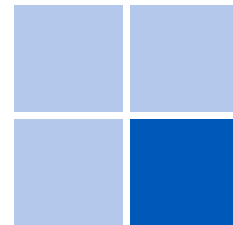


Quarterly Report from G.S.O.



Activities of the General Service Board Including A.A. World Services, Inc., AA Grapevine, Inc.

This is a confidential bulletin, for use only within A.A.

September 2022

General Service Board Meeting

The General Service Board of Alcoholics Anonymous, Inc. held its quarterly meeting at the New York Marriott at the Brooklyn Bridge, Brooklyn, NY, on Monday, August 1, 2022. Linda Chezem, Chair of the General Service Board, presided. The chair warmly welcomed all present. All committees met July 30-31. Highlights of committee reports appear below.

Archives

The committee made one minor edit to its Composition, Scope and Procedure, which was approved. The committee discussed the necessity of showing full faces to comprehend American Sign Language (ASL) and the anonymity challenges that presents for archival interviews of members who are deaf. The Archivist will do more research and present a report at the October meeting.

Conference

The committee and the General Service Board approved observers to the 2023 General Service Conference from service structures in Mexico, Peru, and Poland. The committee agreed to seek request for information (RFI) proposals from two vendors to explore potential sites for the 2024 General Service Conference to be held outside of New York City, while acknowledging that the current Conference Charter states that the Conference will meet yearly in the City of New York. The committee noted its support for every effort and means feasible to make background available simultaneously in English, French, and Spanish as expeditiously as possible.

Cooperation with the Professional Community/Treatment

The committee noted the usefulness of the LinkedIn page for sharing information with professionals and helping to clarify misunderstandings and misconceptions about A.A. The committee reviewed a final draft of the Conference-approved pamphlet "A.A. in Your Community" and found the information in the draft was balanced, modern, and substantive. The committee reviewed the progress report on military audio interviews provided by its two appointed consultants and offered additional guidance. The committee

also reviewed the progress report on Bridging the Gap workbook and expressed appreciation for the ongoing work.

Corrections

The Publishing Director provided an update on the growing use of tablets in correctional settings, noting there are more than 200,000 tablets providing A.A. literature inside correctional settings within the U.S. The committee discussed corrections service in Canada, including the use of tablets inside correctional settings and raising awareness of Corrections Correspondence Service in Canada.

The committee noted the enthusiastic responses from the Fellowship on their experiences regarding sponsoring "inside" A.A. members.

Finance

GSO Financial Results

The committee reviewed the GSO unaudited financial results for June 30, 2022. Year-to-date gross literature sales are \$5,764,906. This represents 52% of the 2022 reforecast budget of \$11,000,000 and is \$29,201 more than last year. Year-to-date literature gross margin is \$2,744,100, which is 51% of the 2022 reforecast budget of \$5,390,000 and \$643,294 less than last year.

Year-to-date contributions are \$5,011,648. This represents 46% of the 2022 reforecast budget of \$11,000,000 and is \$35,332 more than last year. Historically, 44% to 46% of annual contributions are received in the first half of the year. Year to date, 22% of contributions have been received online. On average, a contribution made online costs \$2.67 less to process than a contribution made by check. The committee expressed its gratitude to the Fellowship for the continuing Seventh Tradition support.

Total operating revenue for the first six months of the year was \$8,106,647, which is 49% of the reforecast budget of \$16,714,400 and \$493,877 less than last year.

Year-to-date payroll and benefits expense is \$4,671,237, which is 45% of the reforecast budget amount of \$10,479,728 and \$136,016 more than last year. Year-to-date professional fees are \$671,244, which is 36% of the reforecast budget amount of \$1,868,458 and \$408,852 less than last year. Year-to-date facility and equipment expense is

\$1,203,178, which is 54% of the reforecast budget amount of \$2,238,063 and \$176,442 more than last year. The increase in facility and equipment expense is due to an increase in depreciation.

Total operating expense year to date is \$8,221,046, which is 45% of the reforecast budget amount of \$18,091,497 and \$610,758 more than last year. The increase from last year is primarily due to travel and meetings resuming after pandemic-related cancellations last year.

The combination of the above revenues and expenses resulted in GSO reporting an operating deficit to date of \$114,399 compared with a reforecast budget operating deficit of \$797,225 and an operating surplus of \$990,236 at this time last year.

The GSO financial report was accepted by the committee with an understanding that receivables and sales have a correction pending.

GSO 2022 Budget Reforecast

There is a reforecast of the budget for 2022. Total operating revenue is projected to be \$16,714,400 and total operating expense is budgeted at \$18,091,497, resulting in a deficit of \$1,377,097.

However, the budget anticipates an increase of \$1,111,802 in cash, primarily because the budgeted depreciation expense of \$1,063,138 is a non-cash expense. The committee discussed in detail the reductions and additions proposed in the reforecast budget. They also discussed being prudent with expenses. The committee recommended that the General Service Board approve the reforecast budget, with one minority opinion expressed.

Reserve Fund

As of June 30, the reserve fund balance net of Grapevine subscription liability is \$12,892,600, which represents 7.57 months of 2022 G.S.O., Grapevine, and La Viña reforecast expenses.

Reserve Fund Policy Draft

Kevin Prior, GSB treasurer, reported to the committee on the status of the reserve fund policy and guidelines project and sought additional input from the Committee. The chair noted that a revised document would be brought to the Committee's October meeting for further discussion.

Grapevine Financial Results

The Committee reviewed the unaudited financial results for the period ending June 30, 2022. Average paid circulation of the Grapevine magazine was 52,661, compared with a reforecast budget of 55,571 and 2021 actual of 58,444. Total revenue for the first six months was \$799,585 which is \$295 less than budgeted and \$205,396 less than the \$1,004,981 achieved in 2021.

Total costs and expenses of the magazine were \$980,631, which were \$139,231 higher than budgeted and \$194,779 more than the \$785,852 in 2021. After adding interest

earned, there was a net loss for the period ending June 30, 2022, of \$181,046, compared with a budgeted net loss of \$41,520 and a surplus of \$219,130 the prior year.

Grapevine 2022 Budget Reforecast

For the year 2022, there is a reforecast of the budget. The 2022 reforecast budget assumes an average paid circulation of the Grapevine magazine of 55,571 compared with 56,081 last year.

Total revenue for the year is estimated to be \$1,534,521 compared with \$1,696,310 in 2021. Total expenses which include editorial, circulation, and general and management costs are budgeted at \$1,796,739 compared with \$1,808,929 last year. After adding interest earned there is a budgeted deficit of \$262,218 compared with a deficit of \$112,618 the previous year.

La Viña Results

For the unaudited results for the period ending June 30, 2022, average paid magazine subscriptions for La Viña were 6,281 compared with a reforecast budget of 6,216 and 6,312 in 2021. Total revenue was \$27,785 compared with a budget of \$11,566 and \$24,146 in 2021.

Total expenses were \$258,846 compared with a budget of \$210,207 and \$204,924 the prior year. The excess of expenses over revenue was \$231,061. This compares with a budgeted deficit of \$198,641 and a deficit of \$180,777 in 2021. The shortfall for the La Viña service activity has been funded by a transfer from the General Fund of the GSB.

La Viña 2022 Budget Reforecast

There is a reforecast of the budget for 2022. The 2022 reforecast budget for La Viña assumes an average paid magazine circulation of 6,216, compared with 6,312 in 2021. Subscription revenue net of direct costs is estimated to be (\$19,007) and content-related revenue is expected to be \$22,740 for total revenue of \$3,733, compared with \$41,163 the prior year.

Total expense is estimated to be \$561,456, compared with \$429,809 the previous year. This creates a budgeted bottom-line deficit of \$557,723, compared with a deficit of \$388,646 in 2021.

AAWS Report on Self-support

The Self-support Subcommittee discussed streamlining the online contribution portal, including making it easier for groups to find their group number; updating the Seventh Tradition Fact Sheet that explains how group and member contributions help alcoholics around the corner and around the world; and the report on shared experience regarding passing the "virtual" basket.

General Sharing Session

Josh E., General Service Trustee, warmly welcomed friends new and old who are exploring new assignments, new committees, and new roles and responsibilities on our boards and at our offices. Participants had been asked to

consider in advance the following questions: “What is my job?”; “Where are its boundaries?”; “What requires my direct action, and where should I delegate?”; “Am I capable of delegation?” and “Where are the lines, and how can I stay on my side of them?” The following excerpt from the essay on Concept X was shared:

An outstanding characteristic of every good operational structure is that it guarantees harmonious and effective function by relating its several parts and people in such a way that none can doubt what their respective responsibilities and corresponding authorities actually are. Unless these attributes are well defined; unless those holding the final authority are able and willing properly to delegate and maintain a suitable operational authority; unless those holding such delegated authority feel able and willing to use their delegated authority freely as trusted servants; and unless there exists some definite means of interpreting and deciding doubtful situations — then personal clashes, confusion, and ineffectiveness will be inevitable.

The sharing opened with the chair relating his journey serving as an appointed committee member, then a non-trustee director, and now a trustee. He admitted to “stepping on a lot of toes” along the way and emphasized the importance of clarifying roles and responsibilities.

A director shared about his journey in service, how he lost elections in the local service structure in his area but was then selected to serve in his current role on the Grapevine board.

An AAWS director shared, “Seeing the result of the service work we do sometimes is incredibly hopeful. I was told I am needed, valued, and wanted in Alcoholics Anonymous — and that is why I am here.”

A regional trustee explained that he is here because he was dying of alcoholism and was introduced to someone with a spiritual solution who helped him recover. He recalled informing his sponsor that he was willing to do anything to stay sober, which informs his attitude toward service today. In his early years, with his limited experience, he “needed” others in A.A. to do things “the right way”; however, as he continued in service, he grew to see how many varied experiences there are in A.A. “When I listen to these other experiences, I am more equipped to help carry the message better.”

Another trustee shared that to be part of A.A., she has learned that you must be involved. A quote she remembered was, “God doesn’t call on the qualified: he qualifies the called.” She’s learned that, when asked if you are willing and able to serve, you say “yes.”

A director spoke about not showing up for her role as a GSR early in sobriety, but how later she was asked to serve as a DCM and was able to make amends. She was terrified to be vulnerable in roles at the bottom of the triangle. Being afraid of “what people would think” got in the way of her speaking up, but she learned to walk through the challenge. The more she gives to A.A., the more she feels that she owes to A.A.

A Class A trustee believes he is here because of his higher power. The ties and connections that linked him to serving on the General Service Board are spiritual for him. He shared about the spiritual experience of coming to realize what his roles and responsibilities were, so connecting with Concept X was easy to do.

A trustee-at-large stated that the question of why she was here was simple: Because the Fellowship elected her to serve. “The Twelve Steps have never been more important in my life than they are right now in my service journey.” A.A. principles help keep her “right-sized” and she acknowledged that feeling “less than” is not right-sized. She noted she believes firmly that to use her voice is to participate and to help to carry the A.A. message. She described her experience of the group conscience — how we come together to include the totality all perspectives, especially those she would have never thought of — is “magical.”

The AAWS chair expressed that she is here to serve both those in her family who have suffered tremendously from this illness, and those who may in the future. “We all want to be the director, we all have flaws, and knowing what my job is helps guide me to be more helpful and less controlling.”

One regional trustee spoke of “being here” because she put her name forward with grace and dignity and trusted the group conscience. She expressed how being at the bottom of the triangle helps her to see the bigger picture, and how bringing that information back home absolutely helps to carry the A.A. message. “We need not sell ourselves short; any of us can be of service in various ways.”

Another regional trustee described how he was taken “all the way back to the beginning” by the question, “Why am I here?” All the things he has learned and walked through — all the perspectives and many service opportunities — have brought him to where he is today. His answer to “Why I am here?” was clear: “to help carry the message of all of A.A.’s principles.”

The chair thanked all the participants for sharing from a vulnerable place. He expressed that it may be beneficial if we break down the formalities and the business to help allow us to be open and intimate with each other while we continue to grow together. The Sharing Session closed with the Responsibility Declaration.

International

The committee noted with appreciation the proposed new AAWS accounting procedures for the International Literature Fund (ILF) and World Service Meeting (WSM) Fund. The committee also noted the responsibility and the importance that these funds be maintained by AAWS, and clearly and accurately reported to the World Service Meeting.

International Convention/Regional Forums

International Conventions: The committee reviewed and accepted a Q3 update submitted by Talley Management,

International Convention Consultant, reflecting planning activities to date regarding the 2025 International Convention. The update included assurances that the current housing inventory (including hotels, dorms, and AirBnB) will be sufficient to satisfy housing needs. Additionally, the size and configuration of BC Place as well as the Vancouver Convention are well suited for our needs and will in fact serve to decrease production costs. The 2025 International Convention Membership Engagement Survey was distributed to the Fellowship (including International GSOs). The deadline for responses is October 31, 2022.

Regional Forums: The North/South Connections Virtual Special Forum was held on July 16 in collaboration with the service structures of Argentina and Chile. With 532 total registration and 345 peak attendance the Forum featured a total of 18 speakers – six each from the U.S./Canada, Argentina, and Chile service structures. The topics highlighted the obstacles of language, culture, and geography members overcame to carry A.A.’s message of hope into remote communities.

Literature

The committee reviewed progress reports on several ongoing projects including the pamphlet “A.A. for the Black and African-American Alcoholic,” the development of a Fourth Edition of the book *Alcohólicos Anónimos*, and the development of a Fifth Edition of the book *Alcoholics Anonymous*. The committee requested that regarding the development of the pamphlet “A.A. for the Native North American,” the new ACM establish and lead the implementation of the process for the pamphlet update. The committee also requested that the ACM form a working group made up of members of the intended audience with a note that members of the indigenous communities of Hawaii have asked to be included in this pamphlet.

The committee also reviewed a progress report on the translation of the book *Alcoholics Anonymous* (Fourth Edition) into plain and simple language. The committee initiated a conversation on respecting A.A.’s spiritual foundations by keeping the Twelve Steps intact and in place in Chapter 5 and placing a possible differently formatted/designed plain language translation afterwards. That discussion will be continued at the October meeting.

Nominating

The committee noted the status of appointed committee members and consultants serving on trustees’ committees of the General Service Board in 2022–23, and vacancies for two regional trustees and trustee-at-large/Canada in 2023. The committee also noted the development of an information packet for Class A candidates in the previous year and continued their discussion on the development of recruitment approaches for Class A trustees. The committee agreed that developing proactive approaches and tools could be useful to identify Class A trustee candidates.

Public Information

The committee approved the revised 2022 Membership Survey questionnaire amended by the survey methodologist according to the 2022 Advisory Action. The committee reviewed and agreed that the project plan to administer the 2022 Membership Survey is comprehensive and will accomplish the goal of producing effective results. The committee approved the Young People’s Video Project to move forward as presented in 2022 with communications about this exciting new version of this project to come out in late August.

The committee approved GSO Communication Services department’s request to implement the Online Business Profiles management process presented for their consideration. The committee discussed the plan to manage the three business profiles on Google, Bing, and Yelp. The committee understands there is a public comment feature on each of the three claimed profiles that cannot be turned off or removed and agreed that this is an opportunity to further our public relations in this channel and to answer basic questions with standardized answers, ultimately guiding users to our communication channels on aa.org.

A.A. World Services

Since its January 2022 meeting, the A.A. World Services (AAWS) Corporate Board has met eight times: March 9 (Strategic Planning), March 10, April 27, May 10, May 31, June 17, June 24 (New Director Orientation and Strategic Planning), and June 25. During this same period, the A.A.W.S. Finance, Publishing, Technology/Communication/Services, and Internal Audit committees each met at least three times.

Administration

On March 14, after two years of remote work, another significant step was taken: all GSO and Grapevine employees returned to the office according to their hybrid work schedules. The Return-to-Workplace Task Force Committee will continue to meet and discuss all aspects of the return to the office, including health and safety protocols and the important topic of opening the office to outside visitors. There is continued collaboration and sharing with the GSO Staff and others throughout the office regarding document translation and the spiritual and practical aspects of background. The office will implement substantial process and restructuring of the document translation process, which includes increased staffing to allow for a swift, proactive approach to translations as items are identified. Discussions also continue regarding the reorganization of the functions of intellectual property, copyrights, and translations and licensing. Assessment of the related volume of this work and its process workflow has provided clarity, informing plans to bring efficiency and improvement in the delivery of these services.

Archives

A newly revised Archives Workbook (M-44i), encompassing about three years of changes, was printed (English

version only) in July. The workbook contains new shared experience from local archivists, revised policies, and other minor updates. The Spanish and French translations are in progress. Throughout the year, work papers and other materials from the daughters of former GSO Staff member Eve M. (employed at the GSO circa 1954–68) were periodically shipped to the office. The final shipment of materials was received in early July. The impressive collection includes a few audio recordings (one of Bill W. in 1948) that are not in our current holdings; lovely photos of Eve with Bill and Lois; and letters and other writings.

Human Resources

Turnover is down from 10% in first quarter to less than 1% in the second quarter. (There have been nine resignations in total.) Important to note that our newly hired HR Director and Executive/Legal Administrator both began employment in August. Spanish Translator, French Translator, and Document Translations Manager positions have been posted and the recruiting process has begun.

Operations

From January to June 2022, the team received and responded to approximately 15,650 unique email inquiries. During this same period, they received about 4,400 phone calls and performed 3,343 area/district/group updates in NetSuite. Area Registrars performed 4,891 Fellowship Connection updates. The team processed and managed 15,750 literature orders during the first six months of 2022. Additionally, 4,607 phone calls were received and routed through our front desk reception.

The Mail and Shipping team of two managed 22,283 pieces of incoming mail and 10,957 pieces of outgoing mail from January to June 2022. We continue to conduct Fellowship Connection training sessions for new Area Registrars and to facilitate quarterly sharing sessions with Area Registrars.

Technology Services

The team has made great progress and is using NetSuite's native Support Case functionality to support translation and license requests (four complete for A.A. India, five nearing completion with A.A. Japan). Next steps will involve integrating DocuSign and extending the Fellowship Connection technical infrastructure.

Services Summary

Accessibilities /LIM: Updates to the "A.A. Guidelines on Accessibilities for All Alcoholics" are ready for the next printing. In response to a Conference committee consideration, work has also begun on gathering more stories for the pamphlet "A.A. for the Older Alcoholic." The goal is to have a broader, more diverse representation of A.A. experience, including diverse ethnicities, cultures, and languages; LGBTQ+ communities; varied spiritual paths; and experience attending online meetings.

Conference: The business of the 72nd General Service

Conference was completed with 82 agenda items and nine submitted floor actions, resulting in 35 Advisory Actions and 78 committee considerations. Post-Conference meetings provided specific insight into what went well at the Conference as well as what areas have room for improvement, and ensured that all 72nd General Service Conference Advisory Actions have been reviewed and appropriate implementation planned. With a September 15 deadline for receipt of proposed Agenda items, work has already begun on planning the 73rd General Service Conference.

Cooperation with the Professional Community: The LinkedIn page now has 2,036 followers.

The spring 2022 issue of *About A.A.* went out in April. The issue focuses on efforts to reach out to mental health professionals, looks at "A.A. as a Resource Around the World" and introduces three new Class A (nonalcoholic) trustees of A.A.'s General Service Board.

Corrections: The staff member requested shared experience from the Fellowship on sponsoring A.A. members in custody; a summary report was provided to the trustees' Corrections Committee at their July meeting.

Group Services: The newly reinstated Service Unit is up and running, and is reviewing and updating service material as needed. Quarterly Fellowship Connection sharing sessions with Area Registrars continue to foster relationships and improve Fellowship Connection functionality.

International: In July, the International desk conducted a GSO Sweep (a systematic effort designed to update contact information for the International GSOs). The sweep included a request for information on group and member estimates, along with a first-time "yes/no" question regarding whether the GSO lists virtual groups. Some GSOs have expressed that due the pandemic it had been challenging to have a full sense of their membership estimates from 2021. The International desk is currently developing the agenda for the 27th WSM (virtual) October 1-6, 2022. The theme is "Carrying the Message of A.A. in the Digital Age."

Literature: The Literature desk worked with the Technology Services department to create a dedicated story submission page for the Fourth Edition of the book *Alcohólicos Anónimos* (Spanish Big Book) and the "A.A. for the Black and African-American Alcoholic" pamphlet update. The submission tool features easy-to-find writing guidelines and a story upload function, and is available in English, French and Spanish on the aa.org website. We expect this to be an invaluable tool for current and future A.A. literature updates involving the Fellowship's personal stories of recovery.

Nominating: Informed by the "digital first" approach, the Nominating assignment distributed virtual announcements for the upcoming openings for Northeast Regional Trustee, Southwest Regional Trustee, and Trustee-at-Large Canada.

Public Information: Two newly developed PSAs offer a message of hope for people with a drinking problem and already have been picked up by news media sources 534

times, with a total potential audience of 192,067,172. The GSO podcast project is also moving along apace, the result of a collaborative effort with GSO's Communication Services and Publishing departments.

Regional Forums: Two successful Regional Forums have taken place in Canada already. We look forward to the Pacific Regional Forum slated for Salt Lake City in September and the Southeast Regional Forum in New Orleans in December.

Board Committees

Finance: The board accepted the Finance department reports in March, June, and July.

- Cost of goods sold continues to be the most significant concern. Year-to-date cost of goods sold is \$2,784,635, which is 64% of the budget of \$4,356,000 and \$485,941 more than last year. Year-to-date cost of goods was 48% of gross sales in June compared with a budget of 40% of gross sales.
- With fiscal prudence and responsibility to the Fellowship in mind, the board had a full and robust discussion of the 2022 Reforecast Budget

The board approved the following recommendations brought forward by the Finance Committee:

That the General Service Board open a separate bank account for the International Literature Fund.

That a recommendation be forwarded to the trustees' Finance Committee requesting that the General Service Board open a separate bank account for the World Service Meeting fund.

Acceptance of the proposed budget reforecast (3.0) and forwarding to the trustees' Finance & Budgetary Committee.

Publishing: The board accepted the Publishing committee reports in March, June, and July, highlighting the following information:

- Executive Editor Ames S. is on long-term medical leave. The Publishing Director and the Managing Editor are working closely with the General Manager, assessing and redistributing responsibilities to others both inside and outside the department.
- Worldwide paper, printing, manufacturing, trucking and other delivery disruptions continue to beset the supply chain, causing backorders of books throughout the publishing industry.
- The team focused on Native American, First Nations and Indigenous languages is meeting bi-weekly with a local member who will scout out local participation with Inuktitut translations. Thus far, several people have been identified to assist with three dialects.
- Publishing Director David R. and Managing Editor Julia D. plan to provide TABB with selected chapters of the *Fourth Edition Alcoholics Anonymous (Plain Language)* translation for review in September.
- Ed Nyland provided issues, options, and possible solu-

tions to using staple-less pamphlets. The board requested more research on the options presented.

- Implementation has begun on the new jacket-less format for the next printings of the Big Book, *Alcoholics Anonymous*, in efforts to reduce backorders, streamline turnaround time, and bring the book to the Fellowship in a timely manner. This format will help us better navigate supply-chain disruptions, saving in off-press delivery time as well as expense. The first printing is scheduled to start in mid-October, to be completed November/December 2022.
- Due to a typographical error, the text of the Long Form of Tradition Eight was inadvertently repeated in the Long Form of Tradition Nine (page 177) in this edition of the *Twelve Steps and Twelve Traditions*. The accurate full text of Tradition Nine (Long Form) appears on page 178. A full printing error remediation was implemented with digital and printed 'Erratum' sheet notices. An extra freelance proofing stage for final files of "high volume" print runs has been added to the workflow.
- Using the NetSuite tool to address all licensing and translation requests, the team has delivered tangible results with actual licenses completed and licensing in progress.

The board approved the following recommendations brought forward by the Publishing Committee:

- That the Publishing and Member Services departments extend the "Mixed-Title Quantity Test Pilot" through December 31, 2022, and that appropriate announcements be sent to Central Offices and Intergroups by GSO management.
- That the Publishing Department move forward with the revision to the *A.A. World Services Policy on Publication: Keeping A.A. Literature Current* as follows:
For all Conference-approved pamphlets, implementation will take place as soon as possible after conclusion of the Conference at which the changes are approved. In most cases, current inventory (in English, French and Spanish) will be written off or destroyed and replaced with the new, revised materials. For Conference-approved books, the inventory is often greater, and the investment is more costly than pamphlets, so implementation of revisions will take place in consultation with the General Manager (GM), the Chief Financial Officer, and with the AAWS board, as deemed necessary by the GM. All efforts will be made to post revised digital versions on aa.org as final approved PDFs are completed.

Technology/Communication/Services (TCS):

- The Communication Services Department (CSD) continues to advance its work on multiple projects and comprehensive planning for 2023. Projects including, but not limited to, the GSO podcast, refinements and enhancements to the Meeting Guide app, implementation and refinement of website management plan, and col-

laboration with the Public Information assignment on content creation and distributing press releases move along apace.

- The number of virtual groups listed with GSO continues to grow with 718 virtual groups now listed. Out of those 718 virtual groups, there are 558 GSRs and 143 alternate GSRs.

The board approved the following recommendations presented by the TCS committee:

- The idea that *A.A. is for Everyone* and feature pages, along with the background, be forwarded to the trustees' Committee on Public Information.
- That the 2022 First and Second Quarter Website, Meeting Guide, YouTube, Google Ads, and Podcast reports be forwarded by the AAWS Board to the trustees' Committee on Public Information.
- That the 2022 First and Second Quarter LinkedIn reports be forwarded by the A.A.W.S. Board to the trustees' Cooperation with the Professional Community Committee.
- That a subcommittee be formed to coordinate a thread-based forum pilot project.

Internal Audit Committee (IAC):

- The committee agreed to the location of the whistleblower policies and form on the employee portal Paylocity, which offers employees ready access to use the form as needed.
- The committee reviewed copies of AAWS and GSB revised draft 990s. The AA Grapevine 990 is pending completion for review. The CFO reviewed the 990s with the Internal Audit Committee. The CFO will notify the audit firm of all corrections or changes noted by the IAC, and final revised drafts are being prepared and will be provided to all trustees and non-trustee directors on the General Service Board and corporate boards.

The board approved the recommendation brought forward by the Internal Audit Committee:

That the Director's R.A.C.I. matrix be approved.

Additional Board Actions

Charlotte D. (Executive Assistant to the General Manager) was approved as the new board secretary.

Consistent with years prior, the AAWS Board managed the 2022 review of the General Manager. As reported by our previous chair, this process included three parts:

- Surveying AAWS board members
- Surveying the General Service Board
- Witt/Kieffer interviewing members of the boards and office.

AAWS reviewed all data and conducted the General Manager review, noting areas of accomplishment and areas requiring attention.

AA Grapevine

The AA Grapevine Board of Directors met five times since the General Service Conference, including a new director's orientation on June 23, a board planning meeting and executive session on June 24, and a quarterly meeting and executive session on July 28. The Nominating and Governance, Finance and Strategic Planning committees did not meet this quarter.

Overview

Following the General Service Conference, we have been focusing on implementing our strategic plan. This includes starting the process of developing a viable smartphone app, as well as engaging with and increasing our network of RLV's and GVR's. With the continued decline in print subscriptions and increased production costs, the need for a digital platform is critical to the mission of Grapevine and La Viña. While we have seen a decline in print subscriptions, we have enjoyed an increase in other publishing items. We have also seen an increase in activity with our podcast (more than 180,000 downloads) and Instagram accounts (GV has 7,868 followers and LV has 936).

Board Committee Activity

Finance and Budget: The treasurer reported the committee had not met. However, the treasurer, controller (*YPTC*) and publisher worked together to develop a 2022 budget re-forecast.

Nominating and Governance: The committee will meet with two Regional Trustees virtually to begin a review of Section 7 of the AAGV, Inc. Bylaws and the committee's Composition, Scope and Procedure.

Strategic Planning: The chair reported he met individually with directors on the committee to discuss workflows for compiling a report and business plan that will be presented to support Management's current activities to fulfill the strategic planning goals.

New Director's Orientation: The Grapevine Board met on June 23, 2022, for a day of orientation. Presentations were made on the following: An overview of the AA Grapevine, Inc., including staffing, editorial and various AAGV, Inc. books and products; vendor partnerships and roles; and responsibilities of trustees and non-trustee directors. There was an in-depth discussion about the current AAGV, Inc. Strategic Plan for 2022-2023.

Board Actions

July 27, 2022: The AAGV board approved the 2022 Grapevine and La Viña budget re-forecast. The reforecast reflects flat subscription sales, increased production costs, investment in a Grapevine smartphone app, and book price increases in the fourth quarter.

Reviewed 73rd General Service Conference agenda item PAI15 from Area 59 "*Consider the translation of the Grapevine books *Spiritual Awakenings* and *Young & Sober*, currently available in English only, into Spanish no later than 2025.*" The

board tabled this discussion until October 2022.

Reviewed 73rd General Service Conference agenda item PAI8 from *Easy Does It Group*, Area 23: “Motion is made that the revision to the AA Preamble replacing the words “Men and Women” with the word “People” at the 71st General Service Conference by advisory action, be rescinded and the original wording restored.” The board tabled this discussion until October 2022.

Financial

For details on Grapevine Finance, see the report of the trustees’ Finance Committee on page 2 of this report and the summary of unaudited financial results on the last page of this report.

Circulation, Development and Customer Service

- Fulfillment vendor was informed that AAGV, Inc. will no longer require their services as of October 28, 2022. AAGV will be moving to a new fulfillment house that is a much better fit, as it specializes in paid subscription magazine fulfillment and can warehouse and ship books and other products as well.
- Developing plans to test simplified subscription models;
- Beginning the RFP process with app builders to develop comprehensive smart phone apps for both magazines;
- Developing models, samples, and schedules for auto-renewal;
- Continuing work with circulation vendor NPS to increase product distribution through email efforts to customers.

Editorial Advisory Boards

The Grapevine EAB met on June 21. The La Viña EAB met on June 14.

Editorial Report: Grapevine

Grapevine issues currently in production: September (*Young & Sober*), October (*Relapsing*), November (*Gratitude*)

Other publishing: *Home Group* book (Updated revise, with new virtual stories)—due spring 2023.

Publishing more AA News and interviews with Class A and B Trustees and important AA announcements.

Podcast: working with hosts to connect with interview subjects from current stories in magazine. The first podcast of the month is tied to the monthly Grapevine issue.

Audio Project: More stories are now being uploaded on YouTube.

Editorial Report: La Viña

La Viña issues currently in production and on schedule: July/August (*Prison issue*), September/October: (*No Matter What*), November/December: (*La Viña Short Stories*)

Outreach: LV informational workshop, Fridays at 12pm

Events: LV Anniversary, workshops.

Books & Media: Translation of *Emotional Sobriety*. Launching Jul/Aug Instagram video for new issue on July 1.

Web Report

The Web Coordinator reported monthly web traffic in the 2nd quarter averaged 82,685 new visitors; 11,781 returning visitors and 331,362 page views. Upgrade to Drupal 9 to be completed in September. Work to improve web user experience continues, including a single sign-in for all online interactions, a one-stop shop for users.

FINANCIAL DATA: For the six months ended 6/30/22 (unaudited)

| G.S.O. | 2022 Actual | 2022 Budget | 2021 Actual |
|--|-------------|--------------|--------------|
| Contributions from A.A. groups and members | \$5,011,648 | \$11,000,000 | \$10,775,870 |
| Sales less cost of production, warehousing, and shipping | 2,744,100 | 5,390,000 | 6,301,350 |
| General Service Conference | 287,207 | 294,400 | 233,965 |
| International | 64,049 | 30,000 | 72,750 |
| Total Operating Revenue | 8,107,004 | 16,714,400 | 17,225,329 |
| AA GRAPEVINE, INC. | | | |
| Sales less costs of products | \$ 799,585 | \$ 1,534,521 | \$ 1,696,310 |
| Interest earned — Reserve Fund | 4,570 | 0 | 14,000 |
| Total Income | 804,155 | 1,534,521 | 1,710,310 |
| Expenses | 980,631 | 1,796,739 | 1,808,929 |
| Net Operating Surplus (Deficit) | (176,476) | (262,218) | (98,619) |
| General Service Board Support of La Viña shortfall | 231,061 | 557,723 | 388,646 |

For comments or questions write to: Staff Coordinator, Box 459, Grand Central Station, New York, NY 10163