

NEWSLINE

VOLUME 7, NUMBER 2

APRIL 1992

TO OUR CUSTOMERS

Order Entry Department overload

Early this year, it became especially difficult for us to fill orders for our customers in a timely manner, and for this we apologize. We received an especially large number of orders in January, overloading our one order entry operator. We can identify three factors that contributed to this overload.

First, many customers placed January orders to beat our February 1 price increase. This included a far greater number of small customers than usual.

Second, materials related to the upcoming World Service Conference annual meeting became available for sale in January, drawing yet more small orders. Through March 10, we sold 2951 *Conference Agenda Reports*, 1466 copies of the daily meditation book, *Just for Today*, 1353 copies of *Twelve Concepts for NA Service*, 1328 copies of *In Times of Illness*, and 519 copies of the Fellowship Intellectual Property Trust handbook.

Third, a tremendous number of individual members responded to the updated listing of products included in the January 1992 *Newsline*. The combination of these three factors significantly boosted the number of small-ticket orders handled by WSO. To further complicate matters, our shortage of funds made it impossible to hire additional help for the Order Entry Department.

Again, we offer our apologies to our customers, and our thanks for your patience. At this writing, the number of small orders has dropped substantially, and we are beginning to reduce the amount of time it takes to fill an order. We believe that by the time this *Newsline* reaches your mailbox, most of our order entry problems will have been taken care of.

Back-orders, medallions, chips

Limited cash has meant limited floor stocks, resulting in more frequent back-orders. More customers have experienced problems with ordering our recovery medallions than any other product. Some of you know that legal problems forced us to choose a new design for our medallions in the latter part of 1991. We expected to have the new medallions in stock by November, so we sold out our stock of old medallions. However, production delays left us with almost no medallions in our warehouse, old or

CONTINUED ON PAGE 2, COLUMN 1

NEW NEWSLINE

Welcome to the new *WSO Newsline*! Traditionally, the *Newsline* has tried to keep NA members fully informed on everything happening in world services. However, last April, the World Service Conference created the *Conference Digest*, a bimonthly newsletter that summarizes the reports of conference committees, the WSO Board of Directors, and NA's World Service Board of Trustees. With the advent of the *Digest*, available free of charge to all NA members (see the clip-out form on page 3), much of the material we have run in the *Newsline* has become redundant.

That's why we've revised our editorial policy. The new *WSO Newsline* is designed to work hand-in-hand with the *Conference Digest* to keep NA members informed about their world services. While the *Digest* keeps you current on WSO boards and committees, the *Newsline* helps you stay abreast of what's happening at your World Service Office.

This year, the *WSO Newsline* will run in January, April, August, and November. In this issue we've also included a 4-page supplemental digest of the 1992 WSO annual report.

We want the *WSO Newsline* to reach as many NA members as possible. That's why we send it to every registered NA group. (If your group isn't registered with the WSO, just ask us for a group registration form.) We encourage you to make copies of the *Newsline* for other members. We also offer *Newsline* subscriptions to any NA member asking for one. Just fill in the clip-out form on page 4 and mail it to us.

IN THIS ISSUE:

To our customers.....	1
New <i>Newsline</i>	1
Financial update.....	2
Inside WSO.....	2
International development.....	3
Translations update.....	4

Please photocopy and distribute the Newsline as widely as possible! Use the clip-out form on page 4 to order your own free subscription. Care to comment? Write WSO Newsline, Box 9999, Van Nuys CA 91409 USA, or call (818) 780-3951.

