

## Delegate Report – March 26, 2011

It is an extremely busy time in A.A. The Final Agenda for the 61<sup>st</sup> General Service Conference has been received and the six Regional Panels in Area 29 are meeting to discuss the agenda items to bring their sharing to the April 16<sup>th</sup> Annual Mini Conference. I hope many will consider attending the one day Mini Conference so that I will be able to hear the conscience of Area 29 in matters affecting A.A. as a whole. Your opinions do count and I look forward to taking many notes that day to carry with me to the Conference on May 1.

Following is information not previously provided from the General Service Board Weekend of January 29-31 along with information recently received from AAWS, Inc. and the AA Grapevine, Inc.

### AAWS, Inc.

#### Services

- Final 2010 contribution figures are approximately \$6,409,000; a 1.8% increase over 2009.
- Contributions Online ended the six month mark showing greater use, reflected in revenue during this period of \$82,750 or 1.3% of total contributions received.
- GSO's **net profit** for 2010 was approx \$1,302,000 or 29% over budget.
- **Total Expenses** were \$12,975,482; 5.95% less than budgeted and 2.14% less than 2009 expenses.
- Significant savings were made in 2010 by holding off on permanent hires, limiting outside contract work and reducing travel.
- There is an opening on the GSO Staff beginning mid to late summer 2011. Interested and qualified members may see me for an application or request one by contacting: Director of Staff Service, Box 459, Grand Central Station, New York, N.Y. 10163. The deadline for receipt of applications is April 15, 2011.

- There were 2,114 visitors to the GSO in 2010

#### eBook Initiative

A progress report on the AAWS eBook initiative was received from GSO March 10, 2011. The focus of the initiative is to make A.A. literature available for sale online in electronic book (eBook) format. To ensure that A.A.W.S. retains *full control* of the eBook publishing process, GSO will develop its own capabilities for the sale and distribution of A.A. literature published in eBook form.

GSO will also develop custom software called the *A.A. Mobile App* to be used on handheld mobile devices allowing purchased copies of A.A.W.S. eBooks to be downloaded and read. A.A.W.S. eBooks may be purchased through GSO's "AA Online Store" via a link that will be prominently located on the home page of the [www.aa.org](http://www.aa.org) website, and also through the *A.A. Mobile App*.

This "eBooks Project" will be pursued in phases. **Phase 1**, with a targeted completion date of early 4<sup>th</sup> quarter 2011, will enable individuals to purchase English, French and Spanish versions of the 4<sup>th</sup> Edition of the Big Book and the Twelve and Twelve to download and read on Apple iPhone/ iPod Touch devices and on the Apple iPad in "compatibility mode" until the feature has been enhanced specifically for the iPad about six weeks later.

**Phase 2** (estimated completion - 2<sup>nd</sup> quarter of 2012) will allow purchased copies of eBooks to be downloaded and read on most Android devices and various eReaders.

Investment in infrastructure is expected to be approximately \$400,000 incurred over a two year period.

## Publishing

- The Publications Director reported that total distribution of **all books** for 2010 was 1,701,373 units; down 23% from the same period in 2009.
- Through 12/31/10 there were 885,134 **Big Books** (52% of all books) distributed compared to 1,217,262 units for the year ending 2009.
- **Non-A.A. purchases** represented 15.4% of total units sold.
- **Net sales** of \$12,183,911 for the year 2010 were approximately 12.7% less than budgeted.
- **Total revenue** (gross profit from literature sales, contributions, and interest earned on cash flow) was \$14,277,491; \$526,359 less than budgeted and \$255,180 less than 2009.
- The deadline for new stories to update the pamphlet "**AA and the Armed Services,**" has been extended to July 15, 2011.

## **Corrections Correspondence**

As you may know, a letter explaining the Corrections Correspondence Service (C.C.S.) is sent twice a year to delegates and correctional facilities chairpersons asking for outside A.A. members to write to incarcerated A.A. members on an individual basis.

The letter is to encourage us to continue our effort to get the word out regarding the on-going need for outside A.A. members to correspond with the still-suffering alcoholic behind the walls and to help us to better respond to the most frequently asked questions about this service. An electronic copy of this letter was sent to me by email, to make it easier to share this information with local A.A. members. I forwarded that e-mail to all contacts in Area 29.

I have a few hard copies available today, but if you would like a copy of this letter electronically, please see me.



## **News from AA Grapevine, Inc.**

### **A.A. Grapevine Survey Results**

The committee compiling the data from the 2010 Grapevine Survey provided a 30+ page report detailing the results of the survey. The report will

be reviewed and discussed at the General Service Conference by the Conference Committee on Grapevine. Since this report is quite lengthy and very detailed, I have not provided copies for everyone.

Some interesting points of the report are:

- 62 areas contributed over 8,000 surveys; 7,948 Grapevine and 131 LaViña.
- Area 29 contributed 256 surveys.
- Average age of those surveyed – 51.7  
16% <40, 60% 40-59, 24% 60 and over
- Average years sober was 11.8  
47% 0-7 yrs, 27% 8-19 yrs, 26% 20+ yrs
- 37% were Subscribers, 26% Past Subscribers, 37% Never Subscribed
- 96% think the GV Magazine is important and should continue

I have the report with me today if anyone would like to review it and for those who really get into the detail and statistics, I can provide the report electronically. Please see me.

### **2010 GV/LV Circulation and Distribution**

- Average monthly circulation:  
**GV** - 93,104; 9% less than 2009  
**La Viña** - 8,741; 10% less than 2009  
**Audio GV** - 1,021; 23% less than 2009  
**Digital Archive** - 2,012 ; 26% less than 2009
- Distribution of products:  
67,544 books  
6,971 English CDs, 4,338 Spanish CDs  
56,732 other - including Convention issue

### **A.A. Grapevine Financial Report**

A.A. Grapevine Corporation realized a Net Loss of \$394,335 which was greater than the budgeted loss of \$245,743. Total A.A. Grapevine income was \$1,824,330; \$245,179 behind budget. Total expenses were \$2,218,666 or \$96,586 below budgeted expenses.

### **La Viña Financial Report**

Total magazine income was \$91,558; under budget by \$1,944. Gross Profit was \$28,642; \$5,541 ahead of budget and \$849 behind 2009. Net Loss for 2010 was \$75,481 which was ahead of the budgeted loss by \$15,077.

### **A.A. Grapevine Staff**

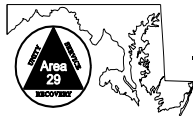
The newly hired GV Executive Editor began work in November 2010. Three GV staff positions were eliminated in January 2011; an action which will reduce costs and expenses significantly for 2011.

## Grapevine Agenda Items

The A.A. Grapevine Board sent six agenda items to the 61<sup>st</sup> General Service Conference including a recommendation to permit A.A. Grapevine, Inc. to accept contributions. Attend Regional Panel 6 on April 3 to learn more about this and the other Grapevine agenda items.

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### Area 29



### News

**The Contributions Quarterly Report** was received at the end of February. The percentage of groups contributing from Area 29 to the General Service Office for the 12 months ended 12/31/2010 is:

2010  
38.93%

2009  
39.50%

I sent this report by e-mail to all Officers, Committee Chairs and DCMs. If you are a DCM and did not receive the report to print your district contributions, please see me.



### **North East Region Events**

## **NERAASA 2011**

Attendance at this year's North East Regional AA Service Assembly in Tarrytown NY was over 900. The weekend included presentations by members of the fellowship from across the NE Region. Friday evening and Saturday afternoon there were 90 min roundtable sessions on most service positions including GSR, DCM, Officers, Intergroups, Corrections, PI, CPC, etc. A lively business meeting took place Saturday afternoon with the focus on the work done by an ad hoc committee of delegates to review and update the NERAASA guidelines. Although the committee's report was approved by the Assembly, the revised guidelines were tabled until next year after they have been translated into Spanish.

## **NERD 2011 and NERD 2013**

Over 100 seated delegates, alternate delegates, and past delegates attended this year's North East Regional Delegate's Reunion in Ocean City, NJ. At this gathering we presented a bid for the 2013 NERD and were unopposed. Area 29 has never hosted this event. It will be held at the DoubleTree by Hilton (formerly the Holiday Inn BWI Airport Hotel) the weekend of March 8-10, 2013.

## **NERF 2011**

The North East Regional Forum will take place **May 20-22** at the Sturbridge Hotel and Conference Center; Sturbridge, Mass. This event is held every two years in the North East Region. GSO staff and Trustees from the General Service Board attend to make presentations and answer questions. There will also be presentations from Delegates and others, plus workshops and discussions on timely topics of interest to the Fellowship. Some of those topics are listed on the **flyers which are available today**. All AA members are encouraged to attend.

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As always, if I can be of service to your group, district or Intergroup, please contact me at [delegate@marylandaa.org](mailto:delegate@marylandaa.org)

Yours in Service,

Nancy B.  
Panel 60 Delegate/Area 29 - Maryland