

**"Supporting Our Future"
San Diego-Imperial Area 08
2017 Pre-Conference Workshops Agenda**

Topic/Agenda Item	Slide No.	Speaker
Opening Remarks	1 - 12	Jane
Literature Committee	13	
VI. A. "Questions and Answers on Sponsorship" (P-15)	14 - 16	Literature Committee
VI. B. "Too Young" (P-37)	17	Literature Committee
VI. J. "The AA Group" (P-16)	18 - 19	Literature Committee
VI. K. Consider Safety Literature	20 - 22	Literature Committee
Service Materials	23	
Questions for Groups on Safety Literature	24	
Sharing Session on Safety	25	All
Participation: lowship vs. Membership Leadership: "I am Responsible..." Is Your Voice Heard?	26	Fel-
II. B. "Problems Other Than Alcohol" (P-35)	27	
VII. B. Translation of Conference Background Material	28	Area Translation Committee
II. D. "Is There an Alcoholic in the Workplace?" (P-54)	29	
II. E. "AA and the Armed Services" (P-50)	30	Cooperation w/t Prof Comm
X. B. Accessibility of the A.A. message for Armed Services Veterans.(P-50)	31	Accessibilities Committee
III. A. Corrections Correspondence Service (C.C.S.), (F-26)	32	
Growth: Diversity -- Outreach and Attraction Safety – An Important Consideration Communication – Today and Tomorrow	33	
III. B: Discuss carrying the A.A. message to incarcerated Native American People.	34	Roxane, Alternate Delegate
X. A: "A.A. for the Alcoholic With Special Needs" (P-83)	35	Accessibilities Committee
VII. J. Consider a request to add a "YPAA Subcommittee" to the service structure.	36	Policy Committee
Contributions: Spirituality and Money Fully Self-Supporting Our Obligations Apathy and Power of the Purse	37	
IV. D. ""Self-Support: Where Money and Spirituality Mix"" (F-3)	38	

Preparing to Developing a Finance Report			Finance Committee Chair
"Supporting Our Future" Growth Participation Contributions		39	
VII. F., G., H, I. - Concerning Changes to the General Service Conference		40 - 41	Policy Committee
XII. A. New publication: "Unity in Action: Bill W.'s General Service Conference Talks, 1951 – 1970" (working title).		42	
VIII. D. Public Service Announcements		43	Public Information Committee
V. A., B. - Spiritual Value of Grapevine and La Viña		44 - 45	Grapevine/La Viña Committee
V. C. Reconsider Outside Sales of Grapevine and La Viña		46	Grapevine/La Viña Committee
V. G. Grapevine/La Viña Reps		47	Grapevine/La Viña Committee
V. D. Instagram account for AA Grapevine, Inc.		48	Grapevine/La Viña Committee
V. E. Facebook page for AA Grapevine, Inc.		49 - 50	Grapevine/La Viña Committee
V. F. and VIII. E. Google-for-Nonprofits Account		51 - 52	Public Information Committee
VIII. F. Twitter Account for Public Information		53 - 55	Public Information Committee
VIII. B. 3. "Understanding Anonymity" (P-47)		56	
Conducting an Informed Group Conscience			All

DELEGATE: JANE G., AREA8AACONTACT@GMAIL.COM

ALTERNATE DELEGATE: ROXANE R., ROXANE.AREA8AA@GMAIL.COM

SLIDE 1

"Supporting Our Future"

Growth

Participation

Contributions

2017 General Service Pre-Conference Workshops

Thank you for attending the San Diego-Imperial Area Assembly's 2017 General Service Conference Pre-Conference Workshops.

Today, you will:

- Experience why we have a Conference;
- Understand more about how we participate in the continuous, year-round cycle of the Conference by following the work of the trustees' committees. All agenda items come from the year-round work of the trustees'. Each year, watch for the GSC Conference Additional Considerations and especially the Trustees' Report from the July board weekend.
- Become informed on the 12-Step work of AA as a whole in which our local members, groups, and area standing committees are invited to participate;
- Become informed on how our Conference continuously responds to reflect the changing needs of the Fellowship;
- Observe How to Conduct a Sharing Session;
- Review the participative process of an Informed Group Conscience
- Select the specific items on which you feel your group needs to be informed in order to include their actual voice and effective conscience of the Fellowship;
- Gain an understanding and generate ideas for our growth and understanding in effectiveness of our primary purpose — carrying the message to the alcoholic who still suffers.

SLIDE 2

"Supporting Our Future"

Growth:

Diversity -- Outreach and Attraction
Safety – An Important Consideration
Communication – Today and Tomorrow

Participation:

Fellowship vs. Membership
Leadership: "I am Responsible..."
Is Your Voice Heard?

Contributions:

Spirituality and Money

Fully Self-Supporting Our Obligations Apathy and Power of the Purse

We have a Conference in order to insure AA remains available for now and in the future. Please be on guard to keep an open mind as these items are discussed. In response to whether or not a new piece of literature or service is needed, I often hear "I didn't need that." I ask that each of us keep in mind, we are fortunate in that we are already here. This work is about continually reaching out to the alcoholic who still suffers.

The 2017 General Service Conference (GSC) Theme and Workshop Topics were introduced at the 2016 Post-Conference Assembly. They are the subjects on which all 93 AA areas are asked to contemplate and examine as we prepare for the next annual Conference. You will see them reflected in many of the 2017 GSC agenda items. The 2018 GSC Theme and Workshop Topics will be delivered to our assembly at our Post-Conference Assembly on May 20, 2017.

I want to thank our Alternate Delegate, Roxane, for taking a strong lead on Safety. I also want to thank our Finance Committee Chair for taking what is truly ground-breaking leadership for our area as we rethink how and what we communicate about our 12-Step work that is funded only by our Tradition of self-support.

Thank you to our DCMs who, in partnerships with our Area and District Registrars, have sought to carry out one of the primary functions of a district: to make 12-Step calls on our groups by contacting all of them to request participation in AA as a whole. There has been a strong effort to review and correct the information that registers each of our groups with GSO.

A special thank you needs to be expressed to the chairs of our area's standing committees. I know the consideration of how to tie their work to that of AA as a whole has been a challenge to learn. All leadership is challenging. You will see by some of this year's agenda items, we carry out the action of our 1st Step by seeking to respond rather than react to life inside and outside the Fellowship.

I hope each trusted servant will be mindful to pass along all s/he knows by inviting the participation of all members within his/her reach.

SLIDE 3

"Supporting Our Future"

Our overall obligation is expressed in the Six Warranties in Concept XII :

".....like the Society of Alcoholics Anonymous which it serves, the Conference itself will always remain democratic in thought and action."

Fulfilling Tradition Nine - Our service boards and committees are directly responsible to those they serve by inviting all groups and members to participate in the decision-making process and at least informing them of what is being decided. The hand of AA in the form of an invitation to participate in the Conference must continuously be extended by the districts to their groups. Districts can serve by continuously inviting the participation of groups and their members in the work of our local committees.

Our local committees can serve the whole of AA by insuring their work reflects not only their local-area needs but are also considering a supporting the work of their corresponding trustees' committees

In considering the “remain democratic in thought and action” part of Concept XII, we need to again thank our DCMs, and our Area and District Registrars, for making 12-Step calls on our groups to request their participation in AA as a whole. This strong effort to review and correct the group registration information with GSO directly fulfills the workshop topics of Growth, Participation, and Contributions.

Our way of life in all three legacies of the AA program take time to learn. Please be sure to assure others you meet that service helps to insure the spiritual condition insuring our daily reprieve. It takes continuous practice to understand the how to apply the 36 statements concerning our spiritual principles.

Concept XII helps us understand the “how” we remain democratic in thought and action.

SLIDE 4

**Budget Outlook
and
Trends**

- ❖ **GSO/AAWS**
 - ❖ Membership levels are flat
 - ❖ Contributions show little growth
 - ❖ Literature sales show slow to no growth
 - ❖ Expenses continue to grow slowly – 2% - 3% per year
- ❖ **GRAPEVINE**
 - ❖ Subscriptions continue to decline 2% - 3% per year
 - ❖ Expenses continue to grow slowly – 2% - 3% per year
- ❖ **2016 Budget Outlook**
 - ❖ GSO/AAWS, Grapevine, and La Viña combined budgeted results is \$325,600 loss, with following years having even larger losses, assuming no changes in operations

Net Results	2015	2016	2017	2018
GSO/AAWS – Slide 32	\$205,625	(\$26,700)	(\$505,000)	(\$997,000)
Grapevine – Slide 40	240,811	(146,300)	(190,700)	(275,500)
La Viña – Slide 42	(146,378)	(152,600)	(166,100)	(175,300)
Total	\$300,058	(\$325,600)	(\$861,800)	(\$1,447,800)
Reserve Fund Ratio (months)	10.2	9.6	8.1	7.0

The Feasibility Study and the delivery of the 2015 Finance Report influenced the decision making of the 2016 GSC. The slide (#57) of the 2016 GSC Finance Report summarizes the budget outlook for 2016, 2017 and 2018 IF the current trends continue. 2016 shows a combined operating loss of \$325,600, increasing to a loss of \$861,800 in 2017 and on to a loss of \$1,447,800 in 2018. Since the Reserve Fund will need to be utilized to fund these losses in 2017 and 2018, the coverage ratio declines to 7.0 months by the end of 2018. 10 months of funding for operating expenses is the desired level at which to maintain the Reserve Fund.

Reserve Funds for our groups, districts, areas, and AA as a whole are one of the guarantees to the Fellowship as outlined in Concept XII. Reserve funds help to stabilize and continue the completion of planned work as we keep an eye on how well we are working with collecting funds.

Some of the trends we have seen are a flatline of AA membership numbers and a reduction in the percentage of groups that contribute to GSO. We need to be mindful in watching the numbers of members and contributing groups. These show a further need for Area and District Registrars to continue their efforts in calling on groups.

SLIDE 5

Preliminary 2016 Finance Report

An unaudited closing report for 2016 will be delivered at the 2017 GSC

GSO: Contributions were \$834,869 greater than budgeted and \$780,724 greater than 2015.

AAWS: Income of \$1,464,625. A loss of -\$26,690 was budgeted.

AAGV: Income of \$144,070; a loss of -\$146,063 was budgeted.

La Viña: Shortfall of-\$151,651. Budgeted shortfall was-\$152,082.

Gratitude is expressed to the Fellowship for their participation in increasing contributions during 2016. Enrollment in Online Recurring Contributions has significantly increased. The number enrolled in Online Recurring Contributions went from less than 100 to 600 during 2016.

NOTE: While the Fellowship did step up to increase contributions, it is highly important to note we are not out of danger of still incurring a loss for this and subsequent years. A significant part of the reason there was income rather than a loss for 2016, is that GSO and Grapevine/LaViña staff reduced expenses. The Grapevine/LaViña opted not to spend monies on their budget. Also, there were many employment positions at GSO that were not filled; and the office focused on reducing travel and meal expenses. We need to be aware there will be need for more contributions as these positions get filled. It is certain that some of the unfilled positions will require travel and meal expenses.

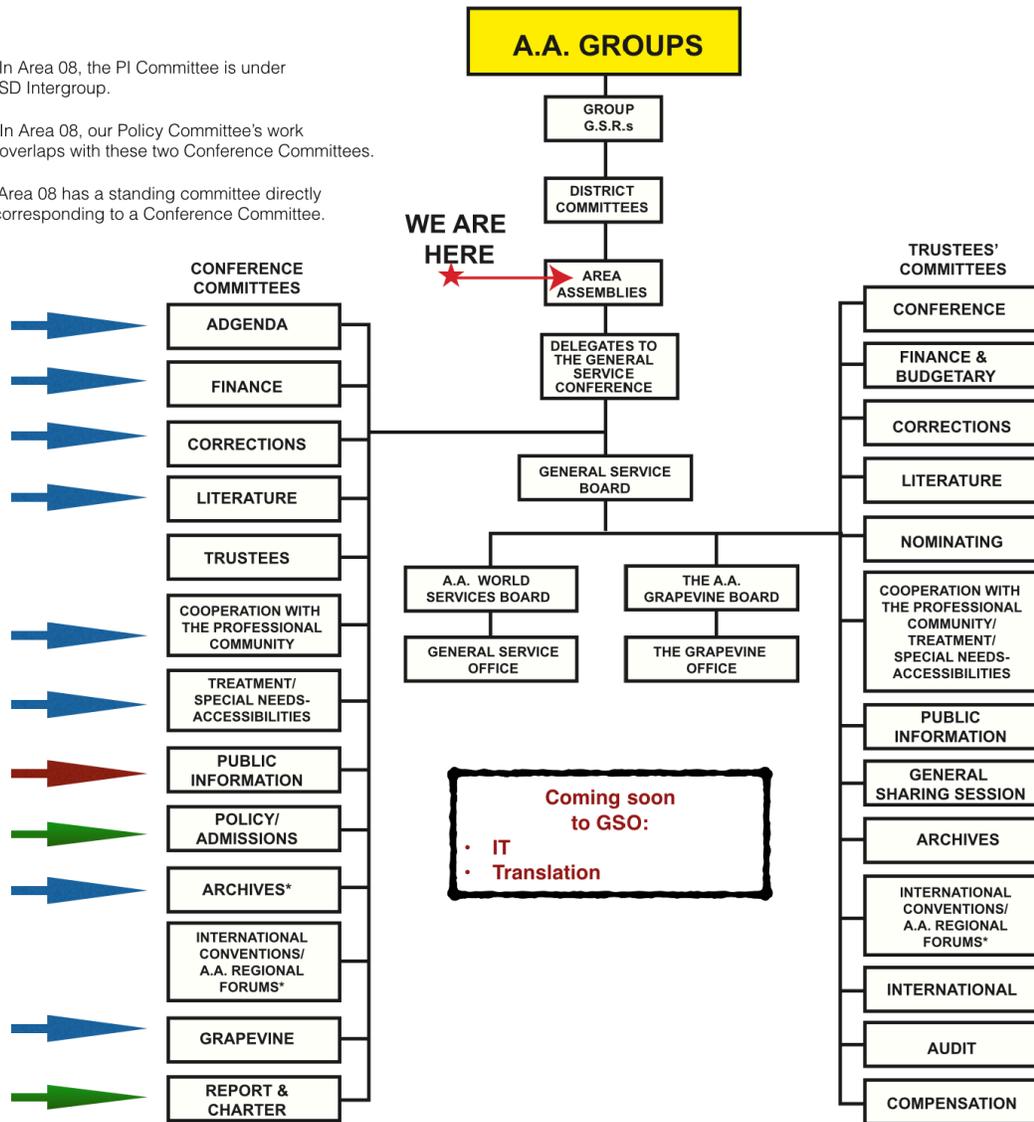
GSO's database shows the number of groups that contribute to GSO steadily declines. This is the main reason we need to remind our districts that they are the front line of communication between these groups and our NY offices. Without regular 12-Step calls on the groups, the selfishness and self-centeredness of alcoholism can allow group members to forget about service. While all groups will not have funds to contribute after paying the expenses of rent (see Concept XII), we still need to remind them they can contribute by participating in AA as a whole.

This slide shows the service structure. You can see it is based around committees. The arrows on the lefthand side of the Conference committees indicates the San Diego-Imperial Area Assembly has a committee that corresponds to its work.

SLIDE 6

Legend:

-  In Area 08, the PI Committee is under SD Intergroup.
-  In Area 08, our Policy Committee's work overlaps with these two Conference Committees.
-  Area 08 has a standing committee directly corresponding to a Conference Committee.



THE GENERAL SERVICE CONFERENCE STRUCTURE (U.S. AND CANADA)

Our local committees can serve the whole of AA by insuring their work reflects not only their local-area needs but are also considering a supporting the work of their corresponding trustees' committees.

District Committee Members (DCM) and standing committee chairs are asked to pay close attention to the 2018 GSC Theme and Workshop topics when they review the 2017 Advisory Actions and especially the Additional Considerations sent to the trustees' committees.

A special thank you needs to be expressed to the chairs of our area's standing committees. I know the consideration of how to tie their work to that of AA as a whole has been a challenge to learn. All leadership is challenging. You will see by some of this year's agenda items, we carry out the action of our 1st Step by seeking to respond rather than react to life inside and outside the Fellowship.

SLIDE 7

Area 8 Standing Committees



Accessibilities

While there are no special AA members there are many who have special needs. This committee works to ensure all have access to AA meetings, 12th Step work, or AA service regardless of a temporary or permanent physical condition.



Agenda

Assists in preparing agendas for the Area Assembly and Area Committee meetings. Reviews and recommends the presentation and discussion of Conference items. Any AA member can request an agenda item to the Area Chairperson for potential inclusion on the agenda.



Archives

Collects, organizes, preserves, stores, and displays records of AA history in San Diego and Imperial Counties, including documents, audio recordings and photographs. Archives service work is more than custodial activity; it is how we collect, preserve, and share the heritage of our Fellowship.



Cooperation with the Professional Community (CPC)

Carries the message to professionals about what AA does and what it does NOT do. This committee needs volunteers to participate on panels and give informational presentations to health fairs, county boards, religious and legal organizations.



Finance

This committee assists the Treasurer in maintaining and proposing an annual budget for the San Diego-Imperial area. They review and make committee recommendations on Area 8's financial matters and its guidelines.



Grapevine/La Viña

Displays the Grapevine and La Viña magazine, books, and other material to groups, districts and other area functions. Their ongoing work includes encouraging fellowship members to subscribe and to contribute stories of their experience to the magazine.



Hospitals and Institutions (H&I)

The H&I committee is financially independent of Area 8. H&I carries the AA message to those confined in hospitals and institutions throughout San Diego & Imperial Counties. They coordinate panels, provide literature, and assist in establishing AA groups in institutions. They also help AA members being released from institutions get to their first meetings in our local community.



Information Technologies

Maintains Area 8's website as a vital method of electronic communication and storage of resources and other information. They are highly important in maintaining our AA tradition of anonymity, the Concepts of World Service, and Area 8 Structure & Guidelines in our communications. They support and maintain the computer hardware used by the Area Committee officers.



Literature

Maintains an inventory of all Conference-approved books, pamphlets, audio and video materials. This committee displays Conference-approved literature at events such as the Area Assembly and workshops and is available for Fellowship events.



Newsletter

Publishes the minutes of Area business in English and Spanish on the area8aa.org website and in print so that they are available to the fellowship it serves. The newsletter also contains Area related articles and reports.



Policy

Following our AA Traditions and the Concepts of World Service, the Policy Committee reviews and makes recommendations concerning the Area Structure and Guidelines and General Service related literature. They are responsible for preparing and distributing copies of the Area Structure and Guidelines, proposed changes and amendments.



Translation

Ensures that all Area documents are provided in English and Spanish so anyone can participate in AA service. The committee is continually in need of fluent English-Spanish participants.

Our Pre-Conference Assembly agenda holds several roundtable discussions that will assigned to specific committees. Please review the handout of the "Area 8 Pamphlet" as well as the assembly agenda and see what, if any, committees have topics of interest to your group members. This will not be the only opportunity to review interest in or make suggestions to the work of our committees.

The pamphlet is available at area8aa.org in English and Spanish.

SLIDE 8

This year's agenda is especially full and complex with agenda items that:

Apply to each committee's agenda:

-Consider request to add text to the committee's Composition, Scope and Procedure regarding the option to meet by conference call prior to the Annual Meeting of the General Service Conference.

Are standing agenda items, such as these Finance agenda items:

- A. Consider request to change the committee's current annual review of the suggested Area contribution for delegate expense for the Conference to every other year.
- B. Consider request to change the committee's current annual review of the Conference-approved level of \$5,000 for bequests to the General Service Board from A.A. members to every other year.
- C. Consider request to change the committee's current annual review of the Conference-approved maximum annual contribution of \$3,000 to the General Service Board from an individual A.A. member to every other year.

Take for one or more years to process; such as pamphlets under Literature;

- D. Pamphlet "Young People and A.A."
- E. Review revised draft pamphlet "A.A. for the Woman."
- F. Review revised draft pamphlet "Finding Acceptance: A.A. for the LGBTQ Alcoholic" (formerly titled "A.A. and the Gay/Lesbian Alcoholic").
- G. Review progress report on the development of literature for alcoholics with mental health issues and those who sponsor them.
- H. Review draft sample illustrations and corresponding revised text for the pamphlet "The Twelve Traditions Illustrated."

Serve as learning experiences, evolution, or are an exercise of the Right of Appeal as the several items concerning the Conference that are assigned to Policy/Admissions and these under Grapevine:

Discuss the spiritual value of Grapevine and La Viña in carrying the message of Alcoholics Anonymous.

- B. Reconsider the 2010 Advisory Action regarding La Viña.
- C. Reconsider the 2004 Conference Advisory Action on outside sales.

Initiated additional items; such as the six social media agenda items that are on the 2017 GSC agendas for Public Information, Cooperation with the Professional Community. All stem from B. Public Information Comprehensive Media Plan - See Appendix I.

SLIDE 9

We won't review all 104 items on this year's agenda TODAY.

As a GSR, you have the Right of Decision on what items you present to your group.

KNOW YOUR GROUP

Think about issues and concerns that have come up for discussion in your group.

Any member is welcome to request backgrounds on any items of interest.

SLIDE 10

If your group shows no interest, think about how YOU are being personally responsible to Concept XII in keeping the Conference

...democratic in thought and action.

SLIDE 11

Any member is welcome to request backgrounds on any items of interest.

ANONYMITY WARNING

****Do not post documents in a public-access media as documents contain first and last names.****

SLIDE 12

IX. B. Review request to add the Bylaws of A.A. World Services, Inc. and AA Grapevine, Inc. as appendices.

**In case you were trying to understand
The Conceptsa missing piece has been found!**

For your information as trusted servants studying The Concepts:

1. The Bylaws of the GSB do not contain any information relating to the relationship between the General Service Board and its two corporations.
2. Both AAWS, Inc. and Grapevine, Inc. have their own Bylaws which spell out the details for membership, functioning, and voting.
3. There is important and vital information in these Bylaws which would help the Fellowship understand exactly how these two Service corporations relate to the GSB and exactly how they operate.

Here's an item you don't need to take to your groups. It specifically pertains to the 2017 GSC workshop theme of Participation: Fellowship vs. Membership; Leadership: "I am Responsible..."Is Your Voice Heard? I am informing members of the assembly about it because, if you are like me, you find it a struggle to understand our Twelve Concepts in order to learn them. I give this to you so you understand there are pieces missing in our communication. I urge you to set aside your ego and ask questions. You will help us at minimum to be reminded that we are all here to anonymously serve those who do not know; and at our best, your question may serve to an awakening or change of perception that leads us to expand our work.

The participation of another area is to request the insertion of missing pieces of information that are vital to understanding The Concepts. That is to add the Bylaws of the AA World Services, Inc. and AA Grapevine, Inc.

SLIDE 13

Literature Committee

SLIDE 14

VI. A.: Consider Request for Revisions to “Questions and Answers On Sponsorship” (P-15)

Remove two bullet items from the current pamphlet:

1. “A file of names, addresses, and phone numbers of newcomers (who wish to volunteer the information), with notations showing sponsor or sponsors for each one” (Page 24)

Contradicts information on page 3 of “A Newcomer Asks”

SLIDE 15

VI. A.: Consider Request for Revisions to “Questions and Answers On Sponsorship” (P-15) (Continued) http://www.aa.org/assets/en_US/p-15_Q&AonSpon.pdf

2. Review of newcomers list by steering committee (Twelfth Step or sponsorship committee) with follow up activity where it seems needed. (Page 24)

Contradicts AA Fact file Under the header **Membership** page 4. “Because A.A. has never attempted to keep formal membership lists.”

SLIDE 16

Suggested questions for your group:

1. Should the “Questions & Answers on Sponsorship” be aligned with other A.A. Literature?
2. Does your group's literature rack hold the pamphlet?
3. Are there any other changes your group members would like to see to this piece of AA literature?
4. What do your group members think about pamphlets in general?

SLIDE 17

VI. C. Consider request to retire the pamphlet “Too Young.” (P-37) http://www.aa.org/assets/en_US/p-37_tooyoung.pdf

In a random poll of AA members about this pamphlet:

- **Older members:** 40% liked it or thought it was fine; 60% said it would not have appealed to them as a young person.
- **Young members:** 85% did not like it.
- **Key point:** The interests of young people change every 6 months. Our AA literature change rate is > 2 years - minimum.

Suggested questions for your group:

1. Does your group's literature rack hold the pamphlet?
2. What do your group members think about pamphlets in general?
3. Is there a better communication media to attract young people?
4. Should we retire this pamphlet?

Motivation to retire based on the following:

- Comic book format is insulting
- Characters are fictional and stereotypical
- Obsolete by print date
- Turning Young people off to A.A.
- Declining Distribution numbers
- Relevant Co-existing Pamphlet "Young People in A.A."

SLIDE 18

VI. K. Discuss request for a revision to the pamphlet "The A.A. Group." (P-16)

Add to the section on how to start, run, and manage an AA group on pages 17-24:

"AA members and their groups would respect the rental requirements of their landlords."

Summary of suggested revision:

- Address open communication and respect for the group's landlord.
- For the group to carry the message, it needs a meeting place.
- For a group to attract rather than promote, our friends must recommend us.
- Take inventory of the group's behavior to ensure the A.A. group remains available to the alcoholic who still suffers.

Many areas are reporting meetings that have been evicted by their landlords. In our own area and one of our neighboring areas, there have been many instances of evictions that have affected more than 20 groups at a time from a single location.

Summary of suggested revision:

Add a section to address open communication and respect for the group's landlord based on traditions 1,5,6 and 11 as well as Step 10. For the group to carry the mess (Tradition 5), that group needs a meeting place. For a group to attract rather than promote, we prefer to let our friends recommend us (Tradition 11 long form). Our friends include our landlords, church communities, Boards of directors as well as taking inventory of the group's behavior will ensure that the A.A. group remains available to the alcoholic who still suffers.

SLIDE 19

VI. K. Discuss request for a revision to the pamphlet “The A.A. Group.” (P-16)

http://www.aa.org/assets/en_US/p-16_theaagroup.pdf

Suggested questions for your group and for the pamphlet:

1. Is this the place to insert material in regards to conducting relations with our landlords of our meetings?
2. What is the best way for A.A. meetings to foster good relations with their landlords/meeting providers?
3. How does this relate to Item J in regards to Safety in A.A meetings?
4. How well does your group respect the wishes of the landlord?
5. Do we clean up after ourselves?
6. Do we observe smoking areas or restrictions?
7. Do we keep down the noise to respect the landlord’s neighbors?
8. Do we respect parking restrictions?

SLIDE 20

VI. J.: Consider requests for literature and/or language regarding safety.

Trustee’s Literature Committee reviewed a number of requests and noted that potential agenda items could fall into two categories:

1. Requests for **new** literature regarding safety such as a pamphlet or bulletin
2. Suggestions for revisions of **existing** literature to include information about safety

AAWS, Inc. released Service Material on Safety in January 2017.

SLIDE 21

VI. J.: Consider requests for literature and/or language regarding safety. (Continued)

Suggestion to add the following to the “AA Group” pamphlet:

1. *“There is no authority in Alcoholics Anonymous beyond the individual group and its members; therefore, each group and each individual member has a responsibility to foster a safe and welcoming meeting environment.”*
2. *“The principle of anonymity does not preclude any member of Alcoholics Anonymous from reporting illegal, violent or harassing activities occurring within an Alcoholics Anonymous meeting to the appropriate legal or law enforcement authorities.”*

SLIDE 22

VI. J.: Consider requests for literature and/or language regarding safety. (Continued)

In January 2017, AAWS published a new Service Piece on Safety, SMF-209.

http://www.aa.org/assets/en_US/smf-209_en.pdf

The benefits of a Service Piece are:

- A collection of shared experience from members and groups.
- They do not go through the Conference process so they can receive timely updates.
- They can be downloaded and copied.

SMF-176 - Services Provided by G.S.O./A.A.W.S. http://www.aa.org/assets/en_US/smf-176_en.pdf

SLIDE 23

VI. J.: Consider requests for literature and/or language regarding safety. (Continued)

From the [aa.org](http://www.aa.org) webpage: **Service material** is available to AA members upon request. This material differs from Conference approved literature in that it does not come about through Conference Advisory Action. It is produced where there is need for readily available information on a specific subject. Service material reflects AA group experience as well as specific and timely information that is subject to change.

To access available service materials, go to:

http://www.aa.org/pages/en_US/service-material-from-the-gso

SLIDE 24

VI. J.: Consider requests for literature and/or language regarding safety. (Continued)

Suggested questions for your group:

1. Is the addition of new literature the best way to ensure that Tradition 1 “Our Common Welfare and Unity” in regards to safety the best way to ensure that our current members and newcomers are in a safe environment?
2. What is the best way to promote safety at every A.A. meeting?
3. Who holds responsibility for safety of the group and its members?
4. Do any members of your group have safety concerns?
5. How can safety be communicated to group members?
6. Does your group know the difference between Service Materials and Conference Approved Literature?

SLIDE 25

Service Material Offers a Variety of Experience

Now, we will demonstrate How to Conduct a Sharing Session using the service material piece SMF-111.

Link to “How to Conduct a Sharing Session”

http://www.aa.org/assets/en_US/smf-111_en.pdf

SLIDE 26

“Supporting Our Future”

Participation:

Fellowship vs. Membership

Leadership: “I am Responsible...”

Is Your Voice Heard?

SLIDE 27

II. B. : Consider adding a footnote to the pamphlet “Problems Other Than Alcohol” (P-35)

http://www.aa.org/assets/en_US/P-35_ProOtherThanAlcohol.pdf

In response to a 2016 Advisory Action: a footnote to professionals is proposed to appear at the bottom of page one.

PROPOSED FOOTNOTE:

This pamphlet is derived from an article written by A.A. co-founder Bill W. in 1958. Therefore, some of the language may be dated, but the issues addressed are prevalent today.

Suggested questions for your group:

1. What is the clear message of the pamphlet?
2. Does the 1958 message apply to AA today?
3. What would your group add or remove from this pamphlet?
4. Would your group recommend this pamphlet be delivered to visitors from treatment centers or the professionals who escort them?
5. Do the statements made by Bill W. in 1958 concerning narcotic addicts currently reflect what is going on in today's AA?

At first glance, some of the agenda items may seem quite simple and even uninteresting. With this item, let's think about one of the most common inquiries I receive: Are drug addicts welcome in AA? The assignment of this item to Cooperation with the Professional Community Committee gives the Fellowship informs the Fellowship on which of our area's standing committees will be asked to serve on this issue. I will comment here that many times the questions: Are drug addicts welcome in AA? is associated with the complaint of clients from treatment being brought to AA meetings. Our area does not have a committee that includes Treatment; so, I am making that one of the roundtable discussion topics for the Pre-Conference Assembly.

SLIDE 28

VII. B. Review Final Report on the Translation of Conference Background.

A few Canadian Provinces require French and 39 U.S. Areas have need for Spanish-translated documents .

In an effort to provide the Conference background in French and Spanish, GSO developed proposals for estimated costs of around \$120k/year to translate the expected average amount of Conference background materials.

Suggested questions for your group:

1. In the interest of Inclusion, do your group members think all Conference background materials need to be translated into French and Spanish?
2. If so, is this task best accomplished by GSO-paid services or by volunteers across the Fellowship?

SLIDE 29

II. D. Consider a request that the title of the pamphlet “Is There an Alcoholic in the Workplace?” (P-54) be changed to “Is There a Problem Drinker in the Workplace?”
http://www.aa.org/assets/en_US/p-54_isthereanaaintheworkplace.pdf

Co-workers may be more encouraged to identify or approach another co-worker if s/he was a problem drinker rather than being called an alcoholic

Suggested questions for your group:

1. Are co-workers encouraged to identify another co-worker as alcoholic?
2. Does changing to the use of the term “problem drinker” create a need to use consistent language in other parts of the pamphlet?
3. Should we update our literature to remove the suggestion to contact AA through the phone book?
4. Is the 1958 message in the pamphlet applicable to AA in 2017?
5. What would your group add or remove from this pamphlet?
6. Would your group recommend this pamphlet be delivered to visitors from treatment centers or the professionals who escort them?

SLIDE 30

II. E. Discuss ways of improving communication about A.A. with professionals who come in contact with Armed Services veterans and men and women in the Armed Services. (P-50)
http://www.aa.org/assets/en_US/p-50_AAandtheArmedServices.pdf

- 40 Million people have served in the military over the past several decades.
- 2 Million currently serving
- It is difficult for active military to find meetings and other AA members.
- There is no GSO meeting directory for active military.
- We have a GSO Desk devoted to serving 400 loners and no such resource for active military.

Suggested questions for your group:

1. Do you think social media would be appropriate to act as a contact or a meeting directory for our military groups?
2. Is there a need for the Cooperation with the Professional Community Workbook to cover the special needs of veterans?
3. Would your group recommend this pamphlet be delivered to professionals who serve veterans?

SLIDE 31

X. B. Discuss the accessibility of the A.A. message for Armed Services veterans. (P-50)
http://www.aa.org/assets/en_US/p-50_AAandtheArmedServices.pdf

- 40 Million people have served in the military over the past several decades.
- 2 Million currently serving
- It is difficult for active military to find meetings and other AA members.
- There is no GSO meeting directory for active military.
- We have a GSO Desk devoted to serving 400 loners and no such resource for active military.

Suggested questions for your group:

1. Are the stories in this pamphlet relevant for today's veterans?
2. Are any members of your group active military or veterans?
3. Is there a need for the Accessibilities Workbook to cover the special needs of veterans?
4. Are you aware there is a veterans' PTSD group in our area?
5. What would your group add or remove from this pamphlet?
6. Would your group recommend this pamphlet be delivered to visitors from treatment centers or the professionals who escort them?

SLIDE 32

III. A: Discuss the Corrections Correspondence Service (C.C.S.), (F-26)

http://www.aa.org/assets/en_US/f-26correctcorrespondence.pdf

- Ideal 12-Step those who want to do Corrections work but live far a facility or might have problems getting clearance to go inside.
- Currently a shortage of male volunteers with about 80 male inmates waiting for correspondents. The average waiting time is 4-6 weeks.
- Need English-speaking correspondents.
- Email use may soon be available for Corrections Correspondence.

Suggested questions for your group:

1. Is your group aware of this type of H&I work?
2. Do any of your group member participate in H&I work?
3. Are your group members aware the San Diego-Imperial Area has 13 standing committees on which their participation is wanted and needed?

SLIDE 33

"Supporting Our Future"

Growth:

Diversity -- Outreach and Attraction
Safety – An Important Consideration
Communication – Today and Tomorrow

SLIDE 34

III. B: Discuss carrying the A.A. message to incarcerated Native American/First Nations/Inuit People.

- San Diego County has more Indian Reservations than any other AA area.

Suggested questions for your group:

1. Are members of your group participating in H&I work?
2. Do we have a need for more outreach to Remote Nations?
3. Are your group members aware the San Diego-Imperial Area has a Remote Nations Liaison?

Besides, being available to discuss Safety with our groups and districts, our Alternate Delegate has been working hard on another 2017 GSC Workshop Topic: Diversity. Roxane is developing a proposal
2017 GSC Pre-Conference Workshop

for a special forum for our Remote Nations Community. These proposals take many hours of research, conversation, coordination, and writing to put together.

SLIDE 35

X. A: Revisions to the pamphlet “A.A. for the Alcoholic With Special Needs” (P-83)

http://www.aa.org/assets/en_US/p-83_SpecialNeeds.pdf

Trustees’ Cooperation With the Professional Community/Treatment and Accessibilities Committee requested that staff work with the Publishing Department to present draft revisions to the Conference approved pamphlet “A.A. for the Alcoholic With Special Needs.”

Draft revision is available in the Conference background. You can request it.

Suggested questions for your group:

1. Is your group aware it can post its accessibility to the meeting directory?
2. Can your group members think of any other illnesses, conditions, or barriers that need to be addressed in this pamphlet?
3. Do any of your group members have suggestions on what to add or remove from the proposed revision?
4. Has your group used the Accessibilities Checklist to review its meeting location for limitations or barriers?

SLIDE 36

VII. J. Consider a request to add a “YPAA Subcommittee” to the service structure.

Supporting our future by:

- Better informing the General Service Structure on young people’s perspective
- Engaging more GSRs for YPAA groups

Suggested questions for your group:

1. Do your group members support adding a Young People’s committee to one of our existing GSC committees? Why or why not?
2. Do they support an additional subcommittee for Cooperation with the Elder Community? Why or why not?

SLIDE 37

“Supporting Our Future”

Contributions:

Spirituality and Money

Fully Self-Supporting Our Obligations

Apathy and Power of the Purse

SLIDE 38

IV. D. Consider request to add text to the pamphlet “Self-Support: Where Money and Spirituality Mix” indicating there is no dollar limit to the amount a group may contribute. (P-3)

http://www.aa.org/assets/en_US/f-3_selfsupport.pdf

Suggested questions for your group:

1. Is your group aware there is no limit on the dollar amount a group can contribute?
2. Are your group members well informed on how its financial contributions support 12-Step work?
3. What type of report or financial information does your group want to see from NY?
4. Does your group have a pie chart to support the 12-Step work performed by service committees?

SLIDE 39

"Supporting Our Future"

Growth:

Participation:

Contributions:

Now, items that touch all three workshop topics.

SLIDE 40

There are several considerations regarding the GSC:

VII. F. Dates for future GSC's be submitted as Additional Considerations rather than Advisory Actions - Last resulted in a cost of \$120k

VII. G. Consider a request that the General Service Conference be held in New York City every other year. - Savings of \$200k occurs when GSC is held in Rye Brook, NY.

VII. H. Consider allowing regional service committees to bid to host the GSC for the years it is not held in NYC. - This could realize even larger savings, but requires reconsiderations to Conference Advisory Actions.

VII. I. Consider a request that the Advisory Action delegating site selection for the General Service Conference to G.S.O. management be rescinded. (A 2008 Advisory Action gave GSC site selection to GSO with approval by the GSB.)

NOTE: Article 9 of the Conference Charter states: 9. *The General Service Conference Meetings:* The Conference will meet yearly in the City of New York, unless otherwise agreed upon.

SLIDE 41

In regards to the location of the General Service Conference.....

Suggested questions for your group:

1. Do your group members think it would be best to allow flexibility to GSC date selection by making the Additional Considerations so plans can be changed when necessary?
2. What do your group members think about allowing regions to host the GSC instead of always holding it in NYC or in a state bordering NY?
3. Do your group members think the GSC should be held in NY every other year?
4. Are your group members in favor of putting the site selection in the hands of the GSC and removing it from the GSO staff?
5. What other ideas do your group members have about where to hold the GSC?

SLIDE 42

XII. A. Consider proposal for a new publication, “Unity in Action: Bill W.’s General Service Conference Talks, 1951 – 1970” (working title).

This item is being considered to create new pieces of literature to sell.

Suggested questions for your group:

1. Do your group members think they would buy a book of Bill’s Conference talks?
2. Are your group members aware that each Conference has Keynote Addresses? Do they have any interest in the talks given at each Conference?
3. Do your group members have any other ideas for new AA books?

SLIDE 43

VII. D. Trustees’ Public Information Committee Report on the Usefulness and Relevance of Public Service Announcements.

Are PSAs still a relevant tool? View them at: http://www.aa.org/pages/en_US/videos-and-audios

Suggested questions for your group:

1. Are members of your group familiar with AA’s PSAs?
2. Were any members of your group attracted to AA by a PSA?

SLIDE 44

V. A. Discuss the spiritual value of Grapevine and La Viña in carrying the message of Alcoholics Anonymous.

- Spiritual parity is currently interpreted as publishing La Viña in the same format as Grapevine.
- La Viña has historically not engaged enough subscriptions to pay for itself in the enhanced format.
- Budget shortfalls are assumed by the income of AAWS and GSO and, when required, the Reserve Account.
- Allowing Grapevine/La Viña staff to adjust publishing formats allows them to make immediate decisions that work closer to budget.

SLIDE 45

V. A. Discuss the spiritual value of Grapevine and La Viña in carrying the message of Alcoholics Anonymous. (Continued)

Suggested questions for your group:

1. What do your group members think of the spiritual value of GV/LV in carrying the message?
2. Do your group members think there is a need for spiritual parity in the publishing formats of LV and GV?
3. Should GV/LV staff have the Right of Decision to publish in a manner that allows them to come in at budget?
4. How many members of your group subscribe to GV or LV?
5. Is their GV subscription hard copy, online, or both?
6. Do they like the idea of the phone app?

SLIDE 46

V. C.Reconsider the 2004 Conference Advisory Action on outside sales.

- 1983 Advisory Action area service structures can distribute GV/LV thru outside agencies
- The 2004 Advisory Action excluded outside agencies in the avoidance of affiliation.
- Now, GV/LV is asking for latitude to enlarge outreach to larger more diverse populations outside outside the scope of the Grapevine Board.

58.6% of treatment admissions in 2013 had alcohol as a primary problem.

Suggested questions for your group:

1. What do your group members think of allowing GV/LV to engage subscribers outside of the Fellowship?
2. How would this align with attraction vs. promotion?
3. Should GV/LV staff have the Right of Decision to manage their publication in a manner that allows them to come in closer to budget?

1983 Advisory Action allowed area service structures to decide if outside agencies could distribute GV/LV.

The 2004 Advisory Action sought to clarify the 1983 Advisory Action by excluding outside agencies in the avoidance of affiliation.

Now, GV/LV is asking for latitude to enlarge outreach to larger more diverse populations outside outside the scope of the Grapevine Board. The example in the background is the treatment centers of the medical industry.

From page 16 of GV background:

- U.S. Treatment Industry in 2013
- 1,683,451 Ages 12+ admitted into treatment
- 37.5% of them were for alcohol only;
- 21.1% were alcohol as primary with a secondary drug;
- 58.6% of treatment admissions in 2013 had alcohol as a primary problem.

SLIDE 47

V. G. Discuss ways groups can be kept informed about Grapevine and La Viña when they don't have a subscription to GVR or RLV.

Grapevine/La Viña Representatives As of February 8 2017

About 9% of > 65k groups have GVRs or RLVs

93	Grapevine Area Chairs
5,421	Group Grapevine Reps (GVR)
1,078	District GVRs
519	La Viña Reps (RLV)
21	District RLVs

Suggested questions for your group:

1. Does your group have a GVR/LVR?
2. How many members of your group subscribe to GV or LV?
3. How important is it to your group to support GV/LV?

SLIDE 48

V. D. Discuss AA Grapevine, Inc.'s continued exploration of an **Instagram** account.

Instagram is an online mobile photo-sharing site that allows its users to share pictures and videos either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. (Wikipedia)

Instagram is a visual social network. It is graphic in nature and offers quick attractive options to draw attention to the message. It offers a visual means to publish short announcements with visual images, animated GIFs and news updates that are currently delivered via email.

SLIDE 49

V. E. Discuss AA Grapevine, Inc.'s. continued exploration of a **Facebook** page:

- Worldwide there are 1.79 Billion monthly active Facebook users.
- 1.18 Billion people log onto Facebook daily.
- On average the “like” and “share” buttons are viewed across 10 million websites daily.
- 50% of 18 to 24-year olds go on Facebook when they wake up
- Ages 25-34 - 29.7% of Users

SLIDE 50

A public Facebook page as an official site has a variety of out reach purposes

- Share content, announcements and updates
- Public information about AAGrapevine, Inc.
- Carrying the message to potential alcoholics and friends of our fellowship

A private or secret Facebook page for just the Grapevine/LaViña fellowship

- Avoids the concern about breaking anonymity

Responses to the Trustees' PI Committee's call for sharing shows our members are:

- Active use of secret Facebook pages
- Actively exchange of information about service or recovery

SLIDE 51

V. F. Discuss AA Grapevine, Inc.'s exploration of a **Google for Non- Profits** account.

AND

VIII. E. Implementation of a Google for Nonprofits account.

Initial review of terms and conditions found nothing in direct conflict with AA Traditions.

Two tools that will improve search placement results to carry the message:

1. YouTube Nonprofit Program

- Share our video content more broadly in a contemporary medium
- Meaningfully improvement to our search engine optimization.

2. Google Ad Grants

- May further improve our search engine optimization.
- Discussion within the Fellowship is required because Google will use video access info to serve them with advertisements.

A 2016 GSC Advisory Action requested an implementation plan for a Google for Non-Profits account for carrying the message of A.A. to the public be developed and brought back to the 2017 Conference Public Information Committee for review.

These two offerings were determined to be the most relevant and beneficial in improving AA's search placement results and in carrying the message. Initial review of terms and conditions by the subcommittee found nothing in direct conflict with Traditions.

The YouTube Nonprofit Program

The impact of this tool alone in communicating AA's message is so strong that the sub committee recommends implementation as soon as possible.

Implementation plan for a YouTube Channel for AA GSO to provide videos and PSAs to the general public– share content more broadly in a contemporary medium. Comments and ratings function can be disabled. Will allow AA to house video content in a single location, offering local service structures and Intergroups the ability to embed our video content directly into their local websites. This linking of content and websites will increase the search rankings of all the sites involved and improve organic search results for all.

Through the YouTube for Nonprofit Program, G.S.O. will be able to set up a channel to play our video content on YouTube, and can tag its channel with all of the keywords its users are likely to use to search for AA content or to stop drinking.

The Google Ad Grants tool may further improve our search engine optimization, but warrants additional discussion within the Fellowship before implementation due to Google advertisements.

A legal review of these terms and conditions illuminated the biggest concern for AAWS is going to be the fact that Google will use information about the videos that users are watching in order to serve them advertisements.

If you'd like to see the terms and learn more about the review and set-up, please contact Jane via email for an electronic copy.

CONTINUE RESEARCH and DISCUSSION: Ad Grants tool improves search engine optimization. Provides funds given to non-profits to bid on placement and search terms to enhance search results and rankings. Google Ad Grants provides a \$10,000 monthly grant of bids towards keywords assigned to the non-profit websites.

SLIDE 52

V. F. Discuss AA Grapevine, Inc.'s exploration of a Google for Non- Profits account. VIII. E. Implementation of a Google for Nonprofits account.

Suggested questions for your group:

1. What do members of your group think, in general, about AA moving to social media?
2. Do members of your group think using YouTube for AA videos improves 12-Step work?
3. What concerns do members of your group have about Google attaching advertisements to those who access AA videos?

SLIDE 53

VIII. F. Review report from the trustees' Public Information Committee on the Implementation of a **Twitter** account.

Twitter is a network where members and content providers broadcast 140-character messages called **tweets as:**

- Stand alone messages that can link to a website or video
- Images, videos, or hashtags thinking to related tweets

First and foremost it is a discovery tool for quick and easy access to news and information on subjects of interest.

- Predominately accessed on Mobile Devices
- Accessible on desktop

Twitter can reach 300 million users monthly to tell them what AA is and what AA is not.

SLIDE 54

VIII. F. Review report from the trustees' Public Information Committee on the Implementation of a **Twitter** account.

Twitter can reach 300 million users monthly to tell them what AA is and what AA is not.

Proposed plan calls for **PUBLIC** option.

- Tweets appear in reverse chronological order—the newest tweet first
- Can embed our tweets into AA.org homepage and allow districts and areas to do so on their websites
- Individuals can choose to follow or subscribe to aAA.org's tweets
- Subscribers can share or re-tweet our tweets
- Anyone can quote our tweets with their own message as a preface
- Any followers of those who re-tweet our messages, would be able to see the retweets and then retweet it
- If aa.org has objection to a particular retweet or quote, we can ask the follower to delete it

SLIDE 55

VIII. F. Review report from the trustees' Public Information Committee on the Implementation of a Twitter account. (Continued)

Suggested questions for your group:

1. What do your group members think about AA using social media to provide information on what AA is and what AA is not?
2. What concerns or questions do your group members have about AA having a social media presence?

The GSC agenda items are assigned to the Conference committees listed on the previous slide. As your delegate, I have communicated with the standing committees chairs of each of our standing committees to provide them with the background information on the agenda items assigned to their corresponding Conference Committee. I have asked for their participation in these items. I also ask that they watch for the report from the 2017 GSC to learn the Advisory Actions and Additional Considerations for their corresponding committee. You will notice that many agenda items take two or more years to be completed by the Conference. The participation in this work by our area's standing committees helps to bridge our local work to AA as a whole. The two-way communication allows our local work to be shared in the form of submitting GSC agenda items, sharing how we have solved problems being experienced by other AA areas, and getting help from other areas that have solved problems that are brought to our attention.

This 12-Step work needs to be communicated to the groups we serve in order for them to understand our legacy of service.

SLIDE 56

IB. 3. Discuss suggestion to update the pamphlet "Understanding Anonymity." (P-47) http://www.aa.org/assets/en_US/p-47_understandinganonymity.pdf

Copyright 1981; revised in 2011

Suggested questions for your group:

1. Is this pamphlet ready to serve the Fellowship's use of social media?
2. Are the talking points about Tradition 11 clearly stated?
3. Does this pamphlet cover both the spiritual and the practical of Tradition 12?

SPECIAL ATTENTION TO 2016 LITERATURE COMMITTEE AGENDA ITEMS

These pamphlets will be reviewed at the 2017 GSC. The Conference **Literature Committee** will be the first to review the drafts and, if they accept them, they will send them to the Conference floor. That will be the first opportunity for all delegates outside of the committee responsible for the item to review the draft. If any of your group members have any specific items they want removed or inserted into any of these pamphlets, please let me know. I can review the draft for their suggestions.

D. "Young People and A.A." Pamphlet

E. Review revised **draft** pamphlet "A.A. for the Woman."

F. Review revised **draft** pamphlet "Finding Acceptance: A.A. for the LGBTQ Alcoholic" (formerly titled "A.A. and the Gay/Lesbian Alcoholic").

- G. Review **progress report** on the development of literature for alcoholics with mental health issues and those who sponsor them.
- H. Review **draft** sample illustrations and corresponding revised text for the pamphlet "The Twelve Traditions Illustrated."

GRAPEVINE / LA VINA

2017 Pre-Conference Grapevine/La Vina Agenda Items A B & C

By: Alt. Chair T. Joel M.

Agenda Item A - Spiritual Value of Grapevine and La Vina

Bill W. had collaborated with others in writing our big book and between 1944-1971 also published approximately 150 articles and editorials in the Grapevine, including two sets of essays introducing the Twelve Traditions. First published in June of 1947 the AA preamble was written by a Grapevine editor. It was the conference that recognized the International Journal of AA that was popularly known as "our meeting in print" Grapevine is the current voice of the Alcoholics Anonymous movement.

Grapevine's primary purpose is to carry the AA message to everyone through its magazine, websites, and related items. It reflects the experience strength and hope of its members and friends on topics related to Recovery, Unity and Service. Reflecting the experience of AA members and principles of the program, the Grapevine is a beacon of hope for alcoholics world over, lighting the way to recovery and a full sober life in the fellowship of AA.

Bill W. stated in Oct of '59 "The kinship of having suffered severe alcoholism was often not enough in itself to cross all barriers; our channels of communications had to be broadened and deepened" In 1995 There was a request for a Spanish edition and The General Service Conference endorsed the plan for a new magazine called La Vina which echoed the English magazine. La Vina published its first magazine in 1996 and today it's an extension of the Grapevine, Inc. Grapevine/ La Vina is our journal that is always of service, never dictates or commands. 'May its rays of hope and experience ever fall upon our AA life and perhaps one day illuminate every dark facet of the alcoholic world.'" These were Bill's words in the first Grapevine issue.

Grapevine and La Vina has significant value in helping to carry the AA message through our unique platform. This has an enormous spiritual value in representing AA to newcomers by the shared experience of our current fellowship and AA as a whole.

Agenda B - Reconsider 2010 advisory action re: La Vina

The Committee recommended that La Vina achieve spiritual parity with the Grapevine. Grapevine Corporate Board proceeded to gather information and had to develop a business plan to have a Spanish edition that was presented to the Trustees Finance Committee. Funding was approved for up to 5 years from the General Service Board with a starting cost of \$84,000 for the 1st year. In 1996 the first 64 page Spanish magazine known as the La Vina was printed and to run on a 5 year trial basis. La Vina continues to be produced by the AA Grapevine and General Service Board as a service to the fellowship meanwhile utilizing Grapevine resources in order to achieve its success in production and distribution. Publishing a bimonthly, black and white and 68 pages which an additional estimated costs of \$21,400 per year beginning in 2011 followed by a year end review and assessment which the results and were brought to the Conference Committee of the AA Grapevine with its contents being of primary importance, Therefore, La Vina began immediately to encourage the increase of submissions, subscriptions in moving towards to being self-supporting like the Grapevine. It was thought to be a poli-

cy matter and publishing which the editor has the right to choose its story to be published.

2010 there was an office report in response to the policy of publishing La Vina on parity (equal) basis with the AA grapevine. The staff recognized the value of La Vina in the Spanish Community as a twelve step tool and proposed to keep it bimonthly, 64 pages and in full color. Also, recommends in keeping the frequency until the circulation has a chance to grow more and be sustainable in response to the magazine improvements.

Letters and Emails were written to the conference in regards to 2010 advisory action. A delegate from Area 14 Panel 65 writes in regards to the motion presented by Vivian F. recommending La Vina no longer be held to meet spiritual parity with the Grapevine and to consider current financial status of losses due to the 2010 spiritual parity action therefore, it should be removed in order to allow the Grapevine to reduce LaVina expenses and continue providing this necessary service. Also, Woody R writes how the conference action limits the Grapevine's right of decision in how each magazine is published so that it can come in on budget.

A-

Agenda Item C - Reconsider 2004 Advisory Action re: Outside Sales

In 1983 the Advisor making the Grapevine available to outside agencies is left for area service structure to be handled in the spirit of autonomy.

2004 committee recommended the allowance of the widest distribution of Grapevine and La Vina to all purchasers while guarding against any afflictions with outside enterprises. Based on Subscriptions issued only by AA Grapevine, Inc. or Alcoholic Anonymous trusted servants directly and adopted standardized sale practices and pricing structure. This is to clarify the 93 advisory actions that the Grapevine Board not actively in pursue the placement of Grapevine materials in commercial (non-AA) outlets.

A 2016 committee member expressed how this limits creative thinking and leaves possible opportunities for introducing AA to larger and more diverse populations outside the scope of the fellowship. The Grapevine Board believes in order to effectively meet goals presented in the strategic plan, such as identifying new places and audiences to bring the AA message of hope or sustain financial viability to the operating corporation, we need the freedom of decision to expand where GV is made available for distribution.

Agenda Item D: Discuss AA Grapevine, Inc.'s continued exploration of an Instagram account

The benefits of using social media:

- We can be seen and found by 274.1 million U S social network users. Add another projected 40 million to that in 5 years.
- We would be using current means of communicating information that 98% of Charities and non-profits use today.
- To be able to use survey and polling tools, message boards, updates, groups and reviews to find out what our members like and don't like.
- Updates and other media content allow for a higher ranking which can help us to be found online.
- Offering the easiest way to reach those who might be interested in getting information.
- Using an already popular website and creating a profile helps with Search Engine Optimization (SEO).
- The cost is free.

A 2014 Marketing Research survey showed that of those who responded, the percentage of participation in the social media sites and tools used by Charity and Non-profits are:

- YouTube 97%
- Facebook 92%
- Twitter 86%
- Pinterest 72%
- LinkedIn 57%
- Google + 52%
- Instagram 50%

What is Instagram?

Instagram is an online mobile sharing site allowing its users to share pictures and videos publicly or privately on the app as well as through a variety of other social networking platforms such as Twitter, Tumblr, Flickr, and Facebook who recently acquired Instagram.

It's a visual social network, graphic in nature and offers quick attractive options to draw attention to the message. It offers a visual means to publish short announcements with visual images, animated GIFs and news and updates delivered via email.

As a platform Instagram continues to grow in popularity and offers high engagement rates with posted messages. Its simplicity offers a way to carry the message to potential alcoholics or those seeking information in an engaging and attractive way.

Instagram's statistics:

- Roughly 79 million North American active users
- It is the second most engaged network after Facebook
- 30% of internet users are now on Instagram
- 90% of users are age 35 or younger
- One third of Instagram users have used their mobile device to purchase a product online making them 70% more likely than non users
- 32% of teens list Instagram as their most important social network more than any other.
- By this year it is predicted that 70% of brands will be on Instagram
- Outside of China, almost 50% of Instagram users conduct product research on social media

Hashtags### It's the pound sign on your phone. It is a way to categorize content on social media. It makes your content discoverable and allows you to find relevant content from other people and businesses. The hashtag allows you to connect with and engage other social media users based on a common theme or interest.

Agenda item E: Discuss AA Grapevine, Inc.'s continued exploration of a Facebook page

Facebook is an online social media and networking service accessible through desktop and laptop computers, tablets and smartphones via the Internet and mobile networks.

There are multiple types of Facebook pages.

- Basic user profile: personal pages where "friends" can build social networks and share information, events updates and photos. It is considered to be bad faith to use a basic profile page for business and promotion.
- Business or "fan" pages: a "fan page" is created to showcase any aspect of a business. It is free and is separate from Facebook advertising. Businesses can disable commenting. A blue checkmark signifies that the business, non-profit, brand, media company or public figure is verified and confirmed by Facebook. Both Facebook users and Non Facebook users can view Business or "fan" pages that can be used to link to and from company's websites, publish newsletters, and to post updates and announcements relating to the enterprise. By consistently updating business pages, users can remain informed and current. Business pages that do not disable comments allow a user to "like" or comment in a "post." That information is automatically posted to the users Facebook feed, updating their friends and in turn increasing visibility online.

Facebook's statistics:

- As of April 2016, Facebook was the most popular social networking site in the world based on the number of active user accounts
- Worldwide there are 1.79 billion monthly active members, and 1.18 billion daily active users increasing by 16% -17% each year.
- Facebook users are active and consistent in their visits to the site making them a promising audience for engagement efforts.
- There are 1.66 billion mobile active users as of 9/2016. This number increases by 20% each year.
- The "like" and "share" buttons are viewed across 10 million websites daily
- 29.7% of users are age 25-34
- 50% of 18-24 yr. olds go on Facebook when they wake up
- 300 million photos are uploaded daily
- Average time spent visiting Facebook is 20 minutes
- 50 million businesses have Facebook pages
- 42% of brands report that Facebook is critical to their business.

Sources: Facebook as of 11/2/16 and eMarketer, 2012

Potential application for Facebook:

- 1) Facebook could offer AA Grapevine, Inc. a variety of opportunities from an official public page for outreach purposes or a private Facebook page for Grapevine and/or LaVina to create online fellowship opportunities mirroring the secret groups that have been growing regionally.
- 2) Based on information gathered from the fellowship, the most popular format is the secret Facebook page. Think of a closed meeting. Groups are using those pages for fellowship and for sharing. They exchange information about service or recovery. Some hold hearing impaired meetings. Secret pages offer an opportunity for alcoholics to engage with each other without concern about breaking one another's anonymity.
- 3) A public page could act as a place to share content, announcements and updates. It's a place to share public information about AA Grapevine, Inc. and Alcoholics Anonymous. A public Facebook page would offer Grapevine Inc. a platform for carrying our message and connecting with potential alcoholics and friends of our fellowship who could benefit from our magazines, books and content.

Agenda Item F: Discuss AA Grapevine Inc.'s continued exploration of a Google for Non-Profits account.

Google for Non-profits is a Google program: a menu of free services to all eligible non-profit customers to help them be more successful with their humanitarian mission. Non-profits may use one or all of these services as they see fit. There are some advantages to the full suite of tools offered by Google for Non-Profits.

Grapevine is suggesting we look at 3 main tools in 2017-18 for possible recommendation: G-suite for non-profits, YouTube for Non-Profits, and Google Ad Grants.

Grapevine already uses Google analytics for its website. Google for Non-Profits could help with using vast amounts of data available to make decisions on how we develop and improve our website and future offerings which is currently underway with the Grapevine.

G-Suite for Non Profits is a set of business apps and tools offered by Google that could be useful for Board work and beyond.

- Communicate through a custom domain via Gmail
- Collaborate using Google Docs
- Keep data safe and secure with 30GB of storage space
- Google calendar and video conference calls for up to 25 people.
- Get 24/7 support by phone, chat and email.

Video is key to getting our message out in a world with short attention span and little inclination to read. Video content will be of great importance in succeeding in reaching farther out into the masses of the potential alcoholic and the future Grapevine audience. The ability to share video from a single source is a big first step towards increasing the reach of our message.

YouTube has over a billion users. Every day people watch hundreds of millions of hours on YouTube and generate billions of views. YouTube alone reaches more 18-49 yr. olds than any cable network in the US.

The YouTube Non-Profit program will allow us to house our video content in a single location, and offers the local Areas and Intergroups the ability to embed our video content directly into their local websites. This linking of content and websites will increase the search rankings of all the sites involved and improve organic search results. As we continue to develop the website utilizing a video player with embedded YouTube videos, we will amplify this connection while offering a more attractive video experience. It would allow us to track usage and views for each individual piece of content in real time to gauge its effectiveness. YouTube is an opportunity for “Organic” search optimization. Organic in this context means naturally occurring and therefore free.

Google Ad Grants: Grapevine will require its own exploration by the Corporate Board. Grapevine’s use of such tools must be in line with its obligation to be fully self- supporting through the sales of its magazine subscriptions and other content. The potential use of Ad Grants or paid Ad Words requires more research and report back keeping in mind that Grapevine strives to live into the goals set forward in the General Service Board’s Strategic Plan.

Search Engine Optimization (SEO) is an attempt to improve the search rankings of a site in order to allow their content to appear at the top of a page of results when related terms are searched. Google displays pages it considers relevant and authoritative based on the number and quality of links from other web pages, and by use of the material as a response to the term searched.

Ad Words is a paid alternative to an Organic Search. It allows an organization to bid on key search words so that when a user puts them into the search box, their website and info appears at the top of the page. It would guarantee that links to aa.org would appear in the paid box at the top should the key words we bid on be used. Ad Grants is an offering from within GFNP. It is a \$10,000 grant of bids toward keywords that might trigger aagrapevine.org to appear in the search result at the top. This is how TV stations donate airtime for Public Service announcements so it is not new to the Grapevine.

Grapevine’s exploration would need to include a detailed review of both possibilities. Participation in GFNP would not require that we accept Ad Grant, nor would we necessarily recommend it. We do recommend pursuing a thorough exploration of both paid Ad Words and the potential implications for utilizing Ad Grants.

Potential applications for GFNP :

- Create YouTube channels for Grapevine and LaVina to broadcast stories, “How to videos” and announcements.
- Grapevine and LaVina may receive Ad Words at no charge to assist visitors in locating the aagrapevine.org website on Google.com through keyword targeting
- GV may be able to qualify for a special edition of G-Suite at no charge.
- **Analytics-** something GV is already using and allows for a deeper understanding of the customer experience. Improve engagement across aagrapevine.org and apps, and provide a total view of how visitors interact with us and to customize to specific needs.
- GV/LV may bring stories to life with custom maps and global location data such as within our Regional pages online.

G. Discuss ways groups can be kept informed about Grapevine and La Vina when they don't have a Grapevine Representative (GVR) or La Vina Representative (RLV)

How to keep group informed about Grapevine and La Vina they don't have a GVR or RLV.

1. Keep a supply of the Grapevine Pamphlet (P-52) titled AA Grapevine and La Vina
2. Suggest a subscription of the Grapevine Magazine for the group
3. Keep a supply of the Grapevine Catalogs and subscription cards
4. Inform members about the Grapevine Website at aagrapevine.org
5. Go to the website, click on the GVR/RLV tab and sign up for the monthly newsletter that tells about editorial calendars, upcoming releases, current issues, new applications and programs.
6. Lead a meeting using a grapevine article, book or Quote of the Day

How to get a GVR/RLV for your group

1. ASK if anyone would like to be of service
2. Display these flyers:
3. Become a GVR/RLV
4. Why should I become a GVR/RLV
5. What does a GVR/RLV do?
6. Invite the Grapevine committee to visit your group

All of the above information can be found in the

1. GSR Manual, Chapter 12
2. GV Website which includes the Handbook and the Workbook
3. GV Committee Meetings: meets at AA Central Office on the 2nd Sunday of every month at 1:30 pm.

For more information, please come over and visit our Grapevine Display Table at Area Assemblies and Area Events

Agenda Item H: Consider the list of suggested Grapevine book topics for 2018 or later.

AAGV items are published for several reasons:

- 1) To carry the message of Alcoholics Anonymous through stories from members and friends of the fellowship
- 2) The fellowship requests and appreciates this format
- 3) To continue to work toward self support.
- 4) GV items provide a service to the Fellowship by making GV and LV articles available in a wide range of formats: print, audio and digital.
- 5) They introduce subjects through these anthologies to those who are unfamiliar with them helping to deepen a member's understanding of the Steps, traditions, and history of Alcoholics Anonymous

This year each title is for a LaVina book.

1. Stories of Recovery from Hispanic Women in AA (working title)

Previously published in LV magazine, a selection of stories written by Hispanic women in AA, sharing their experience in AA.

2. Writing Together: Stories from LAVina Workshops

Hispanic AA members share their experience, strength and hope in these stories extracted from LV magazine.

3. Carrying the Message to the Alcoholic who Still Suffers (working title)

A collection of LV stories about carrying the message to institutions.

For each LaVina book title:
 Softcover: approx. 120-180 pps
 Projected unit cost including printing and design:
 \$2.50 per book (10,000 piece print run)
 Price \$11.50

eBook
 estimated project cost: \$2,000.
 Price \$10.50

Grapevine Agenda Item I

Summary of Audio Project

- Started in 2012, story collecting began in 2013
- Cost per month: \$31.99 (11.99 /dial in phone service, 20/ audio editing software). Cost per year: \$383.88

Story collection results per year:

	2013	2014	2015	2016
total stories	87	210	252	639
stories collected that year	87	123	42	387

- Stories have been submitted by individuals who have called in to record their stories or sent files in on cd. Stories have also come from individuals who have recorded their story at “Record Your Story” workshops at ICYPAA events and other events and Audio get-togethers.
- Information on the Audio project – how to record your story or how to host an Audio get-together for your group or for your event is available at aagrapevine.org/audio-portal
- The Grapevine board is discussing various plans to offer audio stories Through the Grapevine app:
 - On the Grapevine site as free content
 - Through 3rd party vendors at prices similar to other online audio offerings, currently \$1.30-\$1.75 for single tracks and \$9.99 for compilations
- Audio book business continues to grow – unit sales increased 10%. Publishers are producing more audiobooks as downloads. The total number of audio books being published doubled in the past 3 years. Audible (www.audible.com) is an example of this growth – offering more than 100,000 audiobooks, newspapers, magazines, radio shows and original programs.