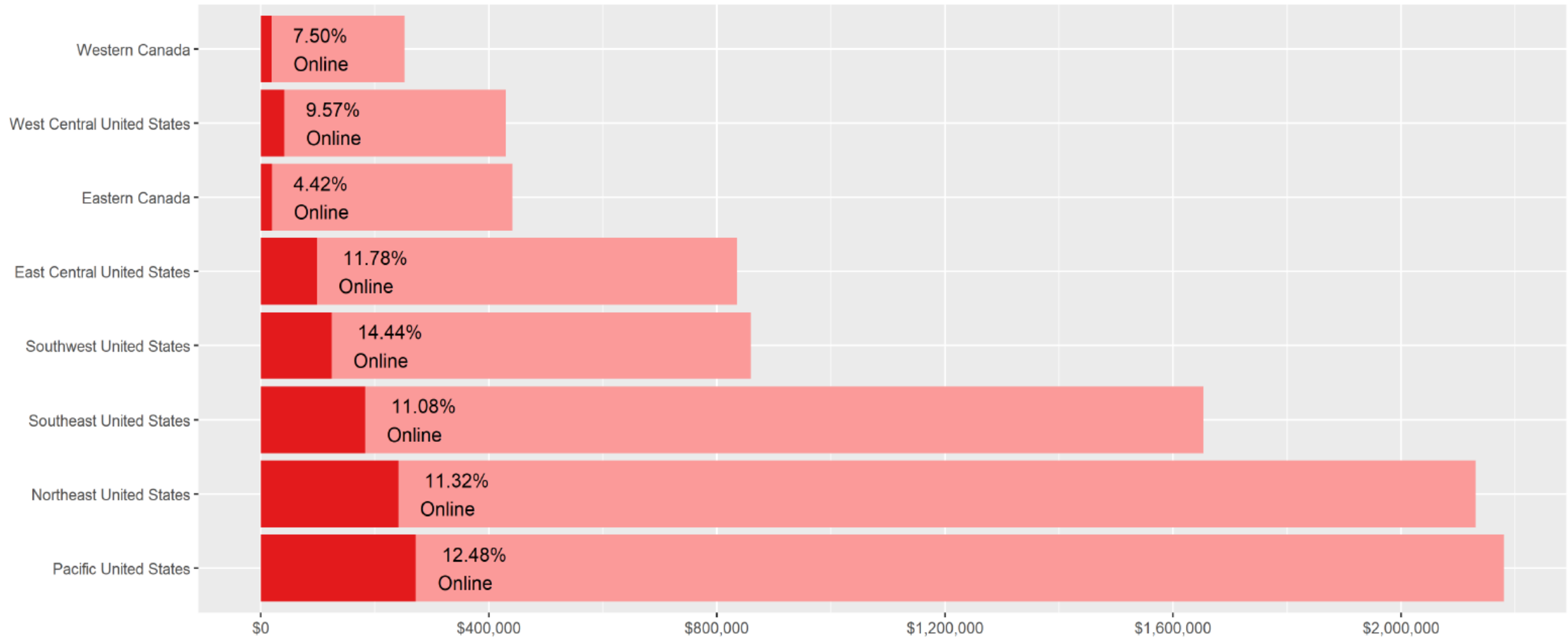
Contracted Services were \$831,948 over budget, in large part due to the implementation of NetSuite, the new ERP System

7th Tradition

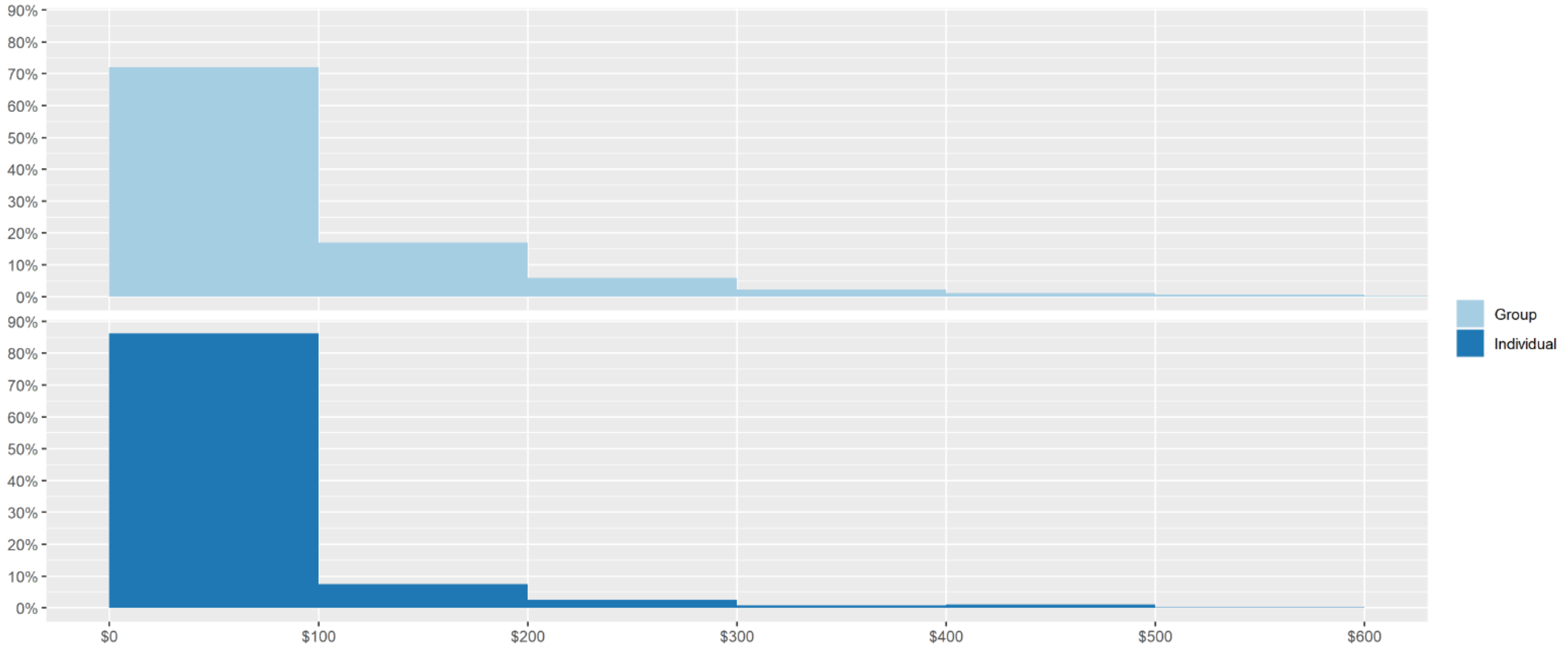
- 28,180 Groups gave \$6,930,608
 - Represents 40.6% of total groups
 - \$245.72 average group contribution
- Individuals gave \$1,235,764
- Plus “Other” totals \$8,863,480, *a new annual record*
- \$1 in 1935 = \$18.84 in 2019

7th Tradition Contributions

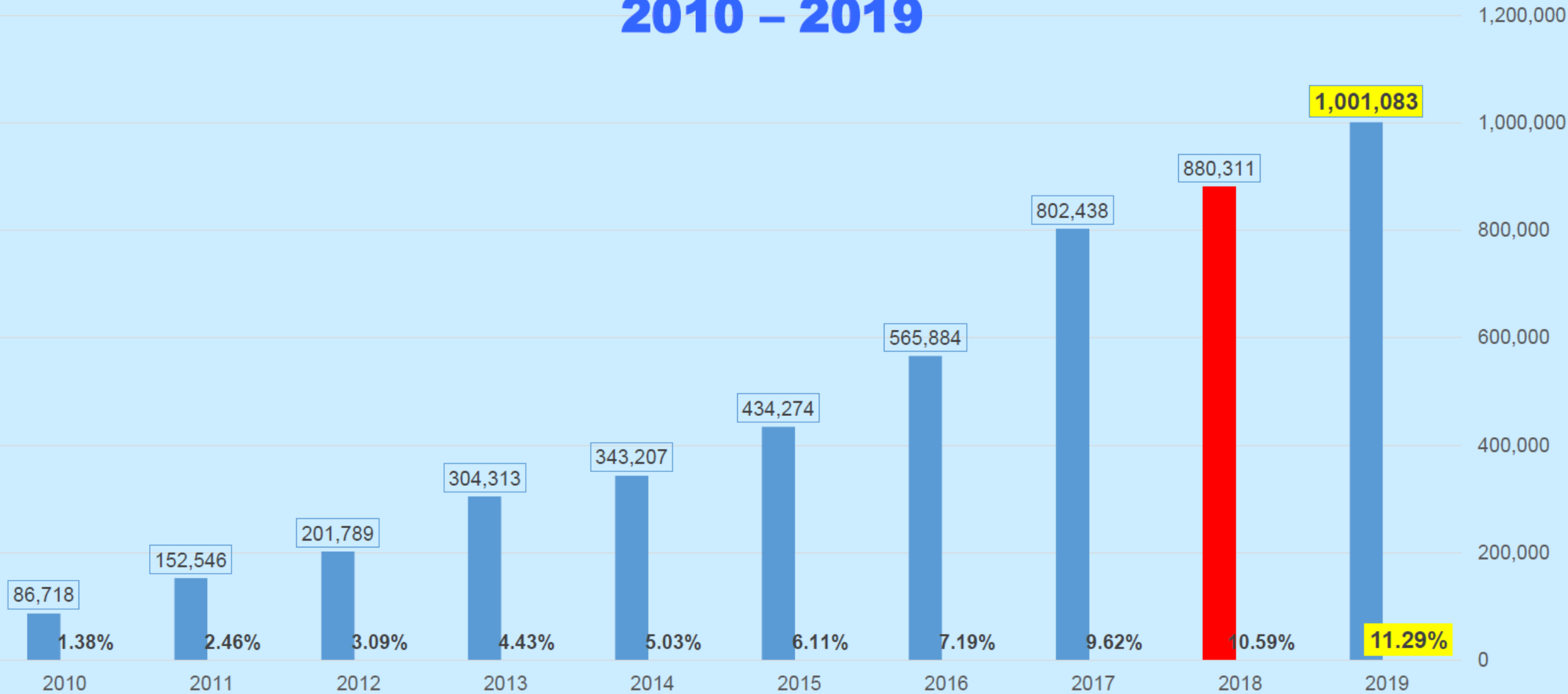
Regional Impact by Value (USD)



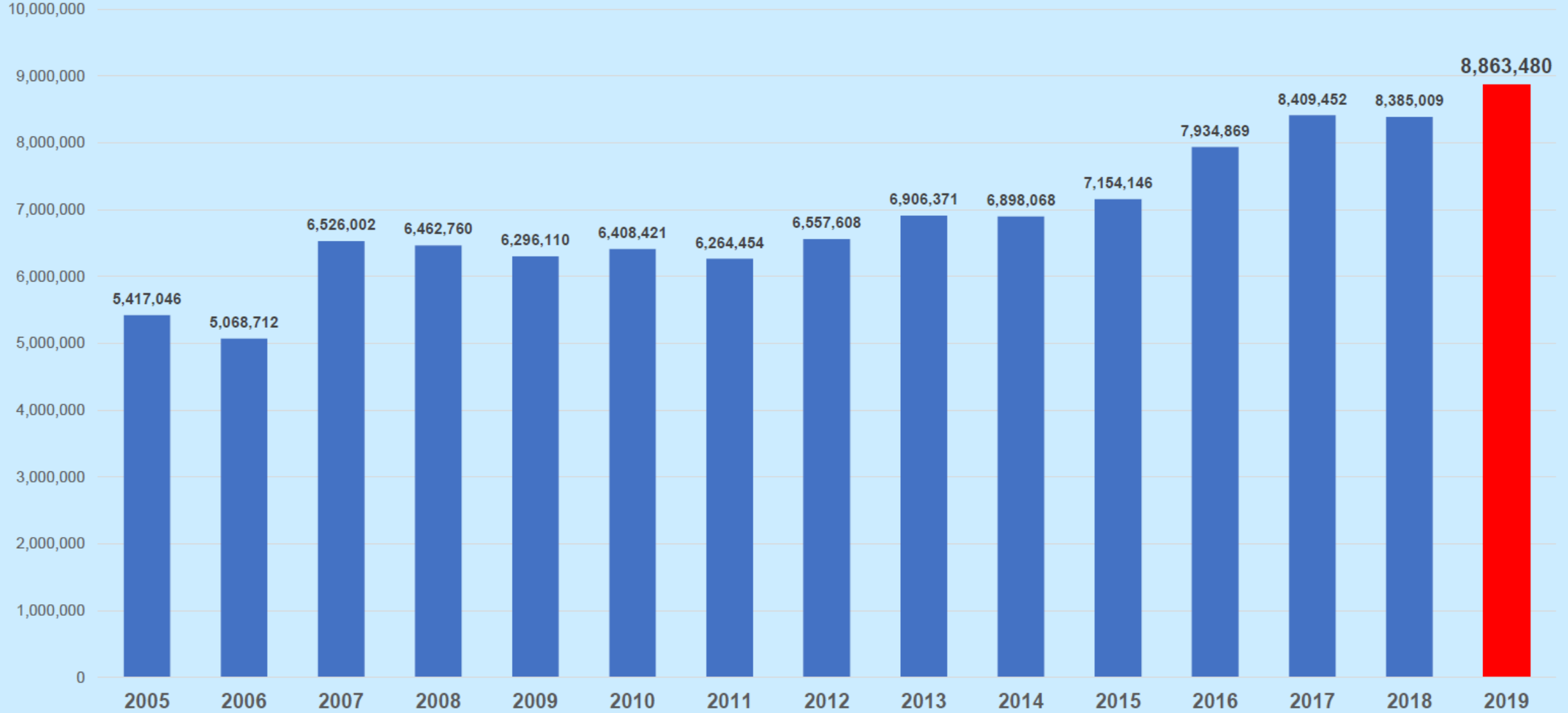
Distribution of Received Contributions



GROWTH OF ON-LINE CONTRIBUTIONS 2010 – 2019



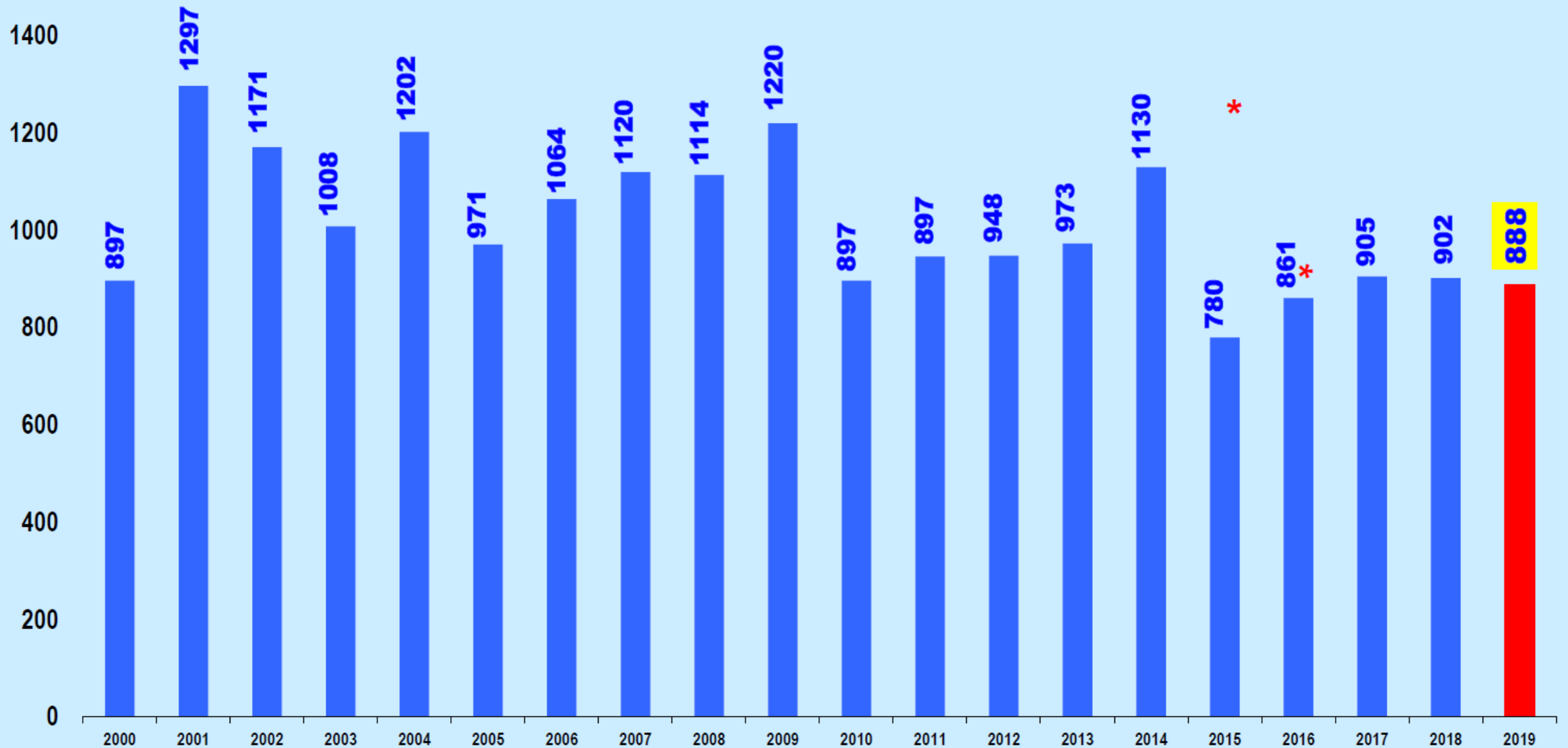
7TH TRADITION SELF-SUPPORT – 2005 – 2019



AAWS – PUBLISHING – 2019 ACTUAL vs 2019 BUDGET

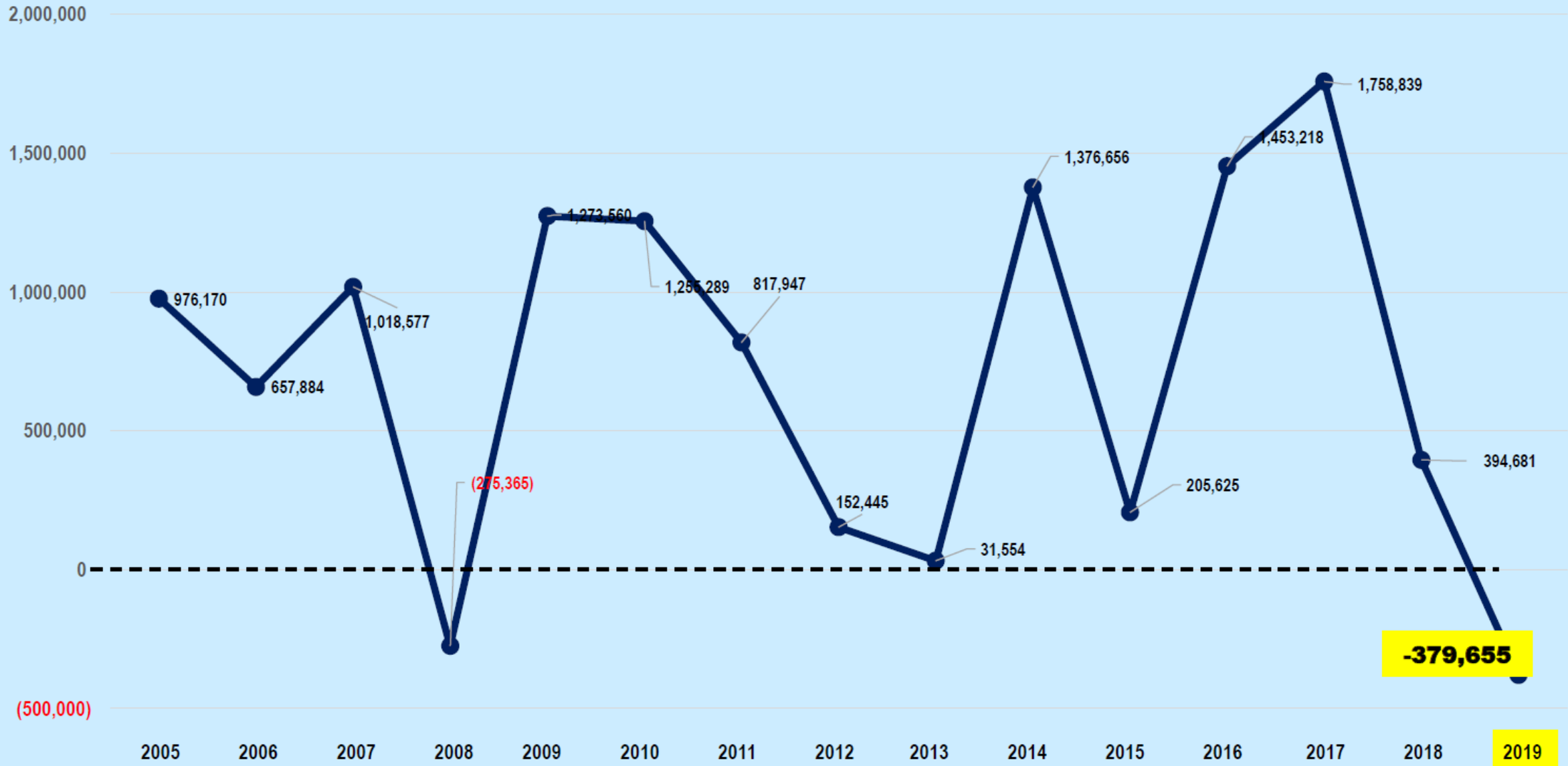
\$ in Thousands	2019 ACTUAL	2019 BUDGET	INCREASE (DECREASE)
Net Sales – Literature	14,259	14,775	(516)
Cost of Literature Sold	2,646	3,100	(454)
Direct Shipping and Warehousing	<u>1,956</u>	<u>1,900</u>	<u>56</u>
Gross Profit	9,657	9,775	(118)
Gross Profit Percentage	67.7%	66.2%	1.5%
The YTD sales to budget variance was largely due to lower than anticipated sales of “Our Great Responsibilities”	34,137	100,000	(65,863) 66% decrease

BIG BOOK – UNITS SOLD – 2000– 2019



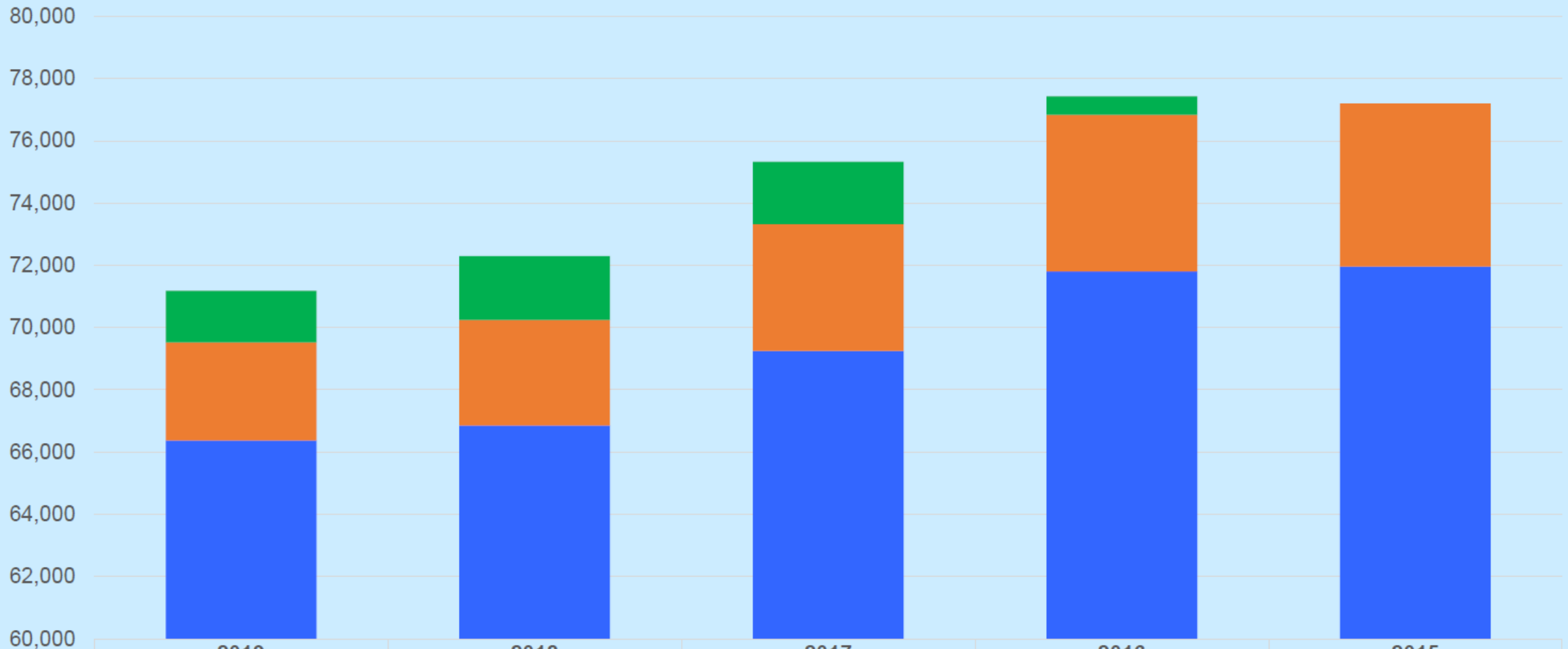
* Excludes 75th Anniversary Edition

GSO & AAWS – OPERATING RESULTS – 2005 – 2019



Since the Reserve Fund Ratio was nearing its suggested 12 month upper limit in the early part of the decade, A.A.W.S., consistent with established policy, lowered literature prices to incur an operating loss as the way of reducing the Reserve Fund.

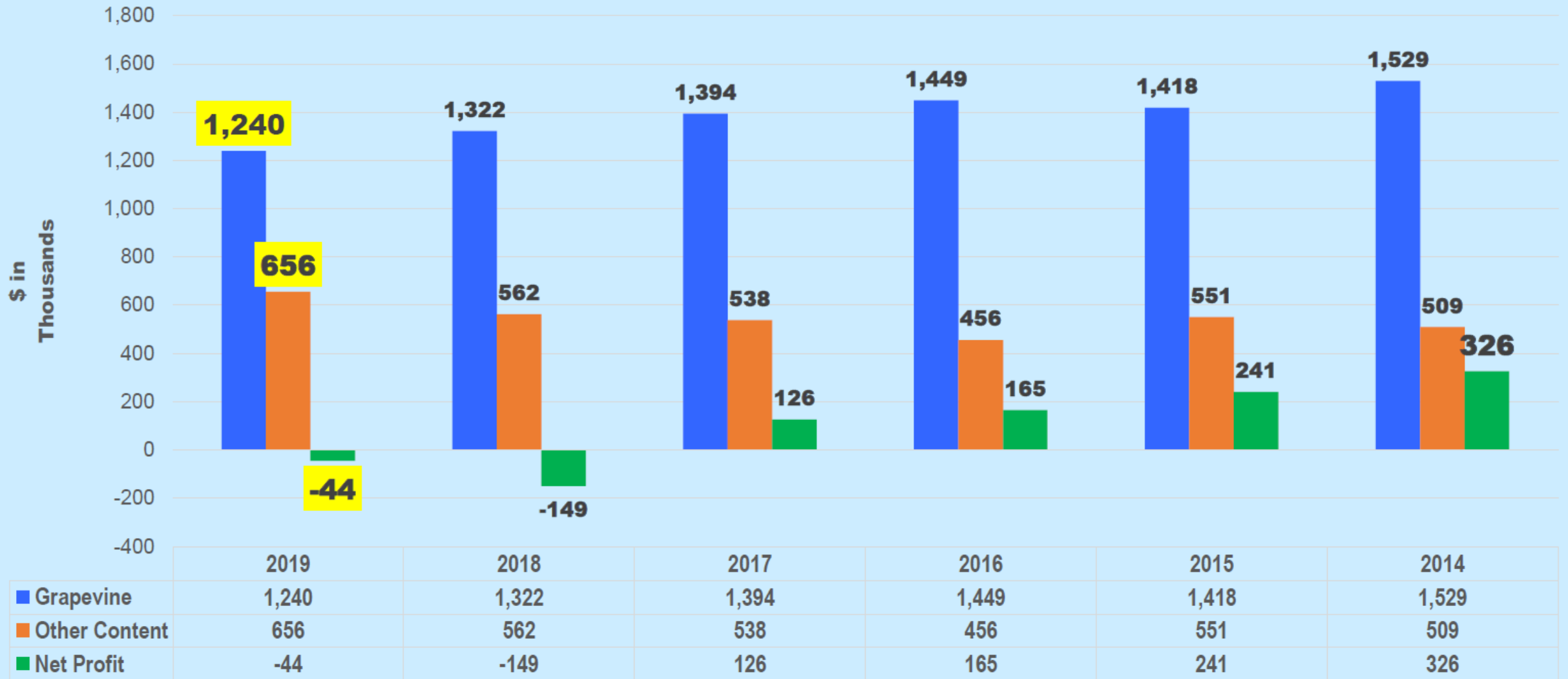
GRAPEVINE – AVERAGE CIRCULATION – 5 YEAR HISTORY



■ APP	1,654	2,053	2,003	588	
■ ON-LINE	3,152	3,390	4,077	5,030	5,233
■ PRINT	66,376	66,857	69,249	71,811	71,966

GRAPEVINE – KEY AMOUNTS – 5 YEAR HISTORY

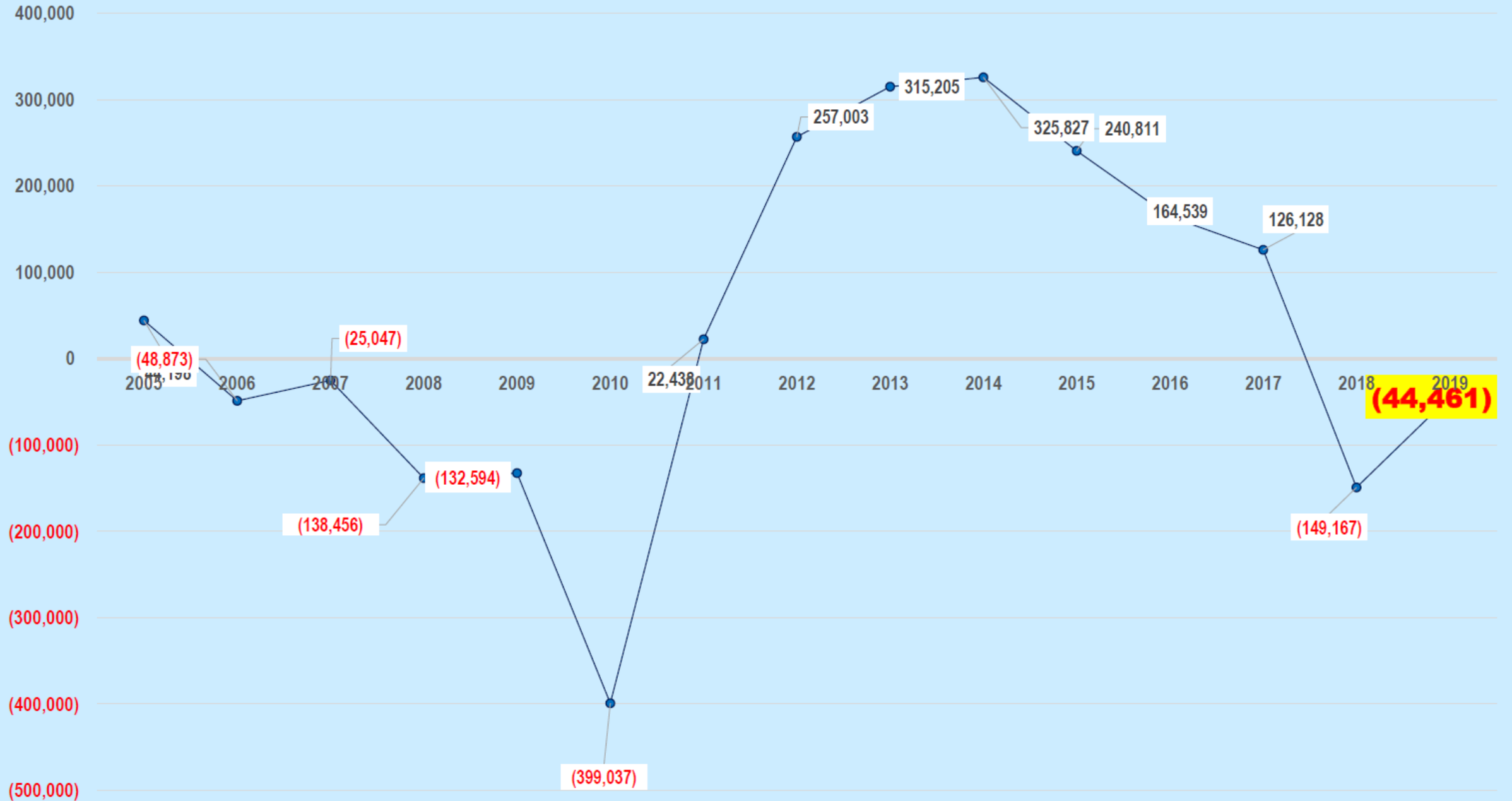
GROSS PROFIT & NET PROFIT



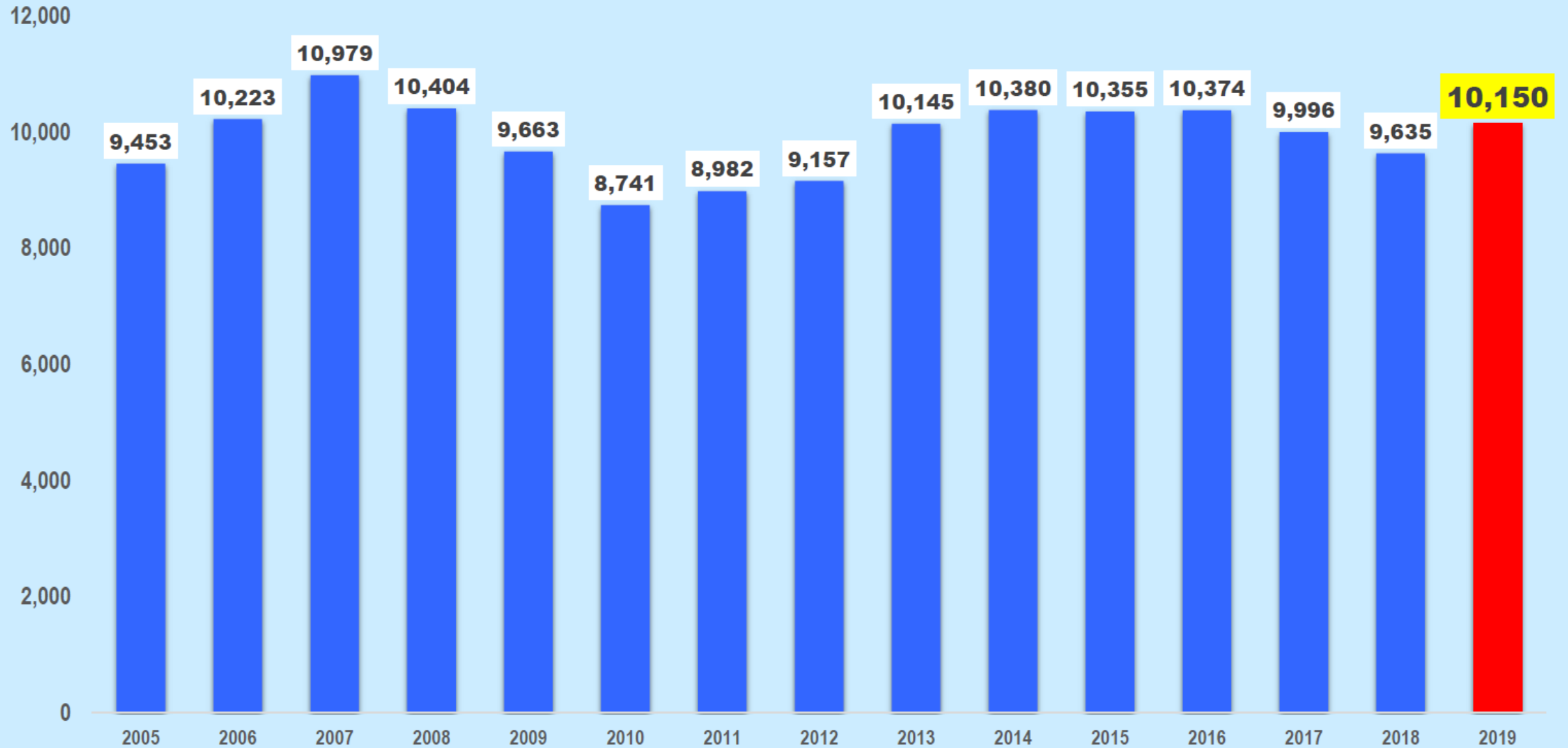
GRAPEVINE – 2019 ACTUAL VS 2019 BUDGET - DRAFT

	AVERAGE CIRCULATION – PRINT			
		66,376	69,139	(2763)
	ONLINE & APP	4,806	6,947	(2141)
\$ in Thousands		2019 ACTUAL	2019 BUDGET	Increase (Decrease)
Magazine Revenue		1,938	2,096	137
Magazine Direct Costs		<u>(698)</u>	<u>(683)</u>	<u>56</u>
Gross Profit on Magazine		<u>1,240</u>	<u>1,413</u>	<u>81</u>
Other Publishing Revenue		938	957	104
Cost of Goods Sold		<u>(282)</u>	<u>(304)</u>	<u>52</u>
Gross Profit on Other Publishing Items		<u>656</u>	<u>653</u>	<u>52</u>
Total Gross Profit		<u>1,896</u>	<u>2,066</u>	<u>133</u>
Costs and Expenses				
Editorial Costs		632	801	(96)
Circulation and Business		1,008	1,183	(7)
General and Administrative		<u>330</u>	<u>236</u>	<u>125</u>
Total Costs and Expenses		1,972	2,220	22
Interest Income		<u>31</u>	<u>20</u>	<u>11</u>
Net Income		<u>(44)</u>	<u>(135)</u>	<u>122</u>

GRAPEVINE OPERATING RESULTS – 2005 – 2019



LA VIÑA – AVERAGE CIRCULATION – 2005 – 2019



LA VIÑA – STATEMENT OF ACTIVITIES - DRAFT

Average Circulation	10,150	9,635	9,996
	2019	2018	2017
REVENUE			
Magazine	129,734	120,520	121,973
Related Items	<u>21,051</u>	<u>20,305</u>	<u>29,118</u>
Total Revenue	150,785	140,825	151,091
Cost of Goods Sold	<u>(61,443)</u>	<u>(60,090)</u>	<u>(56,603)</u>
Gross Profit	<u>81,877</u>	<u>80,735</u>	<u>94,488</u>
COSTS AND EXPENSES			
Editorial Costs	219,236	142,252	133,985
Circulation and Business	148,482	80,968	81,896
General and Administrative	<u>5,683</u>	<u>5,982</u>	<u>5,047</u>
Total Costs and Expenses	<u>373,401</u>	<u>229,202</u>	<u>220,928</u>
Shortfall between Revenue and Expenses	(289,314)	(148,467)	(126,440)
Support from GSB General Fund	<u>289,314</u>	<u>148,467</u>	<u>126,440</u>
NET	- 0 -	- 0 -	- 0 -

2020 INTERNATIONAL CONVENTION - CANCELLED

	Detroit 2020 Budget	Atlanta 2015	San Antonio 2010	Toronto 2005
Attendees	47,500	56,900	52,383	42,500
Advanced Registration Fee per Person (U.S. \$)	\$115	\$100	\$95	\$85
Revenue	<u>5,583,218</u>	<u>5,929,138</u>	<u>5,212,650</u>	<u>3,919,332</u>
Stadium	1,446,571	1,372,060	1,030,473	783,089
Convention Center	1,267,830	1,175,341	650,570	682,308
Busing		1,548,869	939,693	820,115
All other	<u>2,804,119</u>	<u>2,043,299</u>	<u>1,747,369</u>	<u>1,672,860</u>
Total costs	<u>5,518,520</u>	<u>6,139,569</u>	<u>4,368,105</u>	<u>3,958,372</u>
Net	64,698	(210,431)	844,545	(39,040)

RESERVE FUND - DRAFT

	<u>2019 Budget</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Reserved Fund – (\$ in Thousands)	\$15,832	\$15,935	\$14,353	\$14,959	\$14,584
Recurring Operating Expenses (\$ in Thousands)	20,127	19,736	18,059	\$17,410	\$17,075
Number of months covered	9.4	9.7	9.5	10.3	10.2

By Conference action, the “Prudent Operating Reserve” was defined as an amount equal to the preceding year’s combined operating expenses of A.A. World Services, A.A. Grapevine and the General Fund of the General Service Board. Operating expenses include “office and operating expenses” and do not include the Cost of Products or Manufacturing cost.

RESERVE FUND

❖ Reserve Fund Balance

- December 31, 2019 – **\$16,202,404** – Annual earnings – **\$283,402**
- December 31, 2018 - \$15,935,331 – Annual Earnings - \$226,713
- December 31, 2017 – \$14,352,618 – Annual earnings – \$153,884

INVESTMENT GUIDELINES

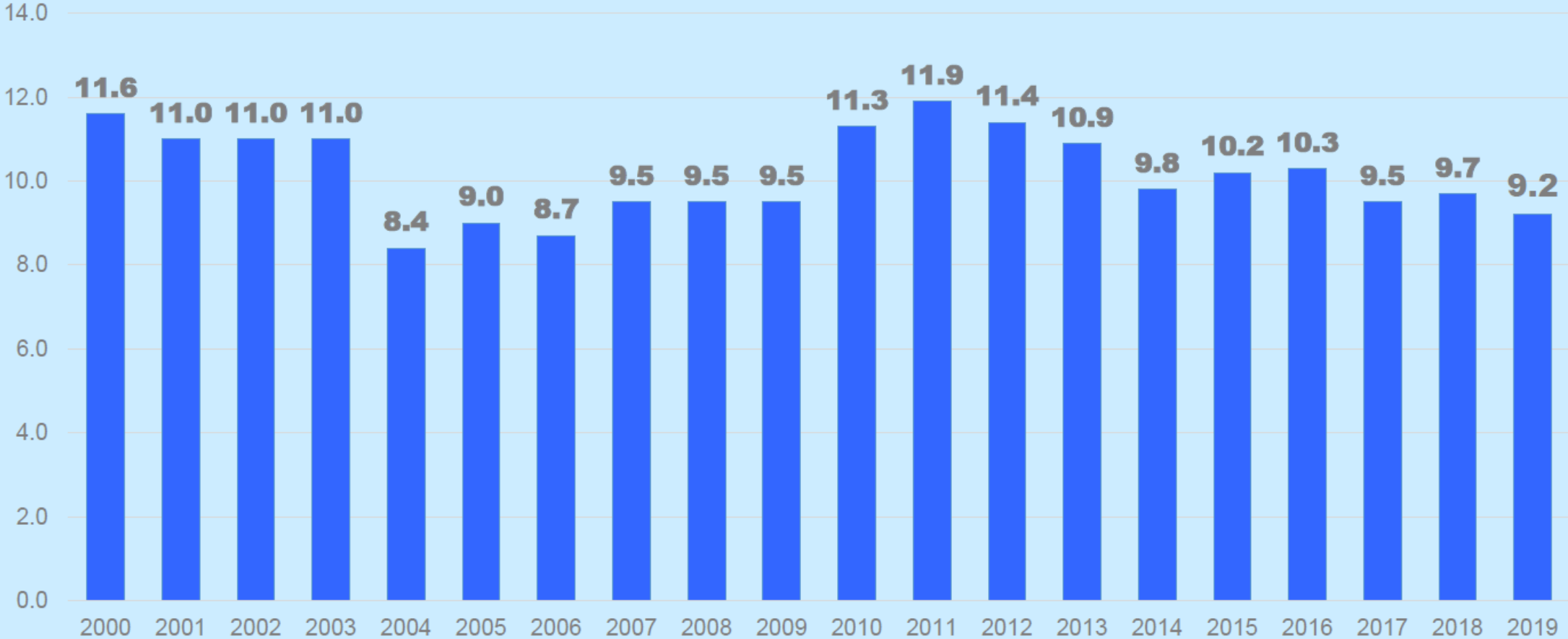
“Minimum Requirement”

To assure the liquidity, the Reserve Fund shall contain investment instruments having maturities of one year or less in an amount equal to the sum of (a) the unearned Grapevine subscription liability and (b) the operating cash requirements of the service entities. This amount will be reviewed annually by the trustees' Finance and Budgetary Committee.

“No More Than”

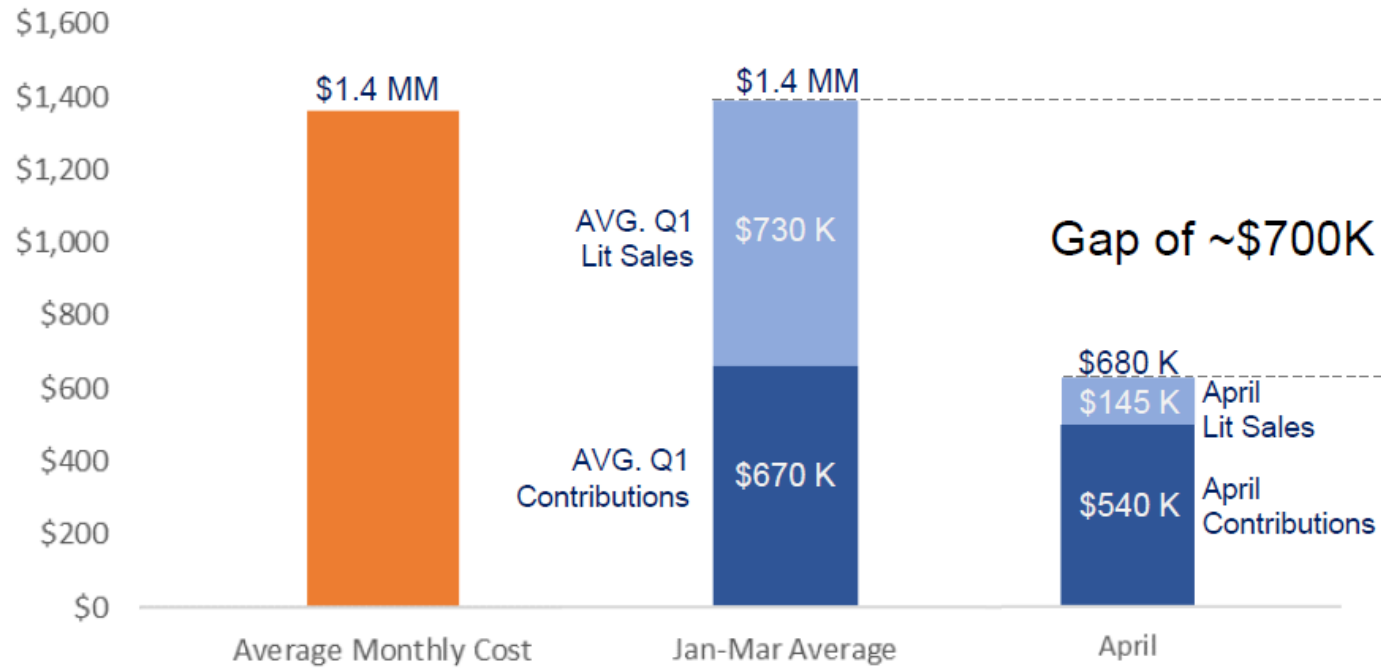
The balance of the Reserve Fund shall be invested in instruments with maturities of between zero (0) and ten (10) years, provided that at no time shall more than 50% of the principal amount of such balance consist of investments having maturity dates of five or more years.

RESERVE FUND RATIO NUMBER OF MONTHS COVERAGE 2000 – 2019



2020 Update COVID-19 Impact

CURRENT FINANCIAL SITUATION COSTS AND INCOME BASED ON AVERAGES



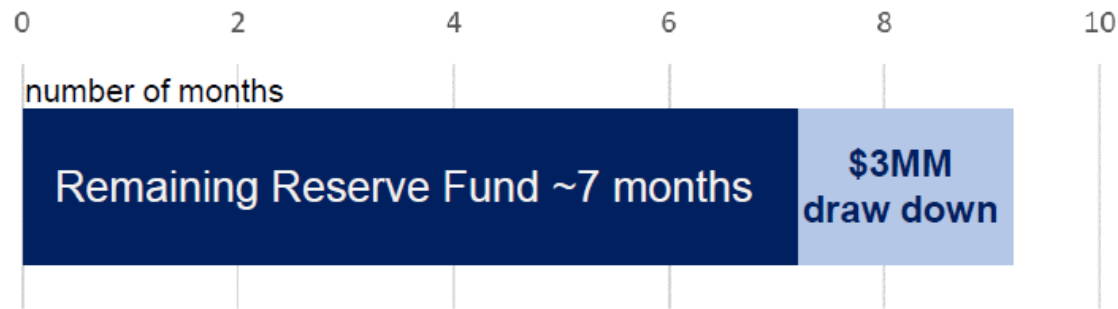
Gap of ~\$700K expected for the next 3 to 4 months without a significant call out to the fellowship for contributions

This gap is further increased by remaining Convention costs and Capitol expenses (ERP, eighth floor renovation)

2020 Update COVID-19 Impact

OUR RESERVE FUND – DESIGNED FOR EXACTLY THIS TYPE OF SITUATION

Our Reserve Fund at end of Q1 2020 ~9 Months



The General Service Board Reserve Fund

In 1954, the Board of Trustees established a Reserve Fund whose principal purpose is to provide the financial resources necessary to continue the essential services of G.S.O. and the Grapevine in the event of emergency or disaster, to fund costs beyond the means of the G.S.O. and the Grapevine, such as major leasehold improvements or technical upgrades, and to allow the General Service Board and its two operating affiliates time to formulate and implement plans needed to adjust to changed economic or other conditions.

S76

Monday

- NERD lunch with regional trustee
- Committee Reports and Discussions – 45 minutes per committee (usually unlimited)

Tuesday

- NERD lunch with regional trustee – NERAASA 2023
- Committee reports and discussion continued
- Gratitude booth





2020 GSC NERD
Anonymity Protected
Photo
"Comfortable Shoes"



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