

**Pacific Regional Trustee Report**  
**GENERAL SERVICE BOARD WEEKEND**  
**July 27-31, 2023**

**by Reilly K. - General Service Board Class B Pacific Regional Trustee**  
**and A.A.World Services Director**

In this rotation year (May 2023-April 2024) I serve on the following committees:

Chair of Trustees Committee on **Archives**

Member of Trustees Committees on **Nominating** and **(CPC) Cooperation with the Professional Community**

Member of ad hoc committees for **Participation of Online Groups in General Service Structure, Nominating Document Review, Retirement, and Compensation.**

For this rotation year I also serve on **A.A.W.S. Board as a Director.**

Chair of A.A.W.S. **Nominating** Committee

Vice Chair of A.A.W.S. **Finance** Committee

Member of A.A.W.S. Committees on **Publishing** and **Internal Audit**

Ad hoc committees on **Retirement** and **Board & Conference Communication Project**

---

## **Overview**

This quarter's General Service Board weekend was full and informative. Committees gave in-depth reports on work accomplished this year. All Conference Advisory Actions and Additional Committee Considerations were reported on, and new projects to improve efficiency and communication were introduced. There was a predominant sense of recommitment to the spiritual mission of supporting our Fellowship as we settled into consultations with our new "committee group consciences". We even engaged in some fun socialization, amid much laughter and emotion, to get to know each other. Following are all reports received by the GSB, slightly edited, in more or less alphabetical order.

## **Trustees' Archives Committee**

2023 Conference Committee on Archives Committee-The committee agreed to remove the subsection "Sharing on Digital Archives" in the next printing of the Archives Workbook and not refresh the stories.

### Distribution of archival photographs-

- Photographs are provided as a service to A.A. members and groups and not sold. The photos include two sets of ten 8x10 images as well as twelve individual images.
- Will discontinue the two sets of twelve photos and instead offer these as individual photos upon request.
- Will make the photos available as a digital option, adding a digital watermark with copyright information and any other relevant identifiers.
- Agreed not to increase the suggested \$2.75 contribution amount as it adequately covers the cost for reproduction and postage.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

## Trustees' Committee on the General Service Conference

2023 budget reforecast: The committee requested that future budgets include a breakdown in changes to reflect the budget reforecast process.

- Work on the Conference Final Report is underway, and the print and the anonymity-protected digital version are due in early September. The anonymity-protected version will be posted on aa.org for the first time.
- It was also noted that a discussion with the developer who supports the Committee Assignment Application began seeking ways to ensure that assignment of delegates occurs on all Conference Committees by all Areas.

Review of Advisory Actions and Additional Considerations: The committee noted that follow-through on all actionable items is taking place.

### 2023 Conference Committee on Agenda:

- agreed that the 2024 Conference Committee on Agenda chairperson be invited to be a member of the Conference Inventory Planning Committee.
- The committee forwarded the 2023 Committee Considerations related to GSC improvements to the Subcommittee on Conference Improvements.

2023 Conference Committee on Policy & Admissions: The 2023 Advisory Action to have general sharing sessions at least two times per year, utilizing virtual meeting technology, is being coordinated by the General Service Board chair, delegate chair, and the general manager.

Survey on holding the 77th GSC outside of New York: The committee felt that this topic could be explored at the August 2023 virtual sharing session with all Conference members. The staff secretary will send a memo to the coordinators requesting this topic be added to the agenda.

Sampling questions for online groups: 2023 committee consideration to prepare sample questions for delegates to share with online groups was forwarded to the GSB Ad Hoc committee on Participation of Online Groups in the U.S./Canada Service Structure.

### Extend the PAI submission deadline for the 74th GSC:

- The committee discussed a consideration from the 2023 Conference Committee on Policy and Admissions to change the latest possible deadline for PAIs submitted for the 74th GSC and after a discussion on a broad range of concerns, decided to take no action.
- Concerns ranged from difficulties that some GSRs, DCMs, area committees, and area assemblies have scheduled meetings before the September 15 deadline.
- Other concerns were about the duplication and frequent PAI submissions by individuals, the time constraints to prepare background to discuss agenda item proposals locally, and the impact of delegates wanting to attend other Area Assemblies within their region.
- The committee heard from the Conference Coordinator about the tight timelines involved between the submission deadline, finalizing the agenda item report and the committee calls between the Conference committees and trustees' committee chairs to gather delegate input to inform their trustee committee discussion at the October board meeting.
- A subcommittee on EDW will engage all Conference members in a survey to find out the effect the EDW process has had on their area, and that the 2024 Conference Committee on Policy and Admissions will receive the results of the survey to discuss as part of the evaluation of the EDW pilot.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

Creating a video or communication about PAI submissions: Will forward to the subcommittee on EDW a consideration from the 2023 Conference Committee on Policy and Admissions to create a simple video or other communication reinforcing the ideas that PAIs can be submitted year-round and can reflect the outcome of a group conscience rather than a petition or suggestion box.

2023 Conference Committee on Report and Charter: Advisory Actions related to the Service Manual are being implemented.

TGSCC related to the 74th GSC:

Discuss key dates, including translation deadlines of Conference Background:

- The committee reviewed a proposed summary and timeline of key dates for the 74th GSC timeline to support the translation deadlines for distributing Conference Background in three languages simultaneously.
- The committee felt the intended outcome of this discussion was to establish a common understanding of expectations and mutual respect between the highly collaborative effort to support the Conference Process.
- The committee explored ways for trustee committees to thoughtfully complete their work during the year while supporting workflows at GSO to assemble, review, and translate, and ultimately post the Conference background on the Dashboard.
- The committee heard from the Executive Editor and the Language Services Department Manager, and the Conference Coordinator and they expressed support of the workable timeline. The committee considered several key dates and deadlines that would support harmonious participation and collaboration to meet the needs to deliver Conference Background to the 74th GSC.

The General Service Board adopted the following timeline for developing background materials for the 74<sup>th</sup> GSC:

- Any completed items that are intended to be Conference background be submitted to their committee secretary as soon as it is available or by November 13.
- All Conference bound work from trustee committees such as progress reports, plans, or drafts be submitted no later than November 13, except when:
- If the item(s) will not be available by November 13, submit a list of those item(s) with a completion date to the Conference Coordinator.

Deadline to post Conference Background: When a Conference committee's background for the 74th GSC is available in three languages, it would be posted on the Dashboard between February 16-23, 2024, with a status update from the Conference coordinator to all Conference members on any remaining background.

Deadlines for GSC Conference Manual Materials:

- There is a need for timely distribution of the Conference Manual materials.
- The committee will continue discussions on setting deadlines for reports from Board chairpersons, GSO and Grapevine departments for the GSC Conference Manual at their interim meeting in August.

PAI Submission forms:

- The committee reviewed a draft of an online PAI Submission form for 74th GSC and offered minor suggestions. The committee noted user-friendly features of the online version including A.A. resources that connect submitters with their local districts and areas for the opportunity to participate in local group conscience discussion.
- The committee also noted the process improvements that an online form could have on the PAI workflow. The committee agreed to only post instructions on how to access the form and suggestions that can foster focus on developing a group conscience.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

Subcommittee on Conference Inventory:

- The established Working Group that consisted of 73rd GSC Conference Members developed a list of proposed inventory questions to be considered. The chairperson mentioned that the subcommittee will gather input from other Conference Members.
- The subcommittee's next steps are to form a GSC Inventory Planning Committee at their August 2023 meeting.

Subcommittee on Conference Improvements: The committee forwarded several Conference committee considerations, 73rd GSC evaluations, and a draft of the 74th GSC Weekly Schedule for their consideration.

Subcommittee on EDW:

- Request to Observe the 74th GSC: The committee will consider this request at their August 2023 meeting.
- The committee will consider the appeal to PAI-135 requesting a change to the Concept IV essay at their August 2023 meeting.
- Site Selection Status is on hold pending results from the GSB Location Plus Ad-Hoc Committee.

## **Trustees' Committee on Cooperation with the Professional Community/Treatment/Accessibilities**

### **Part II – Cooperation with the Professional Community (CPC)**

Review 73rd General Service Conference Committee Considerations: 2023 Conference Committee on CPC recommended that the pamphlet "A.A. in Your Community" be approved with minor editorial changes and the pamphlet has been forwarded to the Publishing department.

Progress report on LinkedIn:

- We are meeting the cadence goals based on the content we have and the ability to create and translate such content.
- Current AAWS policy does not permit posting videos.
- The Communication Services Department will be reporting to the AAWS Technology/Communication Services (TCS) committee and anticipates this policy might be reconsidered.

Review suggestions to develop a pamphlet for Mental Health Professionals:

- Update on the progress of interviews with mental health professionals who are members of Twelve Step programs.
- The next step is to interview mental health professionals who are not members of Twelve Step programs.

Effectiveness of CPC exhibits: Publications that were popular with professionals, reflecting inclusivity of "Hispanic Woman in A.A.," "A.A. for the Black and African American Alcoholic" and "LGBTQ Alcoholics in A.A."

CPC Committee Kit and Workbook: "A Member's-Eye View of A.A." has been removed from the kit per the Conference Committee on CPC as it may appear outdated and less effective for providing information about A.A. to the professional community.

Review memo on Bridging the Gap pamphlet for professionals: This item was moved to Part III - Treatment section of the agenda.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

Review progress report on CPC service cards: Update on the progress of the CPC service cards. The digital cards will include space for the local committees to add contact information for their services. The physical cards will be produced in 2024.

### **Part III – Treatment**

Review 73rd GS. Committee Considerations:

Review progress report on the pamphlet "Bridging the Gap": Discussed a draft of the revised pamphlet "Bridging the Gap" and made some suggestions for edits to the pamphlet.

Review memo on Bridging the Gap pamphlet for professionals: Tabled, ask Bridging the Gap committee chairs what they need before moving forward with creating a service piece for professionals.

Review progress report on new A.A. Guidelines on Bridging the Gap and other service materials:

Two service pieces: "For A.A. Members on the Inside: A.A. Temporary Contact/Bridging the Gap" (F-183) and "A.A. Temporary Contact/Bridging the Gap – Outside (F-184). The committee made some suggestions for changes including the addition of gender identity as one of the fields on the form.

Treatment Committee Kit and Workbook

- To provide additional editorial suggestions for the workbook to the staff secretary via email before September.
- The committee discussed the committee consideration to remove the pamphlet "A Member's-Eye View of Alcoholics Anonymous" from the Treatment kit and agreed to ask the staff secretary to do so.
- The committee discussed the committee consideration to remove the pamphlet "Problems other than Alcohol" from the Treatment kit and agreed to ask the staff secretary to do so.
- The committee discussed the Conference Committee consideration to remove the video "Hope" (and references to it) and agreed to postpone discussion of this item until the October 2023 meeting. The committee discussed the committee consideration to remove the Discount Form and declined to make that change, noting that it is still useful for some members.

#### New business

The committee agreed to review "A.A. in Treatment Settings" and "Where do I go from here?"

### **Part IV – Accessibilities**

Review 73rd GSC Advisory Actions and Committee

"A.A. for the Older Alcoholic – Never too Late": The committee accepted the progress report on the revised pamphlet (now a new booklet) "A.A. for the Older Alcoholic."

Military audio interview project:

- There is an Advisory Action to make the 22 interviews conducted to date available to the public. There was thoughtful discussion of how to proceed with the project.
- To develop a work plan for 2024 and a budget to include funds to complete work of editing and creating web content.
- The chair appointed a subcommittee to include the following:
  - Working with GSO staff to select audio files from the military audio project to post on AA.org and in other channels.
  - Working with GSO staff to finalize a plan for doing outreach to military leadership.
- The committee discussed the need for two ACMs to continue the military outreach project, in particular considering the expanded scope of work expressed in the committee consideration to extend the project to include veterans. The committee agreed to forward a memo to trustees' Nominating to begin the search.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

Items postponed for discussion until the October 2023 meeting.

- Inventory of Accessibilities-related A.A. and AA GV/LV resources and outreach.
- Carrying the message to those with intellectual or information-processing challenges
- Review memo from Report and Charter committee of the 73rd GSC re: feasibility report on ASL service manual.
- 2023 committee consideration which asked for the Accessibilities Workbook to be updated to reflect the fact that some members and potential members experience various forms of discrimination including racism, which creates a barrier or accessibility challenge.
- 2023 committee consideration to remove references to babysitting and childcare

Guidelines for Remote Communities The committee began review of "A.A. Guidelines for Remote Communities" and agreed to forward edits to the staff secretary via email.

Review updates to Accessibilities Kit and Workbook The committee reviewed the lists of edits that arose from Conference committee considerations 2019-22, and agreed to provide any additional editorial suggestions for the workbook to the staff secretary.

## **Trustees' Committee on Corrections**

Review final report from 2023 Conference Committee on Corrections

- There is a meeting scheduled for September 5<sup>th</sup> with Correctional Service of Canada, regional professionals, and the A.A. Area Corrections Chairs in Canada to discuss making A.A. available in all 43 federal correctional facilities in Canada.
- It was requested that we share the success of tablet use in the U.S. to encourage Canada to investigate this option.

Shared Experience on Virtual Meetings:

- The 72<sup>nd</sup> Conference Committee on Corrections suggested that GSO staff gather shared experience regarding virtual meetings in correctional facilities for addition to the Corrections Workbook.
- The committee reviewed the shared experience collected which included experience from six A.A. trusted servants, one professional who facilitates virtual meetings in a correctional facility and 11 stories from members in custody who have been positively impacted by these meetings.
- Develop a service piece that would be included in the Corrections Kit. The committee also suggested we provide these stories whenever we discuss virtual meetings in facilities.
- The staff secretary will share excerpts from these letters in the next Corrections Activity Update and will continue to contact the Fellowship for more shared experience.

Review content and format of Corrections Kit and Workbook: Reviewed the suggested revisions submitted by Area 41. Acknowledge receipt and inform delegate that these suggestions will be considered for inclusion in the next reprint.

New Business: The committee requested that a staff member attend the American Correctional Association Conference in January 2024. The chair mentioned other conferences that may be considered as there are many opportunities to share information about A.A. to professionals at these conferences. The chair appointed a working group to investigate and report on opportunities to attend corrections conferences and to include information on what events the local corrections committees attend.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

## Trustees' Finance and Budgetary Committee

2023 Budget Reforecast: For the year 2023, there is a reforecast of the budget. The reforecast 3.0 budget has an operating surplus before depreciation of \$907,069, which is a decrease of \$798,772 from the \$1,705,841 surplus before depreciation in the original budget approved in January. However, the reforecast surplus before depreciation is an improvement of \$1,530,107 from the \$623,038 deficit before depreciation incurred in 2022. After depreciation, the reforecast budget has an operating deficit of \$292,931 compared to a surplus of \$505,841 in the January approved budget and a deficit of \$1,807,432 last year.

The reforecast 3.0 budget does not include any changes to revenue from reforecast 1.0, 2.0 or the original 2023 budget adopted in January. Through June 30 contribution revenue is only 2% ahead of budget and gross literature sales are 8% ahead of budget. Neither of these variances are large enough to prudently increase the revenue budget. Gross margin is 12% ahead of budget. However, cost of goods sold has not been stable long enough to prudently increase the budget for gross margin.

To partially offset additions to expenses since the original budget, several projects and some literature printings have been deferred to 2024. Significant expense adjustments are:

Price increases in hotel food and beverage and audiovisual.

- Legal fees. These include contract reviews, personnel matters, board, and bylaw matters.
- Increased cost of the Location Plus study.
- Temporary help for licensing.
- Conference translation updated to reflect actual costs as the original budget was based on estimates.
- Outsourced accounting assistance.

Projects deferred in reforecast 3.0 are:

- Digital Production - Access to AA - ASL
- Technology Review
- Digital Publication Platform (capital project)

GSO Financial Results: The committee reviewed the GSO unaudited financial results for June 30, 2023.

**Operating Cash:** As of June 30, operating cash was only \$331,963 which represents 0.23 months (less than one week) of 2023 budget GSO operating expenses of \$17,085,479. As of July 17, operating cash on hand is \$528,108 which represents 0.37 months (between one and two weeks) of 2023 budget operating expenses. Operating cash as of December 31 was \$514,337, so cash as of July 17 is \$13,771 less than at the beginning of the year. Our current cash challenge is due to a residual effect of 2022 activity and delayed collection of accounts receivable owed to us. In an effort to manage cashflow we have deferred and prioritized payments. This has resulted in increased past due balances owing to our vendors, especially literature printers, our landlord, and our warehouses. Meanwhile, the office has implemented deferrals of expenditures where possible and is developing a plan for improved management of accounts receivable.

**Revenue:** Year to date contributions are \$4,839,110. This represents 102% of the budget of \$4,725,000 and is \$172,538 (3%) less than last year. Gross literature sales are \$7,877,177. This represents 108% of the budget of \$7,314,000 and is \$2,112,271 (37%) more than last year. The variance to budget is due to greater than expected sales in March in anticipation of the April 3 price increase and strong sales in June. Literature gross margin is \$4,082,317 which is 112% of the YTD budget of \$3,657,000 and \$1,338,217 (49%) more than last year. Cost of goods sold (COGS) of \$3,850,154, which remains 48.8% of gross sales compared to a budget of 48.0% and 46.4% last year. COGS is becoming more stable as it changed less than 0.1% from May to June.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

**Expense:** Year to date salary expense is \$3,993,977 which is 93% of the budget of \$4,284,167 and \$293,219 (8%) more than last year. The variance to budget is due to open positions. The variance to last year is due to new positions in Translation, Licensing, and Intellectual Property and Language Services. Employee benefits expense is \$914,215 which is 90% of the budget of \$1,017,784 and \$79,539 (10%) more than last year. Payroll taxes are \$351,101, which is 106% of the budget of \$331,761 and \$40,668 (13%) more than last year due to an increase in the NYS unemployment insurance tax rate. Professional fees expense is \$752,016 which is 88% of the budget of \$853,439 and is \$80,772 (12%) greater than last year.

Travel and meetings expense is \$1,611,658 which is 137% of the budget amount of \$1,178,832 and \$835,911 (108%) more than last year. The variance is in part because hotel expenses were greater than budgeted for both the January GSB weekend and the GSC. Also, we paid 90% of the GSC hotel bill in advance compared to 50% in the budget. Total operating expense before depreciation is \$8,979,567 which is 101% of the budget amount of \$8,860,078 and \$1,348,512 (18%) more than last year. This variance is due to the variance in travel and meetings expense.

**Surplus/Deficit:** After depreciation, the operating deficit is \$235,314, which compares favorably to a budgeted deficit of \$769,718 but unfavorably to a deficit of \$114,399 last year. Including non-operating revenue and expense, the overall deficit is \$209,082 which compares favorably to a budgeted deficit of \$1,171,673 and a deficit of \$1,652,758 last year. The major non-operating revenue is a gain of \$624,429 in the market value of the post-retirement medical plan assets. This is a non-cash transaction. Non-operating expenses are \$766,614. According to Generally Accepted Accounting Principles, the \$500,000 transferred from the Reserve Fund to Grapevine for app development is an expense for the GSB as the owner of the Reserve Fund. The same \$500,000 is revenue for Grapevine, so the revenue and expense cancel out to zero on consolidated financial statements.

Reserve Fund report: As of June 30, the assets in the reserve fund total \$13,098,822. After subtracting the \$573,012 Grapevine subscription liability, the reserve fund balance is \$12,525,810. This represents 7.11 months of 2023 budgeted GSO, Grapevine, and La Viña operating expenses of \$21,152,365.

Grapevine financial results: David S reported to the committee that Grapevine Financials were not ready and apologized for not having them for this meeting. He reported that this is due to various factors. There is a new Controller that has only been working with GV for 90 days and they plan to get him additional assistance to help with the financials. The Subscription income appears far too high. They suspect the gross sale amounts were booked as revenue rather than the future portion of the subscription being allocated to the subscription liability. Lastly, Cost of Goods Sold appears to be low and inventory for books appears to be high. More analysis is needed. They will have financial reports ready in 3-4 weeks to present to the GV board and within 5-6 weeks to bring back to the Trustees Finance & Budgetary Committee at the interim meeting.

Review Conference Committee on Finance Considerations:

The Advisory Action directly forwarded to the Trustees Finance & Budgetary committee: "The committee recommended that the Trustees Finance & Budgetary Committee develop additional ways to report quarterly the fiscal performance of the AAWS, GSB and GV Boards throughout the year to the members of the General Service Conference for the purposes of transparency and assisting in the reporting to the A.A. Fellowship." The committee acknowledged that they have an opportunity to improve the trust of the Fellowship through this Advisory Action and how it will be important to be consistent.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous



The discussion included:

- Ensuring that the financial reporting strategy is cohesive across all 3 boards and both offices (Grapevine and GSO).
- Clarifying policies and practices for responding to ad hoc requests for financial information (from Members, Groups, Districts, Areas, Delegates).
- Review current reporting and consider the effectiveness and any redundancies created by new and additional reporting.
- Ensuring consistency of reporting over time.

The committee will continue this discussion during the next interim meeting and plans to send out communication to the General Service Conference members with a plan on how the board will execute this Advisory Action.

Inventory Reconciliation Update: Auditors, CBIZ Marks Paneth, made the following recommendation upon the conclusion of the 2022 financial statement audit: "We recommend that management perform year- end inventory counts for both warehouse locations. In addition, a reconciliation of the inventory should be done during the year and confirmed with the warehouse."

Historically, physical inventory counts have been performed annually at both warehouses, but not at year end. This has introduced added complexity and opportunity for error to the inventory valuation reported on the year-end balance sheet because of the need to adjust the physical count for transactions occurring between the physical count and year end. To remove this complexity and strengthen the process, both warehouses have agreed to begin their annual physical counts on the first business day of January beginning January 2, 2024, and continuing in future years. In addition, to provide a reliable baseline for monthly inventory reconciliations, both warehouses performed a one-time physical count at the end of June. This was designed to start our regular inventory reconciliations with accurate counts. However, the counts showed a significantly higher amount of inventory on hand than would have been expected based on quantities in NetSuite. When considered with a significantly lower amount on hand in the previous physical count, this pattern suggests recurring accounting errors. With the assistance of Your Part-Time Controller, we are reviewing all 2023 inventory activity to identify any systems issues.

Once NetSuite is aligned with the physical count, monthly inventory reconciliations will consist of comparison of on hand quantities for each item in NetSuite to the quantities in the software used by each warehouse. Variances will be investigated and resolved by adjusting the appropriate count. If the NetSuite count requires an adjustment, this will either increase or decrease our cost of goods sold depending on whether we are decreasing or increasing the count.

AAWS report on self-support: There was an issue discovered when the chair of the subcommittee realized that his recurring contribution wasn't being taken from his bank account, yet he was still receiving a receipt in his email. Zenny did research on the matter and reported back to the subcommittee the issues discovered and plan to remediate them. John also reported that they are working with Publishing on the next issue of the newsletter Box 459 to report on self-support. The committee also discussed ways of distributing the revised service material SMF-203, "7<sup>th</sup> Tradition Factsheet."

Tax return review update – Form 990: The AAWS 990 is currently being reviewed by the AAWS Internal Audit Committee and the Grapevine 990 is currently being reviewed by the Grapevine Finance Committee. Paul will distribute the Draft 990s to this committee after the corporate Boards approve their respective 990s. The deadline for filing is November 15, 2023.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

Liquidity Update: Paul reported that every Monday he sends a liquidity report to the AAWS and GSB board chairs and treasurers to report cash balance to help monitor cash flow. He said we currently owe \$1.9M in Accounts Payable invoices. However, we do expect cash flow to improve as the year goes on because we are projecting more revenue in the last quarter of the year. We have also deferred literature printing to help with cash flow.

New Business: The trustees' Finance & Budgetary committee approved a \$15K expense for the General Service Board Chair search pending approval of the consultant by the General Service Board.

## **Trustees' International Committee**

The committee noted that some literature requests in languages not yet translated are at times requested by service committees in the U.S./Canada structure and that collaboration from the Accessibilities/Remote Community coordinator and TL Department may be needed for a comprehensive understanding of translation requests.

AAWS Licensing and translations activity report: The committee noted with appreciation the progress and efficiencies of the new translation and licensing portal request system. The portal will help afford countries a more pro-active role in knowing the status of their country's literature permissions.

Meeting Guide App: The committee posed questions regarding International requests and data and the status of a test pilot project in cooperation with an A.A. International entity. The committee requested that ongoing reporting about the project and its impact on the GSO Communication Services Department and the International community be brought to the October meeting.

Staff report: Discussed topic of an existing incomplete draft translation of the Haitian Creole "Big Book" and requested that the Translation & Licensing Department provide the cost estimates of hiring a professional translator and editor to finish the remaining text of a Haitian Creole Big Book .  
International Budget Reforecast: The committee reviewed the 2023 International reforecast budget and agreed to forward to the Trustees' Finance and Budgetary Committee. The committee noted that items pertaining to Zonal fees and expenses have been adjusted and information about these adjustments have been provided to the GSO chief financial officer.

### International Literature Fund (ILF) and World Service Meeting (WSM) Fund:

The committee noted the responsibility and importance that these funds be maintained by AAWS, and that they are clearly and accurately reported to the World Service Meeting and REDELA zonal meeting. The committee asked that all final balances for the WSM Fund and ILF and final costs of the WSM be forwarded to the Trustees' International Committee when that information is provided to the Trustees' Finance and Budgetary Committee.

Discuss 28<sup>th</sup> World Service Meeting (2024): The committee discussed the 28<sup>th</sup> World Service Meeting (WSM) to be held Sunday, October 27-Thursday October 31, 2024. The committee noted the longtime custom that the General Service Board invite WSM delegates who wish to stay past the WSM to observe the GSB meeting as guests of the board.

International Events: The committee discussed potential international events and noted that an invitation for a CPC event in Guantanamo, Cuba is scheduled for discussion and review by the International Trip Consultation Team in August:

Linking GSB Class A trustee professionals (U.S./Canada) with Class A professionals serving GSBs in other countries: The committee received a progress report of a Class A (nonalcoholic) Facebook group that has been established by Class A trustees for Class A trustees from service structures around the world to welcome questions and share experience. Class A trustee Molly Oliver is now serving as a facilitator on the coordination and maintenance of the page and looks forward to providing

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

a progress report on a review of the usefulness and relevancy of this platform as a mechanism for nonalcoholic A.A. trustees around the world to share experience.

New Business: The committee discussed the current practice of International English- Speaking Structures not having license permissions to add local stories to the Big Book reflecting member experience in their structures. This practice of local story inclusion is typically encouraged when International structures develop Big Books in other languages spoken in their home structures. The committee requested that the Staff secretary research whether this practice is a policy or a procedure which may need deeper review to provide cultural equity of identification in International Big Books.

### **Recommendation**

The General Service Board will send an invitation to World Service Meeting delegates inviting them to observe the General Service Board weekend to be held November 1-4, 2024.

## **Trustees' Committee on International Conventions/Regional Forums**

### **Part II—Regional Forums**

#### 2023 Budget Reforecast (2.0):

- It was noted that the 2.0 version reflects the addition of \$36,702 because of higher than anticipated audiovisual costs at the 2023 Northeast Regional Forum.
- It was also noted that because the hospitality industry has experienced severe inflation in audiovisual costs, the office is contacting audiovisual providers for the West Central, Southwest and East Central Regional Forums to reconfirm the anticipated audiovisual expenditures at these forums.
- It was also requested by AAWS that the committee consider reviewing the number of trustees attending the Regional Forums with an eye to where savings can be made. (It was noted that AAWS requested the same of GSO management as it relates to employee attendance at Regional Forums.)

Regional/Local Forums Schedule 2024-2025: It was requested that going forward, the staff secretary include Special Forums. The staff secretary reported issues some regions are having finding hotel options.

Preliminary Board Schedule for 2024 Regional Forums: The committee reviewed and accepted the Board participation schedule for 2024 Regional Forums.

Evaluation questionnaire summaries: The committee reviewed the summary of the evaluation questionnaires for the 2023 Northeast Regional Forum.

New Business: The committee discussed the possibility of adding virtual forums to the Regional Forum schedule. The chair appointed a subcommittee to review the overall forum agenda and to explore options wherein the virtual format can be used as it relates to Regional Forums and/or Special Forums.

### **Part III—International Conventions**

2025 International Convention Consultant Q2 update: Gregg Talley, International Convention consultant, provided a brief overview of recent activities in the planning process for the 2025 International Convention. Salient points included:

- Convention consultant working with AAWS finance in developing the convention budget. It was noted that to refine budget expenses, it would be helpful if the trustees' ICRF committee provide to AAWS:

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

- A sense from the committee as to projected attendance.
- A final decision regarding whether there will be a virtual option added to the International Convention.
- There continues to be a trend of robust attendance at larger A.A. events, as well as non-A.A. events similar in nature to the International Convention. It was noted that at 57,000 the 2015 International Convention attendance exceeded the 50,000 budgeted attendance; and that Detroit was also on target to exceed budgeted attendance numbers.
- Housing inventory - closing gaps in bits and pieces; will be able to bridge the gap with Airbnb.
- The committee discussed and weighed the feasible options for a virtual component, including estimated costs. The committee recommended to the General Service Board that a digital option be added to the 2025 International Convention, providing anonymity-protected, encrypted, digital access to the Friday night meeting (including the flag ceremony), and the Saturday and Sunday Big meetings, at a fee to be determined.
- The cost of this option is estimated at \$25,000 - \$30,000. The committee agreed that a "flag ceremony only" option would continue to be offered at no cost to the attendee.

General Service Board Policy on Discounts and Subsidies: The committee reviewed the General Service Board policy on discounts and subsidies that has been in effect since it was adopted in 1989 and noted that as contracting for facilities and services for the 2025 International Convention moves forward, this is the policy that will be followed. The policy reads: "Whenever a discount or subsidy is that which would be offered to any other organization of similar size requiring a purchased service or product of similar character and magnitude, for example, convention rates at hotels, it may be accepted. Whenever a discount or subsidy is partly or in total offered because we are Alcoholics Anonymous, it must be declined."

2025 International Convention Souvenir Book: Preliminary concept for a Convention Souvenir Book was accepted.

Discuss options for closing the Big Meeting at the International Convention:

- Committee Consideration from the 2023 Conference Committee on International Conventions/Regional Forums stated in part "the consensus of the committee was that we should keep with the current practice of closing the Big Meetings at the International Convention wherein the chair has the choice of closing the meeting with either the Lord's Prayer, the Serenity Prayer or the Responsibility Statement."
- After the Conference committee's report out to the Conference, a floor action was brought forward stating: "The options for closing the Big Meeting at the International Convention be the Serenity Prayer or the Responsibility Statement."  
Because the Conference ran out of time for substantive discussion on the floor action, a motion passed to recommit this item to the Trustees' Committee on International Convention/Regional Forums.
- Considering the foregoing, the committee agreed to forward the item to the 2024 Conference Committee on International Conventions/Regional Forums for further discussion. The committee requested that in addition to the background provided to the 2023 Conference Committee on International Conventions/Regional Forums, the staff secretary provide in the notes the actions taken by the General Service Conference body.

#### **Recommendations – Trustees' ICRF Committee**

- A digital option be added to the 2025 International Convention, providing anonymity-protected, encrypted, digital access to the Friday night meeting (including the flag ceremony), and the Saturday and Sunday Big meetings, at a fee to be determined.
- Trish L serve as the local Volunteer Welcome Committee chair for the 2025 International Convention.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

## Trustees' Literature Committee

### ***Ongoing items related to Advisory Actions***

Review progress report regarding the pamphlet "A.A. for the Black and African-American Alcoholic": The committee reviewed a progress report that included a draft of the updated pamphlet with the new title "Black in A.A. Experience, Strength and Hope." The committee noted that efforts are underway to seek local input on the history of the Canadian A.A. black community to complete the introduction in the updated pamphlet.

Review progress report regarding the pamphlet "A.A. for the Native North American": The committee reviewed a progress report and the work to date on call for stories, story selection and working group service position search. A request to reappoint the Appointed Committee Member, Gerry R, has been forwarded to the trustees' Nominating Committee.

Review progress report regarding the development of a draft Fourth Edition of the book *Alcoholics Anonimos*: The committee received a verbal update regarding the pamphlet development of a Fourth Edition of the book *Alcoholics Anonimos*, and the progress to date. An appointed committee member (ACM) has been selected and the candidate's name has been forwarded to the trustees' Nominating Committee.

Review progress report regarding development of a Fifth Edition of the book *Alcoholics Anonymous*: The committee discussed concerns related to the management of the substantial number of stories submitted by the Fellowship and the involvement of additional readers to streamline the reading process. The committee agreed to establish a reading working group composed of members from the Fellowship selected by the committee. The committee also agreed that working group members be required to sign a non-disclosure agreement to protect the integrity of the publishing process.

Review progress report regarding a draft version of the book *Alcoholics Anonymous (Fourth Edition)*, translated into plain and simple language, and accessible and relatable to as wide an audience as possible: The committee accepted the proposed update to the subcommittee scope including a modification to the subcommittee's name as the "Subcommittee for the Development of the Plain Language Big Book of *Alcoholics Anonymous*."

### ***Ongoing items related to committee considerations***

Discuss the draft pamphlet "The Twelve Steps Illustrated": The committee discussed the 2023 Conference Committee on Trustees consideration regarding the request to develop a new draft of the pamphlet "The Twelve Steps Illustrated" and **agreed to forward** the item to the 2024 Conference Committee on Literature to seek additional clarity and information on the graphic style direction intended for the update.

Discuss the development of the pamphlet "The Twelve Concepts Illustrated" in video animation format: The committee discussed the 2023 Conference Committee on Trustees consideration regarding the adaptation of a video animation of the pamphlet "The Twelve Concepts Illustrated" published by the General Service Board of A.A. Great Britain. The committee requested that the Publishing department explore options for revising and adapting the existing video animation of the pamphlet. The committee also requested that the Publishing department forward a request to the A.A. Great Britain G.S.O. Board to share assets and contact information for the production animation company that developed the existing animated version of the pamphlet.

The committee accepted the status of the matrix of A.A. recovery literature and all A.A. pamphlets.

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

Review the 2023 Conference Committee on Literature Consideration regarding the pamphlet "Do You Think You're Different": The committee chair requested a working group to lead the implementation of a process for the pamphlet update.

### ***New items***

Discuss the development of an animated version of the pamphlet "Too Young": The committee requested that the Publishing department provide an overall estimate of different variations of the animation video of the pamphlet "Too Young" with a cost not higher than \$70,000 and to provide a budget for the development of the entire content of the pamphlet in animated version.

Discuss 2023 Committee Consideration to seek Fellowship input regarding changes to Bill's writings: The committee considered a suggestion to forward questions related to changes to Bill's writings to Conference delegates and regional trustees to allow local sharing sessions and engagement from the Fellowship. The committee noted that the questions suggested by the 2023 Committee Consideration should reflect a diversity of perspectives.

Discuss inclusion of language related to sponsorship of persons in custody in the pamphlet "Questions & Answers on Sponsorship": The committee agreed to move forward with the changes and asked the secretary to work with the Corrections assignment and the Publishing department.

Discuss inclusion of accessibility language related to working with alcoholics in the pamphlet "Questions & Answers on Sponsorship": The committee chair asked committee members, along with accessibilities and current Literature's G.S.O. staff to help develop appropriate draft language that addresses the challenges of alcoholics with experiences of racism and trauma when working with sponsors.

Discuss the draft pamphlet based in A.A.'s 3 Legacies: The committee discussed the 2023 Advisory Action and noted that service material revisions and updates are under the purview of the GSO Group Services assignment and that a memo has been forwarded to the GSO Group Services assignment's staff member.

### ***New Business***

Discuss fellowship requests for sharing trustees' Literature Committee information: Invitations to share with the fellowship on current committee projects should be forwarded to corresponding subcommittee chair and trustees Literature chair.

Discuss prioritization of General Service Conference Advisory Actions: The committee discussed and agreed to include budget considerations, timeline perspectives, GSO resources and production schedules when discussing implementation of General Service Conference Advisory Actions.

## **Trustees Nominating Committee**

### Reforecast 2023 Budget 3.0:

- Travel expenses of \$7,883 for General Service Board candidates to interview in New York City were added to the original budget of \$1,000 for office materials.
- WittKiefer, Inc. was contracted by AAWS, Inc. for the 2021 General Manager search and was mentioned as a potential firm to contact. Discussion focused on defining the scope of work, including the possible use of the consultant to interview candidates, to determine final cost.

General Service Board Chair Search – The staff secretary reported on the 2023 General Service Board chair search activity following the 73rd General Service Conference. The report also covered year-to-date activity for the 2024 search. (The report is in lieu of minutes from ten (10) committee meetings during the 2023 search, many of which were in executive session, thus memorializing the history.)

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

2023-2024 Rotation Schedule – The committee accepted the rotation schedule of the trusted servants on the General Service Board, A.A. World Services, Inc., and AA Grapevine Corporate Boards. It was noted, if a Class B is recommended as the next General Service Board chair, the current rotation schedule would leave a Class A trustee vacancy on the General Service Board open until 2025.

Procedure No. 14 – For Selection of Chairperson of the General Service Board – The committee previously conducted virtual interviews of candidates for 2024 General Service Board chair. After careful and prayerful consideration, the committee agreed to forward three candidates to the General Service Board to be interviewed in October.

**Recommendations:**

The committee recommended to the trustees' Finance and Budgetary Committee to approve an increase, not to exceed \$15,000, in the 2023 trustees' Nominating Committee budget to contract a consultant for the 2024 General Service Board chair search. Approved

The committee recommended to the General Service Board that Cesar F from San Juan Capistrano, California be appointed as ACM for the Trustees' Literature Committee for one year term starting in August 2023. Approved

## **Trustees' Public Information Committee**

Review 2023 PI Advisory Actions and committee considerations:

- Most actionable items were set up as individual agenda items with background as part of this trustees' PI Committee meeting.
- A 2023 committee consideration regarding the development of a "call to action" for delegates and local public information service committees on increasing the airings and ongoing usage of our relevant Public Service Announcements (PSAs) is planned to be completed.
- It would be helpful for PI graphics templates to be accessible to local committees and requested that when they become available (currently in development) they be added to the service committee page on aa.org.
- The committee suggested that GSO consider providing a feedback form on the PI service committee webpage to receive shared experience on how these materials are being used to carry the A.A. message.

Review progress report on the development of a GSO podcast: The committee discussed the progress report on the GSO Podcast.

Review Quarterly report on AAWS YouTube Channel: The committee requested that the analytics be updated to include longitudinal trending data going forward.

Review Quarterly report on Google Ads: The Communication Services Director reported that the core content of our mission and keywords in our messaging are no longer allowed to be used in Google Ads. After multiple exchanges with Google support without resolution, we learned from LegitScript that the advertising issue we are experiencing is due to Google's policy change, which does not currently allow advertisements by mutual support groups. A.A. is classified as a mutual support group by LegitScript. The disapproval will stand, and our account cannot be reinstated in the Google Grant program, therefore we are no longer eligible to use Google Ads. The committee requested outreach to a few subject matter experts to confirm that this disapproval will stand. The committee requested exploration of other possible platforms that might align with our current LegitScript classification.

Public Service Announcements (PSAs):

Perform annual review of current video/audio PSAs for relevance and usefulness

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous

- The committee discussed the English version of the video PSA, "Tengo Esperanza" ("Sobriety in A.A.: Since Getting Sober, I Have Hope") and whether the outdated tagline, storyline and imagery remain relevant. The committee requested that analytics on the number of downloads from our website as well as the number of views on our AAWS YouTube channel be reviewed at the next meeting.
- The committee requested that the fifteen second version audio PSA, "We Know How You Feel" that had been edited down per a local committee request be removed from distribution and that only the full audio be made available. The committee noted that the 15 second version reflected an inappropriate tone in its messaging to women.

Discuss feasibility research on paid placement of PSA videos on streaming platforms: The committee requested information on how we could structure a test detailing different spending levels and key metrics that can be used to track the usefulness of this channel type. In addition, the committee wants to include several "free" streaming platforms that might be available to air our PSAs in a cross-section of diverse markets.

Review progress report on the Mesmerize Point PSA distribution channel: The vendor has started playing our PSA media in 2,193 pharmacy locations nationwide. Six thirty-second A.A. video PSAs in English and Spanish are in rotation. Across the pharmacy network, these videos, in aggregate, will have approximately 11,000,000 monthly impressions. Mesmerize will be airing the A.A. content to 2,500 doctors' offices the first week of August 2023. A new start date to the one-year agreement will begin as of the first date A.A. content played, July 26, 2023.

Consider performing a pilot study of collecting convenience samples using the same questions as 2022 AA membership survey and the 1) AA website, 2) AA Meeting Guide App: The committee agreed to move forward with the project. It was noted that a benefit of performing convenience sampling is to objectively determine the comparability of these different survey methodologies. The projected expense for this convenience sample project is \$8,000.

Discuss development of the Public Information 2024 Comprehensive Media Plan (CMP): The chair appointed a subcommittee that will consider the creation of a section on how projects requesting user generated content, such as the Young People's Video Project, fit into our Comprehensive Media Plan and messaging for Alcoholics Anonymous.

Discuss progress report on revision of "A.A. at a Glance": The committee discussed that the material, "A.A. at a Glance" is outdated. In addition, the committee requested the staff secretary compare existing A.A. material to ensure that messaging in "A.A. at a Glance" is not duplicated in other A.A. content.

Discuss progress report on revision of "A Message to Teenagers": The committee discussed that the material, "A Message to Teenagers" is outdated. In addition, the committee requested the staff secretary to develop a method to gather input from young people about how to best update this material.

Progress report on revision to "Speaking at Non-A.A. Meetings": The committee agreed that the draft content of "Speaking at Non-A.A. Meetings" is ready to be sent to Publishing and requested a final update to the graphic treatment of the cover reflecting a new look with a professional feel.

Review progress report on the request "to create a new form of communication" to address anonymity on social media: The chair requested the staff secretary send a communication to the trustees' PI Committee members requesting their input on how to update the current draft survey.

Review proposal on Young People's Video Project: The committee approved the Young People's Video Project proposal to develop anonymity-protected content during the 2023 ICYPAA using the current untapped 2023 approved budget that is not to exceed \$10k. The committee understands that two staff members are planning to be in attendance to facilitate the

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous



filmed content creation. The committee also agreed that the staff secretary should move forward with the following 2023 committee considerations.

- Expand the submission timeframe to include fifteen second minimum up to three minute maximum for videos submitted by members.
- Clarify that we are seeking user generated content video submissions from young members creatively carrying a message to other young people. Focus is requested to be on the experience of getting sober young and to reflect the diversity of the Fellowship. The committee is seeking shared experiences that will relate to the "young" alcoholic who has yet to come to A.A.
- Review the two submissions to determine if we can make additional edits to tighten the message in the framework of what it was like, what happened and what it is like now, focusing on the key messages that have an impact and identification.
- Provide communication to all delegates with the goal of producing excitement and engagement for the Young People's Video project for the members in their local areas.

Review the mockup of the 2022 Membership Survey webpage: The committee agreed that the mockup of the 2022 AA Membership Survey webpage is in great shape with some minor edits. The committee decided that the production of the pamphlet and the webpage should occur and be rolled out together, if possible. The pamphlet has a QR code that directs members to the new webpage. If the webpage is not ready, then a "work in progress" landing page will be set up, rather than delay distribution of the pamphlet. The committee suggested that the staff secretary request several quotes from the survey methodologist regarding the results to consider to be added to the webpage.

Review suggestions and the Delegate evaluation of the 2022 Membership Survey The staff secretary was asked to maintain these reports in the Public Information GSO Staff Assignment files to have on hand for when the next survey is completed.

Review content and format of PI Kit and Workbook The staff secretary reported to the committee that the pamphlet, "A Member's-Eye View of Alcoholics Anonymous" will be removed from the kit as it appears outdated and less effective for providing information about A.A. to the professional community.

Review 2023 Analytics Reporting Plan: The committee reviewed the 2023 Analytics Reporting Plan. The chair confirmed that because we are in this transition phase of developing the analytics reporting, it would be helpful to have a trustees' PI Committee working group. The chair appointed a working group to work with Communication Services as the analytics reporting plan evolves.

Submitted in Love, Fellowship, and Service,

Reilly K., Pacific Regional Trustee 7/31/23

---

CONFIDENTIAL

This report may contain full names of members or other confidential information and should not be shared outside of the Fellowship of Alcoholics Anonymous