

**Approved World Board Minutes**

**19-22 October 2011**

JAN - 7 2012

BY:

**Wednesday 19 October**

**Present:** Franney Jardine, Mark Hersh, 'Odilson Gomes Bras Junior, Mary Banner, Ron Blake, Ron Hofius, Ron Miller, Jim Buerer, Tonia Nikolinakou, Paul Craig, Arne Hassel-Gren, Iñigo Calonje Unceta, Piet de Boer, Tom McCall, Sharon Harzenski-Deutsch.

**Staff:** Anthony Edmondson, Eileen Perez and Becky Meyer

**World Board Sharing Session**

The Board met in a sharing session after which the Board meeting was opened with a moment of silence followed by the serenity prayer.

**WCNA 34 Update and feedback**

The process of reconciling WCNA is about 90 days. We can, however, say that as of October 17, believe we will show a slight profit but more will be revealed. Overall we had a little over 13,000 registrations purchased.

People are now shopping by price, looking for less expensive accommodations and no longer loyal to using our room blocks with the hotels.

We have merchandise left over and we will sell that also. Our previous experience is that we just don't sell enough merchandise after the event to make much of a difference.

We overwhelmingly received positive feedback. Those that didn't register didn't come. So in one aspect this is positive, but on the other hand we eliminated that possible income. It should be considered a success for the first attempt at such a radical change in the event.

- There were many that were only able to come for a day or two and they wanted to pay a different (less) dollar amount.

Anthony responded that this was an experiment in San Antonio and those that came Friday evening and had no events to attend were extremely upset because those that came Saturday paid much less. Whether someone is only coming for one day or not, the cost to put on the convention is still the same and we have to plan accordingly when putting on a registration required event.

- We need to do much better communicating about onsite registration; many were not aware we would have onsite registration. Also aware of many members that used other travel sites to make arrangements for San Diego.
- Is there a way to rescale and create packages as the event gets closer?
- Response: packages have only been used when we are outside North America. Usually we get a certain amount of room blocks and as a result receive free meeting space. We also don't automatically burden ourselves with transportation if the hotels are spread out. Believe the idea of packaging could be looked at and possibly worth pursuing depending on the event.
- Suggest the World Board be more involved in the details of planning of the World Convention.
- Wondering if the Board can have a more holistic discussion about WCNA and create a document that spells out what everyone here is saying. Think we may want to let the fellowship know what it takes to put on a convention, the cost, believe many would like to hear the Board's WCNA discussion.

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

- A Board member pointed out that we are not talking about a convention that lost money, if anything the convention paid for itself and we gained a bit. We do have a room block issue but this is in the process of being worked out without a reasonable loss. Understands that in a room full of people there will be some that say it's not worth all the work, etc. but to him the fellowship is really worth it and that we make a great impact in communities. We need to think differently on how we provide guidance, etc.

### **Philadelphia**

Our experience in San Diego will have an impact in Philadelphia. We are traveling to Philadelphia in November and will be working to compress the room blocks which will affect hotels giving us meeting space.

No further questions or comments.

### **Social Media SP**

Social Media input deadline is 31 October. A few fellowship comments need to be discussed by the Board and once there is agreement on the pamphlet it can be added to the CAR mailing.

- Suggest that we take the line about board approved and put on back of copyright page, which means we would publish this on all service pamphlets. This will also address the regional proposal.
- Edits to draft made and we will mention that this is our best thinking at this time and that the draft may change.
- We will begin adding dates to the versions.

The Board had no objection to adding a generic statement as an intro and sending out to the fellowship in final form in the next conference mailing.

### **Begin Discussion of Conference Agenda Report (CAR) 2012**

#### **Living Clean**

We talked about framing all of what we have learned about capturing the fellowship's voice in the review and input process and include that in the *CAR* along with the essay.

5,000 copies of the Living Clean draft sold and of that 500 sold at convention. People really seem to love this book and looking forward to its publication.

No objections: to including the Living Clean essay and it will precede the motion in the CAR. This will be given to the World Board again before going out in the CAR.

### **Service System Resolutions and Proposals**

Resolution 1 will be reworded.

In drafting the proposals we paid careful attention to creating something that everyone understood and that it flowed; sequence: system, purpose, process and then structure.

The Board discussed using either geopolitical or geographic in Resolution 7. Some felt geographic with an explanation would be best suited and others thought geopolitical was more accurate. Travis added that no input saying they (fellowship) are confused has been received so the only thing we are trying to decide here is what we call it. No objection: everyone agreed with geographic.

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

The Board went on to talk about rephrasing, possibly splitting paragraph on the points on boundaries, collaborative and self-determination, providing more in-depth discussion regarding word 'resolution'. Maybe breaking down into small declarative sentences and/or bullet points in the front to help point out and/or explain Resolution 7, no objection: Travis will revise and send this out to the Board and Resolution 7's position will not change.

### **Composition of the next group**

We are going to speak to Jim about writing something concerning the next steps of the Service System. This may mean that the Board may be the group that takes on the next step of the Service System work, with others as a focus group(s) to help along the way.

We will continue discussion of CAR items tomorrow, Thursday. The meeting ended at 6:00pm for the day.

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

**Thursday 20 October**

**CAR 2012**

### **Discussion of contents of 2012 CAR (there will still be an email review following this meeting)**

#### **Living Clean**

Brief recap of yesterday's decision: we agreed on framing all of what we have learned about capturing the fellowship's voice in the review and input process and including that in the CAR with the essay.

#### **Service System Resolutions and Proposals**

Yesterday we discussed Resolution 7 and changing the word to either geopolitical or geographic and the body decided on geographic.

Also agreed with revising Resolution 1 and 7, went on to talk about changing Resolutions 7 position and possibly move up but decided to leave as is. No other comments.

#### **Straw polls**

The Board agreed with the straw polls as written going in the CAR.

#### **Resolution 7**

Resolution 7 brought up for more discussion because after the meeting yesterday a few Board members shared believing the fellowship will be confused with Resolution 7 because it bundles two distinct issues (boundaries and who determines). Suggestion is to possibly separate the issues. However, after more dialog, the board agreed that separating is not possible as both are needed to create the system.

The Board had no objection to leaving Resolution 7 and instead develop a message on how we can best carry the message. Include something that points out that it's not about control and bring more in about the Traditions. Pointed out was that page 89 has a lot of what we are talking about.

No further issues on resolutions or straw polls.

#### **Proposals**

The proposals are what the current vision for this work. Changes on the first page explained. This work is what will be carried on by next group (World Board) and not being voted on. No objection: this will be better explained in the essay. We will also point out that however the work is accomplished, the responsibility for the next steps are with the Board.

#### **FIPT Related Motions**

##### **CAR essay on FIPT motions**

EC had several suggestions about changing things, like all of the motions are changed to allow the World Board to approve and specify to whom it's delegated to. Where it says copy edits on page 6 we are really talking about corrections. The other change is that we now say electronic or digital instead of eversions throughout the document.

On the bundling or repacking of the fellowship's approved literature without changes to the text, we really think there is value added in this and it's okay if the conference doesn't agree. We are

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

discussing NA material and there will be advance notice allowing the fellowship to stop if that is what they want.

- We need to always be open to meet the needs of our fellowship and to meet the financial needs to continue to carry the message. This is also about delivering material in the form that literature is digested.
- This will bring to the front the financial model out on the table and our dependence on the sales of literature.

Include this as an agenda item for the next RSO webinar

### **Regional Proposals and WB response**

#### **Proposal A**

**Carolina:** For the fellowship of NA and the WSC to consider a proposal for the creation of written service material dedicated to assisting the members of NA as a whole on (1) how to actively participate in literature and publication projects as well as (2) to have resource material available in providing guidance for the development of literature and publication processes only.

**Intent:** to enhance and broaden fellowship service material for the development, input, and review processes of our printed publication: Informational Pamphlets (IPs), Service Related IPs, Books, Booklets, Service Manuals/Handbooks, Journals, Newsletters, and other written materials for the good of the NA Fellowship.

We want to say yes in some form whenever we can and maybe we can say something like written materials that the fellowship needs and uses might be on our website, we think good proposal see ourselves trying it may just not be a written handbook.

**Board response** Travis will change a sentence to be more specific about money, people and time. Travis has written the paragraph to be more direct.

#### **Proposal B**

**Hawaii:** to produce a book length publication call 'The NA Way: Celebration Edition' comprised of a compilation of articles published in the NA Way.

**Intent:** the publication of a book length piece of literature featuring the selections of messages(s) of recovery illustrated by already reviewed and published articles contributed by members to the past 30 years of recovery in the NA Way.

**Board response** will include something on us just having done a literature survey and prioritizing the strongest literature needs first, also remove a workgroup in the 2<sup>nd</sup> sentence.

#### **Proposal C**

**Tejas Bluebonnet Region:** for Board Approved Literature be clearly marked on front "Service Related Material" and not intended to be read during recovery meetings.

**Intent:** to further make it clear to the fellowship that this is not fellowship approved literature and not intended for use in recovery meetings. We feel that the statement on the back in somewhat small print is not noticeable enough for members who may not know or understand the difference. That although this is explained in the Guide to World Service (GTWS), many members do not read that service handbook.

# Narcotics Anonymous World Services, Inc.

## Approved World Board Minutes

19-22 October 2011

**Board response:** remove the sentence and instead say something to the effect of us supporting the intent of proposal, and here is what we are doing to support that. Also mention that these were designed to look different. We also may reference the history of this. The response will be reworked to be more informative.

### Proposal D

**South Brazil Region:** Those members who wish to receive the *NA Way Magazine* in hard copy format pay a subscription fee to cover the costs of printing and mailing.

**Intent:** to distribute the costs of printing and mailing the magazine in hard copy format among members who wish to receive the magazine in the format rather than having NAWS cover the costs.

**Board response:** correct how the words “recoup” and “recuperate” are being used. Explain how we’ve contained costs and add something that says the *NA way* represents the broadest distribution list we have and we think there is value in its reach so were not willing to sacrifice that.

### Proposal E

**Upper Midwest Region:** Our idea is to revisit the discussion of World Board members no longer having voting status at the World Service Conference.

**Regional Rational:** this thought or similar forms of it have been brought forward in motion form eleven times to world service conference since 1989. Currently there is a change in our service system going on; we are moving toward a consensus based decision making body as opposed to what we currently utilize with motions, pros and cons, but rather ideas, suggestions and proposals.

The fact of the matter is that world Board members vote in new business only. However, the Board members as a whole have made recommendations on what they believe would be best for the fellowship regarding (*CAR*) *Conference Agenda Report* motions; or like what we are trying out this year with notions or ideas, suggestions. It does appear too many addicts that they, the World Board members, have input to the decision making process by offering suggestions to adopt or to not adopt.

We are simply proposing that we collectively, as a world service entity, take a look at this voting process. We offer a suggestion that the Board members no longer have individual votes. We would like to see Board members step up to the leadership position in Narcotics Anonymous and “show us don’t tell us” how to come to a collective conscience and set the example that we can pattern after.

We believe this will lead us to fulfilling the intent of the 2010 committed motion intent that stated “to provide a more spiritual method of doing business.” This motion originated from a group and went to its area service committee and supported by the Upper Midwest Region of Narcotics Anonymous.

**Board response:** would like the Board’s response to reference how many times this has been brought up and defeated. Add that this has been in the *CAR* (11x) eleven times.

Board had no objections with changes made to the Board responses. These will be reworked and sent out again for signoff. No other changes

### Theme for WSC and next cycle

The Board agreed with selecting “Inspired by our primary purpose” as our theme for the cycle and as the WSC theme.

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

### **Literature Survey**

The literature survey is for our internal use only. We will report this information more clearly and include in the *Annual Report*.

We need to focus on what the literature survey tells us and doesn't tell us. Whatever we publish will include labels to assist those that can't see colors.

- Statistician suggested that if we want more than a pulse from the survey, ask yes and no questions which would give a more definitive direction
- Page 31 - there are simply numbers which is easier to read than pie charts. Should we pictorial divide how many want or don't want.
- Page 32 - expressed support for the charts better than the pie charts
- Provide the level of percentages
- We can provide the yes and no with delineations

Reminder we are mandated to create a project plan for a Traditions Working Guide for WSC 2012. Believe there are ways to get feedback for the Traditions Working Guide; we could also try to collect some raw material. The first phase could be done without a workgroup because the Board will be focusing on scope for tradition project. We would frame and gather as much as we can, and draft in about year and a half.

Agreement: A project plan must be drafted for the Traditions Working Guide by January 2012 and because there is a vast array of ideas, we are not clear on what's wanted. Phase 1 of the project plan is to determine focus and purpose.

### **Meeting with Human Resource Panel (HRP)**

Posting or mailing CPR's? HRP is meeting this week as well, Valarie reported the HRP has discussed whether to post the CPR's electronically or mail, and HRP decided it didn't matter, however leaning towards mailing.

Is there a process for letting candidates know their information may be available via a different process? This has been reported in *NAWS News* twice. Steve R also added that HRP will let the nominees know. However, if it is decided to mail CPR's, this process is not really different. The variation is that conference participants have the information longer and they will be asked to bring packet to the conference with them. Steve shared that things electronically are a bit more easily shared so there is a bit more sensitivity.

There was more discussion regarding concern with mailing the packets, while others like the idea of mailing CPR's. Various ideas to protect a candidate's identity shared. After a lengthy discussion regarding the question: to mail or not to mail, the body took a straw poll.

Straw polling on mailing CPR's or sending electronically:

Send via mail – paper: 12	Electronic: 5	Okay either way: 3
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There was no objection to mailing CPR's and telling conference participants that this is an experiment and the first time we are releasing information this and way earlier. Will ask delegates to not copy or share material. This practice will not be repeated if there are any problems.

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

Is there any way to keep track of those that opted out because of this new process of releasing CPRs early or just track why people would not be a part of that process? If the Board wanted to track from the beginning it could be done. An HRP member shared that they talked about people who have said they wanted to be considered getting a notification of this new process.

Nomination process: The Board has made a commitment to the nominees to talk to the conference in a different manner than they have before. Dilemma is that we cannot talk about this till March. World Board committed to giving conference more information about what goes into their process and about why the board put those forth those candidate recommendations. HRP acknowledged already being aware of this.

Explanation of Election Procedures: The question is who needs to give an explanation of Election Procedures to conference participants and when. Should it be done by the HRP in their report or should the Board also talk about this separately and/or with the HRP.

All agree the explanation on voting behavior needs to occur. How does the Board help the conference understand elections and voting behavior? Who explains the reality of the conference participant pattern at elections?

- Some thought the Board should be included in the presentation with the HRP.
- A couple of Board members feared that there could be an integrity issue and seem like the Board is pushing too hard. Conference delegates would think this all falls under the purview of the HRP, not the Board.
- The Board will be presenting their needs, talk about candidates and the HRP and the Board can jointly talk about the cause and effect of behavior at the conference.
- Think the Board should say separately because this issue has to be said with everything else the HRP must say at election time. Think would only help conference participants to better understand
- Can we ask how many they would like to see elected and based on that tell them what they would need to do to accomplish this?
- Believe that many conference participants don't fully understand that if a check mark is not put next to an individual's name that they are voting against.
- Include statistics of behavior in orientation session allowing people to ask questions during the course of the week.
- HRP can discuss the nomination process and the World Board will present behavior at elections information.

All agreed to do in the orientation and this could also be reiterated during the HPR report, and again before elections.

No objection to the World Board talking about voting behavior in the orientation session; the HRP will address process in their report and then again at elections time.

★HRP asks that evaluation for the HRP take place in two different places – no objection from the Board.★

No further comments or questions. Next meeting between the HRP and WB will be in March 2012. The Board meeting ended at 5:30



# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

**Friday 21 October**

**Strategic Planning**

### **The day spent with Jim DeLizia for the second planning session**

Step or session 2 of this process, the connector piece of looking at environment, data and issues and figuring out what it all means

Will go back and review key trends and hammer out what to do. Today we will need to finalize the objectives, and then look at 2014 outcomes, tackling the approaches for 2012-2014. We will also discuss all the approaches to see what needs to stay on and what doesn't.

The trends and issue in the scan are putting more strain on us a causing us to rethink how we do our work.

### **2012 – 2014 NAWS Strategic Planning Draft Issues and Objectives – Version 2**

We are to validate the objectives, have discussion on some of the issues, then deal with outcomes.

#### **KRA COMMUNICATION**

##### **Issue: Relevance of Communication**

Objective 1: No change

##### **Issue: Communication Infrastructure**

Objective 2: No change

##### **Issue: PR/Outreach**

Objective 3: For this cycle we could be more sensitive to the PR area, split the KRA and make internal and external communication. But next cycle, we will need to take a deeper dive of the actual plan.

One change is to take communication and take a further look at this. Decision: restructure the plan as it develops.

#### **KRA FELLOWSHIP SUPPORT**

##### **Issue: Service System Revitalization**

Objective 4: No change

##### **Issue Support to Developing Communities**

Objective 5: No change

##### **Issue NA Group Support**

Objective 6: No change

#### **KRA RECOVERY LITERATURE**

##### **Issue Diversity**

Objective 7: No change

##### **Issue: Literature Development Process and Delivery Methods**

Objective 8: No change

#### **KRA: LEADERSHIP**

##### **Issue: Leadership Development**

Objective 9: No change

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

Issue: World Board Development

Objective 11: No change

### **KRA: Resources**

#### **Issue: Financial Capacity**

Objective 12: Does the focus of our objective need to be more reflective of our environment?

“Survive” “endure” “sustain”. Issue here is financial capacity.

Objective 13: This will be change to say “increase sense of responsibility”

#### **Issue: Resource Alignment**

Objective 15: As we move thru each of these areas have we missed or is there an implication for example as Means Test for PR, technology

### **DESIRED OUTCOMES**

Everyone asked to take their assigned KRA and draft desired outcomes for the next ½ hour.

After lunch the body will start an exercise to discuss approaches.

Review objectives and outcomes (your guidance for approaches)

Review existing approaches (this is laid out in 3 categories, focus on the approaches that are likely to be completed by 2012 and approaches to be carried over or cut out/eliminated.)

#### **2010-2012...**

1. To be completed in 2012
2. To be carried over 2010-2012
3. Clean up, clean out, eliminate ...
4. Determine gaps/needs for new approaches, if any
5. Prioritize new approaches
6. Resource implications, date, background and scan info

### **OBJECTIVES**

#### **Communication**

**Relevance of Communication:** 1. Communication contributed to the success in other KRA's. 2. At local events, fellowship uses our key messages as their focus, 3. Fellowship embraces our key messages

**Communication Infrastructure:** 1. Increased sense of fellowship ownership and partnership with NAWS. 2. Increase financial support. 3. Increase use of feedback methods (i.e. surveys, blogs, Boards, app downloads and webinars), resulting from our delivery methods i.e. e-blasts and Facebook.

**PR / Outreach:** 1. Increase involvement in non-fellowship events (need target number of events), 2. Increased and/or better engagement with treatment professionals, 3. Increased collaboration with local fellowship for their interaction at professional events. 4. Fellowship Development basics

# Narcotics Anonymous World Services, Inc.

## Approved World Board Minutes

19-22 October 2011

### Fellowship Support

**Service System Revitalization:** 1. we will have developed a transition/implementation plan to a service system. 2. An increased number of communities guided and inspired by a vision for NA service.

**Support to Developing Communities:** 1. Improve and diversify means to gain a sharper understanding of the factors influencing community growth as a result more functional and practical support is being provided based on specific local need

**NA Group Support:** 1. Demystify identified complex issues on a local level through increased discussion (e.g. drug replacement, apathy in service).

### Recovery Literature

**Diversity:** 1. Offer service pamphlet on an introduction to NA meetings, introduction to fellowship as an IP. 2. Frame scope and purpose of Traditions workbook, capture service and recovery. 3. Engage fellowship in structured evaluation of existing IP's

**Literature Development Process and Delivery Methods:** 1. Make book length pieces available electronically. 2. Use existing and new technology to do 7.2 and 3; engage the YMF's in action.

### Leadership

**Leadership Development:** 1. Begin a dialog that were are all a part of and working together, that each member has something to contribute to fulfilling our vision. 2. Define and introduce the concept of collaboration as a better method to cultivate leaders.

**World Board Development:** 1. World Board roles, skills, behaviors are clearly defined; WB role descriptions. 2. Board members training specifically on building their consensus and behaviors

### Resources

**Financial Capacity:** 1. a plan and strategy is in place to address trends in fellowship contribution and stem the use of operating resources. 2. NAWS has sufficient resources to carry out its mission. 3. Beginning at the group level, increase the level of fellowship contribution throughout the service system including NAWS. 4. The fellowship embraces the newly approved self-support materials. 5. Understanding of what funding a 'system' means; all the pieces which need to be strong for the whole to be effective in fulfilling the vision

**Resource Alignment:** 1. adequate resources and effective prioritization of resource use are in place to accomplish the mission and goals

### NEW APPROACHES

#### Communication

**Relevance of Communication:** 1. Link the IDT to key messages. This is really #1. Reestablish an effective process for identification and actualization of key messages IDTs for the cycle 2. Improve collaborative process with fellowship using their input to identify key messages and thereby improving their buy in.

**Communication Infrastructure:** 1. engage conference participants in discussion regarding creating NAWS Facebook. 2. Use interactive technology to encourage/promote dialog w/fellowship about key messages (e.g. webinar, facebook, e-blasts). 3. Create mobile app and mobile website. 4. Enhance NAWS involvement in zonal forums to reach grassroots (see carryover approach)

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

**PR / Outreach:** 1. Develop "FD/Outreach Basics." 2. Develop white paper that addresses DRT's and pull PR Bulletin #29. 3. Develop PR campaign "this is the face of NA"

### **Fellowship Support**

**Service System Revitalization:** 1. Develop a template to gather information from communities who are implementing parts of the proposals to help determine the effectiveness of the idea and challenges to implementation.

**Support to Developing Communities:** 1. Consider cooperative relationship with entities such as that may help us identify communities that could benefit from affordable FD efforts. 2. Identify the facts/data about existing communities that if tracked could provide the World Board with greater insight and assist decision making.

**NA Group Support:** 1. Increase awareness of existing tools and improve access to them. 2. Utilize IDT to engender local discussion on issues that impact groups.

### **Recovery Literature**

**Diversity:** 1. Conduct a broad review and fellowship R&I (review and input) period of Info to NA Members for inclusion in the 2014 CAR. 2. Frame viable options for a traditions workbook and experiment w/technology options to gather fellowship input 3. Utilize appropriate options (technology and non-technology) to evaluate participation of local member in literature review and evaluate existing IPs.

**Literature Development Process and Delivery Methods:** 1. Pending approval of changes to the FIPT, create enhanced electronic or digital versions of literature for distribution to the fellowship.

### **Leadership**

**Leadership Development:** 1. Utilize current communications tools to engage members in a dialog about the concept that everyone has something to contribute (NAWS News, NA Way, WB Talking Points, discussion Boards, NAWS Updates, etc.) 2. Identify and use 'new' technology, for this purpose (Skype, etc.). 3. Engage existing trusted servants in this process (RD, RCM, and others.)

**World Board Development:** 1. Identify and define: World Board roles, key behaviors, key competencies and skills. 2. Develop World Board member training tools and programs like: membership program, facilitation training, strategic planning process, new Board member orientation, entire Board "re-boot" (initial orientation at the beginning of each cycle.)

### **Resources**

**Financial Capacity:** 1. Develop 7<sup>th</sup> Tradition materials: a group reading card to be used by groups and possibly other materials

**Resource Alignment:** 1. No new approaches

All the information on the wall will go back out to the Board for review and input. Before session 3 we will have a resource assessment.

The meeting ended for the day at 5:00

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

**Saturday 22 October**

**Corporate Responsibilities**

### **Financial Overview of NA World Services**

June financial sent because it is when our fiscal year ends. September financial still being worked on and we are still paying bills from convention. October financials summary were emailed to the Board a couple of weeks ago.

Period to date reviewed. The year ended in a financial positive note with \$466,000 and this is a result of the cost reduction we continue to carry out. The audit will be published in conjunction with the *Annual Report*; therefore, once received, it will be emailed to you. As of August 2011, we have access to \$1.3M in cash and people owe us \$800,000. We are aware that too much time has been extended to those who owe us money. We are working on getting the asset amounts back to our normal dollar amount.

Anthony stated that we will poll all Regional Service Offices (RSO) and ask them what they plan to purchase.

- A suggestion was made regarding Board members visiting the RSO's in their area. Anthony responded that a Board member could visit an office in their area and this would be a way to acclimate themselves with the service offices.

Our literature income and all other expenses are upside down thru Sept 30 but this is not normal. Every monthly snapshot is fluid and if you remember we were here a year ago. We have spent more in the period than we have budgeted for Fellowship Developmental literature by \$50K.

We've just replaced a couple of building air conditioning units for \$6,000 and we will also have to replace one of our servers fairly soon.

Action: Put the Emergency Action Plan (EAP) on Business Plan Group agenda. Bob McDonough is currently working on a draft EAP with a different set of parameters (triggers). This draft will be presented soon.

### **WSC Seating**

The conference policy is for the Board to make a recommendation on those communities who have sent a request in by the 1 April deadline and have completed their forms. We received 5 requests for seating and only Siberia/Far East came in on time and did what they were asked.

This session is about starting the discussion on all the ideas we have about this, like what our recommendation will be, will we consider those requests resulting from a split (conference policy), etc. The board also must decide if they are considering those requests that did not come in on time. All agreed with continuing practice of not considering those that do not meet the Seating criteria.

The issue now is whether the body will recommend seating or not to Siberia. Discussion followed by those that wanted to recommend seating and those that thought seating Siberia, at this time in the middle of structural change, perpetuates the problem. After further discussion, the board decided to straw poll whether to recommend seating or not. Overwhelming majority recommend to not seat

*We can say that at the last conference we recommended the moratorium because we believe that seating a region in the middle of a shift is not the right thing to do, you did not agree with us and we*

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

*understand that. So we come to you with Siberia request to consider and recommend not seating at this time.*

No objection: staff will draft recommendation of not seating Siberia and send to the board.

### **WCNA Rotation**

The Executive Committee (EC) had a dialog about changes to the rotation cycle of the World Conventions be every 3 years with one in the United States and the following outside the US and why. This rotation is based on what is in our best interest at this time but may evolve to be something else in the future.

What seems to be happening is that is that the Narcotics Anonymous World Convention now competes with numerous events that happen every year in NA; this forces members to make decisions about which event(s) to attend. Believe that by making WCNA less frequent, it will become more desirable to people.

In the year that it falls outside the US, we may divert allocations from Fellowship Development (FD) because a large part of it is FD. When outside the US, we would also take less staff which will be doable because we'll be outsourcing more.

A same cycle with the conference would only happen every 6 years and if adopted at the World Service Conference in 2012 change would take effect in 2018.

No Objection: to recommending the World Convention rotation is every 3 years, one in the United States, and one outside the US starting 2018 if adopted in 2012. This will be framed for presentation in the CAR but will be forwarded to the Board for review before that.

### **WCNA Merchandise**

No objection to selling all the left over merchandise for from San Diego (34) and San Antonio (32) for at a reduced price (35%). We will send a notification regarding this and also raise the issue people copying/sharing speaker tapes.

### **WCNA 35 Philadelphia**

Anthony and will be traveling to Philadelphia around 26<sup>th</sup> of November and will focus on compressing current room blocks. He will continue negotiating the currently signed contracts because those contracts signed in 2005 are no longer beneficial to NAWS. We will also contract out a subsection with Conference Direct, who will carry out much of the management implementation details that had been carried out by NAWS Staff and Pool Resources. Some of the Conference Direct resources will be used again but this is the first time we are using a company in the details of planning. No objection with current direction for WCNA 35.

### **WCNA 36 Brazil**

We are having some difficulties because the current pricing structures that we are being quoted are just too high. This means we may have to start looking in our second tier locations within that zone. We are however, really trying to make this work. More definitive information should be known by the January 2012 meeting. Almost no communities outside of the US have convention center discounts available for non profits. This will continue to be a challenge for us.

### **NAWS News**

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

All affirmed understanding that staff will only do a smaller version of NAWS News since there is so much work being done on conference material.

### **Personnel**

Anthony reported on the new employees, Marla Sutton and Kenny O'Neil. No objection to staff including the Board in communications about staff that leave and those that are hired.

### **Farsi Basic Text 6<sup>th</sup> edition**

When we approved the new Translations policy, we knew that there would be communities that would not be able to translate some stories or even all the stories or have situations that are not addressed by the policy. This is the case with the Farsi stories.

Siamak had the whole book translated and then gave the translated material to the Local Translation Committee (LTC) to work on. This is the first translated Sixth Edition coming from a Muslim country.

They are asking permission to create footnotes and omit things, but this must be first addressed and accepted by the Board. These issues are not undertaken in the Translations policy. The manner in which they found a way to get around certain challenges will be great information for others

The issues the Board needs to discuss are:

- *Flower child* means nothing to them so they would need to add a footnote.
- They would like to omit the story *terminally unique transgender*.
- They would like to keep the story "Sowing the Seed" but they would like to remove *Israel*.
- "Atheist" they would like to remove a couple of paragraphs in that story.

No Objection: The board understands and accepts adaptations to the Farsi Basic Text stories. The changes they want to make are not a part of the translations policy; however, the board is comfortable standing before the fellowship on why this was accepted.

### **Production Items**

#### **EBooks**

A standard eBook draft of our Basic Text was received yesterday. Standard format should work in any e-reader. Standard version also means that most principle directors become hyperlinks. In the future we would create an apple and an android version because it is so reasonable to develop.

There are few issues 1) If you press and hold a word it activates a dictionary that is not our definition so we would have to put a disclaimer regarding dictionary, 2) Index also becomes useless 3) e-pub does not repaginate and if we had them paginate it would cost an addition \$4,000.

- Maybe an idea is to send a copy to each delegate to see if there is support for it promising a discussion at the conference.
- We already decided to pull all of our PDFs off the internet; so if we haven't done that, we need to take down and report. We should regularly send a message to remind fellowship of not posting our literature to their site and provide links.
- If we are going to wait until the conference wants really good talking points and if possible would like each World Board member to have a copy of the eBook to show at CAR workshops.

# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

Discussion about selling our eBooks on places like Amazon and the Apple store, the dilemma with the Apple store is that they automatically take 40% and Amazon used to set all prices. We did look on Amazon yesterday and now it seems publishers are able to make their own pricing. We are also considering having our own e-site which is where we would start selling first.

No objection: frame a discussion announcing the intent of eBooks, remove our PDF book length pieces but leave the link that leads to the description of the book from our website and encourage others to do the same. We will start communicating the challenges to fellowship and remind the fellowship regarding publishing our literature.

We can use the *NA Way Magazine* as a way to identify problems, come up with solutions and as an opportunity to talk about the above points.

Ron H has been thinking about developing an *NA Way* article "NAWS\$" and the issue could be about money and what we do with money, our Intellectual Property Trust and tell the fellowship that this is your assets and that it translates and tying into your vision. We need to say this to them more regularly. Ron H will start drafting of this article.

### **Meeting Locator**

We are working on Android and Apple app that is a universal tool bar that allows you to find a meeting. This will be sent out to the technically savvy Board members to check out.

**Vinyl Posters:** Vinyl poster with the vision statement shown and they are very popular.

***Just For Today:*** we are getting close to selling our 2 millionth copy of the *Just for Today* therefore proposing the creation of a special edition that is numbered with a pretty cover. No objection: to pursuing different color covers and numbered edition of the *JFT*.

**Spanish Line Numbered Basic Text 6<sup>th</sup> edition:** we are pursuing once they resolve the issue they are having with editing.

### **March 2012 meeting date**

There was some discussion regarding changing the dates of the March 2012 meeting. A couple of Board members will not be available, if the original date is not changed.

No objection: meeting date changes to March 6 EC and March 7-10, 2011. Will also speak with the HRP and the Co-Facilitators regarding the change date, and possibly location (San Diego)

### **IDT**

Please send any input, changes to the IDT to Eileen quickly.

### **June 2011 Minutes**

No objections to approving the World Board June 2011 minutes once the statement regarding Mark H/candidate profiles removed.

### **Living Clean**

We will send the Board the approval draft electronically. Once we send to the conference, this will be downloadable as well.

Hope to have approaches for cover design and size by March 2011, once the book is ready for production suggesting that we do a first edition of the Living Clean for about \$35.00.



# **Narcotics Anonymous World Services, Inc.**

## **Approved World Board Minutes**

**19-22 October 2011**

### **Action Item List / Project Idea Submissions**

Martorelli	Traditions Guide	March 2011	The world Board will be considering and creating a project plan for this project and we will keep this
Diego L	Document related to the use of logos, NA literature and anonymity on internet	June 2011	Tell them we did social media we agree this must be taken up, this is a bigger deal and will be dealing with this