

**Narcotics Anonymous World Services, Inc.**

JAN 28 2013

**Approved World Board Minutes****24-27 October 2012**BY: **Wednesday 24 October**

Present: Sharon Harzenski-Deutsch, Franney Jardine, Tali McCall, Ron Miller, Antonia Nikolinakou, Tana Agostini, Mary Benner, Ron Blake, Jim Buerer, Inigo Calonje Unceta, Paul Craig, Irene Crawley, Paul Fitzgerald, Odilson Gomes Braz Junior, Bob Gray, Arne Hassel-Gren, MaryEllen Polin and Mark Hersh.

Staff: Eileen Perez, Becky Meyer, Anthony Edmondson. Various other staff members joined for portions of the meeting

**World Board Sharing Session**

The board began its meeting with a sharing session.

**Update on the Conference Participant Bulletin Board**

The Executive Committee's discussion about this topic was recapped. Issues are the World Board's participation or its member's intentions and reservations about participation which need to be discussed.

- Some Board members use the board to stay informed - what is going on with delegates.
- Noted: there is an email delay (up to 12 hours) for some countries; however, as a newer board member still unsure of what a board member would say.
- A few board members think that maybe it's good that all board members aren't posting. Don't want delegates to think the World Board (WB) is taking the bulletin board over or for the World Board participation to diminish delegate participation.
- As someone that has participated; choose words very carefully and always makes sure to note thoughts being individual thoughts.
- Finds that at times delegates will share the same response he would have given and probably received better by other delegates. Also concerned that delegates will think board dominating bulletin board.

It is also okay to say "the board has been talking about this and we don't know the answer either, send your thoughts to [worldboard@na.org](mailto:worldboard@na.org)".

Staff will send an E-blast reminder to all conference participants regarding the bulletin board being available, welcoming more participation, provide registration process instructions, point out different information like new material etc. Each board member agreed to register, login and at least be active listeners.

Mark will continue moderating the bulletin board until the January 2013 WB meeting.

**An Introduction to NA Meetings plans**

No changes from the board. World Board agreed to send out to the fellowship. The IP won't be sent out until November; therefore, the fellowship will be given an April 2013 deadline for their input.

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### **Service System**

This discussion is intended to get our current thoughts about CBDM and the tools to be developed for the fellowship.

Body will break up into small groups to gather thoughts (gaps in the philosophy of what is already in GTWS) on some foundational principles about what we believe is CBDM; this will be followed by models e.g. different ways to accomplish

First small group will be on some foundational principles about what we believe is CBDM.

A few points called out from the small groups:

- Point of difficulty in process - you have to get past (decision) and that must just be acknowledged.
- Simple, clear, direct. Acknowledging that there is a point of accountability
- Marginalize some members
- Easier to ask opinion in smaller groups
- Requires effective listening and open mindedness
- Participation, hearing all voices
- Purpose of body and where "voice" is heard
- "Old" vs. "new" business
- Use of Roberts Rules, business, etc. don't translate
- Aspire towards spiritual rather than requiring unanimity
- Empowering
- Eliminates wasteful discussion
- Simplify
- Collaboration/creativity
- Concept 6 & 7
- The way we make the process is just as important as the process
- Cooperating to fulfill our vision
- Feeling as well as the facts
- CBDM is learning how to make decision by spiritual principles
- Any one voice can block a decision (must address in set up in the philosophy because this is not consensus based decision making)

Because every community is different and has own culture, we want to provide at least 3 different ways to apply CBDM process even though there are many more. We'll ask them for their examples and acknowledge this is not the end of this discussion or tool development.



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Further discussion took place and the meeting ended at 5:30pm

Thursday was spent in a day with Jim DeLizia. The WB operated as the workgroup for the Service System project on this day and no decisions were made.

#### **Friday 26 October**

### **SharePoint Training**

Staff joined the meeting to help answer any World Board questions on SharePoint. A training and walkthrough was conducted.

Action: World Board will let staff know what they prefer on the SharePoint site. WB will go on the site testing its features, etc.

### **'Service Man' idea Discussion**

This is only the beginning of an idea that is being presented, not something needing an approval. Service Man presentation; as an RD always tried to find service tools that would help with workshops, learning days, etc. On various occasions has been asked by other members involved with PR to create a tool that could be used to help with things like workshops, training, identifying material, etc. On the website we have a large list of existing resources material provided by local communities but finding something specific is often difficult. The essence of 'service man' is how we make these resources available.

The idea is to create a brand that can be used both domestically and internationally, be it for a conference, workshops, learning days, etc.

Decision: The World Board supports the direction of the 'Service Man' idea as a brand; the Board will be kept up-to-date as this continues to develop.

### **Current PR issues and plans for research**

Staff recounted the story how the physician researcher and staff were introduced at ASAM and how project for researching Narcotics Anonymous came about. The surveyor's results passed out.

Decision: Board agreed with continuing to work with doctor doing survey. Everyone agreed to not publish or name the doctor conducting survey.

### **PR Issues**

Hazelden has been one of the largest supporters of abstinence based treatment and 12 steps; by the end of the 2012, they will be moving into the Suboxone treatment for addiction. What this means is that most likely all those facilities funded by the government will be strongly encouraged to incorporate medication into their treatment of clients. Current medical statistics shows this medication 'normalizes' people. At the same time ISAM and ASAM (all addiction professionals with the best intentions) know the only thing that medication is good for is short term stabilization and that without a 12 step recovery program, it is not a long term solution.

Hazelden called staff yesterday regarding *Time Magazine* calling them and in turn directed *Time Magazine* to call Narcotics Anonymous. Magazine stated that they read bulletin #29 on our website

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that said we don't welcome people on medication. Bulletin #29 was written in the 1980's and is not in line with our most current literature. *SP NA Groups and Medication* and *In Times of Illness* which speak of drug replacement medications. How do we resolve Bulletin #29?

Issues 1) how are we going to respond to the public 2) what we do or don't say to doctors and medical professionals 3) what do we want to do about the posted material on our website (old/outdated).

Another matter: recently assisted in PR training with Swiss fellowship, cautioned them about NA not having an opinion on outside issues (medication), expressed that we typically refer people to the stories in some of our literature and also honestly told them that some groups are more welcoming than others about this issue. However long term challenge is as a worldwide fellowship-what is and isn't done to make people on medication feel welcome. We say *anyone is welcome* but most in the fellowship are not welcoming. How do we create a cultural shift in dealing with this? Many long term treatment centers are going through this change and for us to ignore the change would not behoove us.

Question posed to the board- *do we need to keep bulletin #29 up on the site*. No straw poll taken, discussion followed.

Decision: World Board will continue discussion regarding the removal of bulletin 29 via email. It will also be part of the Environmental Scan in January 2013.

Decision: The World Board review bulletin 29 and decide whether it reflects the beliefs of what Narcotics Anonymous should say about this issue.

Action: Provide bulletin download information, how many bulletins we are thinking about taking down and bring issue back up for discussion-January 2013.

### Traditions Book

This is the beginning discussion for Traditions Book. Today the body will be brainstorming 3 questions, review the Traditions book project themes and affirm the 2012-2014 Traditions Book Plan and Strategy.

In the first small group session the board will *share personal learning experience related to the principles in our Twelve Traditions. Sharing any experience with these principles is fair game – NA service at the group level or beyond, or in personal relationships in or out of NA – as long as it relates to the Traditions. Be sure to note whether NA literature was useful in this lesson, and if so, which piece of literature and how it was helpful.*

Once first session completed everyone moved on to question 2; *what are some ways that a literature resource could help recreate those learning experiences with the Twelve Traditions for other members?* And question 3 *what ideas do you have about what a Tradition book should or should not look like?*

Action: Create a bulletin board for project in 2013 when we enter into the second phase of this project.

**Introduction to NA meetings** questions will be sent to the board before going out to the fellowship. (Decision)



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**Saturday 27 October**

### **Corporate Responsibilities**

#### **Financial Update**

Staff sends out monthly financial reports. Anthony went over how to read statements and gather the financial health of a company.

- Look at consolidated statement financial position and watch trends of the hard cover Basic Text sales and see if the pattern of erosion is continuing.
- Also pointed out soft cover Basic Text sales is almost exclusively from Hazelden. They don't order every month so remember Basic Text when you see the sales up and/or down depending on their purchases.
- Still spending less per day; still watching the ebb and flow of some of our expenses.
- On bottom of income statement (not including Iran) is higher than projected.
- Fellowship contributions-have the same ebb and flow based on when regions hold events.
- Individual member and group contribution up a bit.
- Increased group level activity indicated by increase number of the key tags sales. Right now those sales are stagnant. Before we can draw any conclusions this is usually tracked for at least 6 months.
- To date we've sold 600 Basic Text Epubs. A recent publishing study showed that 60% of all books sold are still paper-back. There is no line item for E content because we are still uncertain of what the financial impact is. More will be known come end of next financial year.
- D&B Rating is 1.13 and in most industries this is more than acceptable
- Sales of *Just for Today* continue to sell – trend over time.
- Also reported *Living Clean* budget for the July 2012 fiscal year but the book went on sale in October 2012. Noticing a proliferation of Living Clean study groups. 14,000 copies sold as of 19 October 2012 (2 weeks of sale)
  - Not rushing to create a Living Clean e-version right now.
- Currently have 43.6 operating days in reserve

Everyone must understand that the monthly financial reports are strictly confidential and only for the World Board if there is something the board needs please feel free to contact Debbie.

#### **Tri Plate Sales**

Plot of sale for Tri Plate medallions shown

Action: Anthony promised the board sales trends requested by Ron B

#### **WCNA 35 Update**

We are trying to go on sale next week.

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- We will have a banquet.
- Lodging -the intent is to give away (3 or 4) 3 free night stays in conjunction with staying in our lodging.
- Excursions; There may or may not be a post-convention boat cruise. The Flyer will contain 5 or 6 excursions, but there will be more available via Travel Company we are working with as well.
- Managing smoking and the crowd will be difficult because the convention site is downtown Philadelphia – where there are many people walking around.
- Program group will travel to Philadelphia at some point
- The support committee activation will take place sometime in February 2013
- Registration fees will be as follows
  - \$79.00 early bird before 31<sup>st</sup> January 2013  
(December has been our usual open date but trying to open in October)
  - \$89.00 1<sup>st</sup> February to July 31<sup>st</sup>
  - \$99.00 onsite and limited quantity

Decision: The World Board affirmed the direction of WCNA 35 Philadelphia; registration tiers and pricing, lodging, events.

Action Staff will have a meeting with the Philadelphia police to discuss how to go about obtaining a city wide ordinance that prohibits the unauthorized from selling anything with the convention logo.

### **Discussion WCNA 35**

- Would like the Program Group to consider an Agnostic or Atheist workshop
- Question on how someone submits a bid in to either be our merchandise, tape or jewelry vendor. This led the board into a process discussion for someone to take if they wanted to be considered to sell for us at the world convention. Anyone can bid, and yes we always check to make sure we are getting a Class A rating.
- The board can send merchandise and program ideas to staff.

### **WCNA 36 (2015)**

We've spent the last year trying to make the financial numbers work in order to have a convention in Rio de Janeiro, Brazil (in Bara which is south of Rio). We believe we've received proposals that will allow us to create a convention in Rio. If necessary there are 2 other secondary locations to explore.

Currently we are trying to obtain assurance that we have first option to acquire more space if necessary.

Decision: the board affirmed staff continuing to work with those in Brazil for WCNA 36.



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### **Approve July 2012 Minutes**

Discussion notes version is the internal document and for the board only and is the version left in much detail to help board members recollect discussion content. The minutes are public approval version. Edit sentence regarding publication date of the Living Clean Commemorative edition to say near end of the calendar year.

Decision: There was no objection with approving the July 2012 minutes with edit.

Decision: World Board wants to experiment with not producing paper copies of material that has already been sent electronically

### **Upcoming Production Items**

- **Commemorative Living Clean**

Sample copy of commemorative Living Clean edition presented. We are trying to retain the original art. Talking about using a 4 color piece of art, padded cover in some way, words *Living Clean* would be debossed and the NA logo would be embossed will have onion skin sheet, ribbon for pages, and better paper for pages.

Decision: no objection with proceeding with the Living Clean commemorative idea.

- **Possible 30<sup>th</sup> anniversary Basic Text for 60 year anniversary of Narcotics Anonymous**

If created this would be made available at the convention in Philadelphia and it would be unlike anything we've ever done. As soon as we get a concept idea it will be shown to the board. No objection from the board to proceeding with idea (if possible).

We currently do not have any plans for a 60<sup>th</sup> anniversary book but something will be created for our 60<sup>th</sup> anniversary.

- **Bi-plate medallion**

Right now we don't sell any midpoint priced medallions but have been receiving requests for such. We originally removed them because we had too many choices and didn't sell enough to warrant keeping them in inventory. If we decide to create again the Bi-Plate could be price \$10-\$12. However we will wait and see if we get more requests. The board will be kept informed regarding this.

- **4th Step Drive**

4<sup>th</sup> step drive – issue is encryption therefore the 4<sup>th</sup> Step drive is on hold until this issue can be resolved – no objection

- **Bundling**

Bundling has not been abandoned we just have not done anything at this moment.

### **NA Way and Reaching Out Workgroups**

This will be undertaken via an email to the World Board.

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### **Review of Work plan**

Work plan will be done via email.

### **World Board Emeritus Title**

There has in the past been some thought, discussion given regarding the utilization of past world board members, for example travel as well as discussion regarding how to retain experience of past/older members. But the reason we did create this mailing list of past board members was to allow them to continue getting conference mailings.

Question before the board is: do we want to keep a list of people we want to use around the world – travel and for other things? Some liked the idea of having an Emeritus title for past board members, allowing them to stay involved and informed. And others felt that this wasn't necessary, felt uncomfortable, and that it didn't feel spiritually right placing a title on these members - wondered if this would take away opportunities from the newer members on the board.

After some discussion the board didn't think the World Board Emeritus title was necessary.

Decision: If a past member was at an event and we need help we could see if they are available to help but otherwise no to the Emeritus title. We also have a World Pool available if they want to continue to serve in other capacities. However the use of veterans trusted servants will be brought up for discussion in the future which is a different issue.

**Tabled:** The issue of veteran trusted servants will be discussed in future

### **Use of Social Media**

Social Media paper passed out, perfect opportunity for board members to remember what we say about social media.

- Facebook; think something should be considered regarding Facebook and NAWS. Seems that there is an appeal there and are we missing an opportunity.
- Even if there is something liked here, we must first think about being viewed as a board member. We have to be conscience of social networking and what we do and say on when on it.
- Wants to acknowledge that thinking Facebook is good and has helped many. Believe it lend to allowing our fellowship that we are just regular people.

**Tabled:** Facebook will be discussed again to see if there have been any changes with site privacy settings (ability to post) capabilities.

### **Upcoming Fellowship Interactions**

Not discussed

### **Shipping pricing structure**

Because the costs are much different than in the US about 3 years ago we began a pricing structure change to help minimize our loss in Europe. We went through a phase 1 of pricing increase 3 years ago and decided to wait on the implementation of phase 2. Recommendation is to begin charging customers for actual shipping costs (Anthony excel sheet).

Decision: We'll start reporting to fellowship beginning with those in attendance at next EDM and also



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report change in the November *NAWS News*. We'll also start including flyers in orders as well. There were no objections with implementing actual 2<sup>nd</sup> phase of price change 1 July 2013.

### **Warehouse Space**

Building behind us is about 75% empty and contacted us about the desire to leasing for a very good price. This means we will spend more but will acquire 5x the space we currently have. Imagine that there will be some leasehold improvement cost. Decision: No objection to pursuing if it's a viable option for NAWS warehouse space.

### **Miscellaneous**

There will be many items sent to the board for review between now and the next meeting