

# NEWSLINE

VOLUME 8, NUMBER 1

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## USE OF THE NA LOGO

Over the last few months, we have received several phone calls regarding the use of the NA logo on jewelry. The largest question has been about the letters that the WSO has sent to vendors who are selling NA jewelry.

The WSO has responded to vendors who have inquired about using the NA logo by saying that, at some point in the future, we will be prepared to enter into contractual arrangements wherein we promise not to sue them if they conform to the conditions that we lay out for use of the logo. However, we have not licensed, endorsed, or given authorization to *any* vendors at this time to use the logo. We have merely acknowledged their existence and the fact that they are selling these items.

We have been told that there are several vendors who have used the response letter from the WSO to try to gain access to NA functions, claiming we have given them permission to do so. **In no way have we provided any such permission to anyone.** Anyone with any questions about logo-based product vendors, use of the NA logo on products, or any related matter should contact Anthony Edmondson at the WSO, (818) 780-3951.

## WSO STILL SEEKS ADDITIONAL EDITORIAL STAFF MEMBER

Because of very limited response to our November announcement of an opening on our editorial staff, we are stepping up our efforts to find a new NA Way editor. Last month, we sent individual appeals to WSC participants, WSC Literature Committee members, NA Way Review Panel members, and a group of local NA Way contacts known as "networkers." The letter asked for help in finding candidates qualified to perform a variety of editorial tasks at the WSO including coordination of the publication of our fellowship's monthly international journal, *The NA Way Magazine*. All applicants must be NA members with at least five years clean. A degree in journalism, literature, composition, or communications or at least two years of publishing experience would be very helpful. For more information, contact Steve Lantos at the WSO, (818) 780-3951.

## CUSTOMER SERVICE

### New special workers, alternate keytag source clear up customer service problems

With two new order entry operators, not only are we able to ship out an order the same day we receive it, but all back-orders on file have been cleared for the first time in recent memory. With an alternate supplier lined up locally to help us maintain floor stocks on welcome, thirty, sixty, and ninety day keytags, we can confidently promise *never again* to run out of keytags. The WSO is now well prepared to respond rapidly to any inquiry and provide full customer service.

## PRODUCT INFORMATION, DEVELOPMENT

### New literature selling strongly

The first printing of almost fifty thousand copies of *Just for Today: Daily Meditations for Recovering Addicts* has sold quickly. Eighteen thousand copies were purchased in the first month alone, and an additional twenty thousand were sold in the succeeding three months. In the second printing of *Just for Today*, now at the printer, four typos are being

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corrected. We are also using a slightly larger page size and making a change in our printing process that will result in more regular margins on the finished book. We expect the second printing of *Just for Today* to be in stock February 1 in time to prevent any customer order interruptions.

The two new booklets approved by the WSC last April have also been fairly well received. *In Times of Illness* sold about thirty-one thousand copies between its release in July 1992 and the end of last year. In its second printing, the original master pages were reduced in size somewhat to fit more attractively on the paper. *Twelve Concepts for NA Service* sold about twenty thousand copies between July and December 1992.

### **"Slugg Mugs," NA Way mugs introduced**

To boost fellowship awareness of *The NA Way Magazine*, the World Service Office has cautiously entered into a new venture. We have had two sets of mugs manufactured, one with a picture of Slugg, the NA Way cartoon strip character, and one with the NA Way logo. We are selling the mugs for \$5 each. Our hope is that, as the mugs begin circulating throughout the fellowship, more NA members will become more aware of the existence of *The NA Way Magazine* and subscribe to the fellowship's international journal. We made initial orders of 432 "Slugg Mugs" and 288 NA Way mugs. If demand warrants, we will stock these items regularly and consider developing other NA Way products, including perhaps a "Home Group" cartoon strip calendar. To order your mugs, simply use the form appearing on page 4 of this issue of the *WSO Newsline*.

### **Full set of Spanish-language posters now available**

Joining the English- and French-language poster sets long available from the WSO is the newly produced Spanish-language set. The complete package with large Twelve Steps and Twelve Traditions posters and small Gratitude Prayer, Third Step Prayer, and Serenity Prayer posters costs \$5.50. Large posters can be purchased separately for \$2.20 apiece, small posters for 72 cents.

### **London address still shown on some European IPs**

European customers will continue to see the old London address on many of the information pamphlets they purchase from WSO-Europe, even though the office was relocated to Brussels, Belgium quite some months ago. We regret any inconvenience this may cause; however, in the interest of fiscal prudence, we plan to sell out existing IPs before printing new ones with the Brussels address. Those who need to contact our Belgian office can write or call WSO-Europe, Av. Winston-Churchill Laan 249 B-15, Brussels B/1180, Belgium, telephone (32) 2.346.1400

### **New Spanish White Booklet in stock in early April**

The revised Spanish translation of the White Booklet, begun last year, is almost complete at this writing. The project was begun at the request of a number of Spanish-speaking NA communities. As the project has neared its conclusion, we have allowed our supply of the old Spanish White Booklet to

drop to zero. We hope to have the new translation printed and on our shelves the first week in April.

### **Brazilian Portuguese and German Basic Text translations in latter stages of production**

Two especially anxiously awaited translations of the Narcotics Anonymous Basic Text, one in German, the other in Brazilian Portuguese, are now in the final stages of production. At this writing, we hope to be able to announce their release in the next issue of the *Newsline*, which is scheduled for publication May 1.

### **NA video project on line**

WSO staff has just completed negotiations on a production contract for the NA Video Group, created a couple of years ago by the World Service Conference to develop our first short film about the NA Fellowship. We expect a script to be completed by the end of this month, allowing plenty of time for any rewrites that may be called for before production begins in mid-year. The film is scheduled to be finished by the end of 1993.

## **INSIDE WSO**

### **Conference Services Team**

During December and January, the WSO Conference Services Team was involved extensively in preparing for the release of the 1993 *Conference Agenda Report*. The report is now available for purchase at \$13.50 apiece, including postage. To order yours, use the form in the enclosed copy of the *Conference Digest*.

### **Fellowship Services Team**

With the hiring of a new staff member (see page 3 for details), the WSO Fellowship Services Team expects to see a significant increase in its level of productivity, especially in translation-related work. The Fellowship Services Team provides support for the World Service Board of Trustees and the World Services Translation Committee, and also responds to all group services inquiries sent to the WSO. Speaking of group services, with two people now on our group services staff who speak both English and Spanish, we hope to measurably improve our responsiveness to Spanish-language service inquiries in the immediate future.

### **Publications Team**

A great deal of time has been spent by two WSO Publications Team staff members over the last six months researching and updating the copyright, trademark, and service mark registrations maintained by the WSO in trust for the fellowship. All is in good order, we are assured, and systems are being put into place that will make the implementation of the Fellowship Intellectual Property Trust quite simple should the trust be approved by the WSC this April.

The WSO Publications Team is aware that numerous

errors are made in NA periodicals on a regular basis. To minimize their future occurrence, we are organizing a publication schedule for all world-level newsletters and reports that will allow us to copy edit and thoroughly proofread everything before it is printed.

With the former NA Way managing editor's departure, the magazine is being edited and managed by the WSO Publications Team. As we streamline editorial and production processes, we hope to reduce costs and increase subscriber responsiveness in the coming year. We are awaiting responses to a survey that was included in the January 1993 issue of the magazine which should be of great help as we try to serve NA Way subscribers better.

### THREE NEW SPECIAL WORKERS JOIN WSO STAFF

Trish Schlueter, one of our two new order entry operators, joined the WSO staff in November 1992, replacing Cari LaRosa, who was with us for only a few weeks. Trish moved to the Los Angeles area two years ago from St. Louis, Missouri, USA. She recently became engaged to another local NA member, and will celebrate her sixth recovery anniversary next month.

In December, Trish was joined by our second new order entry operator, Irene Montoya. A native of the Los Angeles area, Irene has a three-year-old son, Andrew.

Anki Serour is the most recent addition to the WSO family. Anki, a translations assistant fluent in Swedish, French, English, joined the WSO Fellowship Services Team on January 4. Anki, who hails originally from a small town northeast of Stockholm, Sweden, moved to the Los Angeles area six months ago from Paris, France with her husband Denis and their young son Jeremy.

### WSO FINANCIAL UPDATE

PERIOD	SALES	EXPENSE	NET
January 1992	\$662,736	(572,706)	90,030
February 1992	\$259,179	(300,714)	(41,535)
March 1992	\$239,267	(312,155)	(72,888)
April 1992	\$307,317	(318,474)	(11,157)
May 1992	\$433,422	(393,775)	39,647
June 1992	\$461,612	(401,060)	60,552
July 1992	\$261,507	(348,397)	(86,890)
August 1992	\$606,431	(511,882)	94,549
September 1992	\$567,516	(491,264)	76,252
October 1992	\$350,524	(394,994)	(44,470)
November 1992	\$325,950	(338,445)	(12,495)
<b>Totals</b>	<b>\$4,475,461</b>	<b>(4,383,866)</b>	<b>91,595</b>
<b>MONTHLY AVERAGES</b>			
1992 (Jan-Nov)	\$406,860	(398,533)	8,327
1991 (all)	\$357,328	(378,230)	(20,902)
1990 (all)	\$370,665	(401,011)	(30,346)

Figures shown in US dollars reflecting combined WSO-Van Nuys, Canada, and Europe income statements for respective periods.

### NA GROUP REGISTRATIONS SOUGHT

Today, more than 13,000 NA groups with almost 20,000 meetings are logged in our database. However, one in eight groups shows no mailing address, making it impossible for us to contact them or provide them with current information on activities in the world of NA. Further, the information on hand for one in three groups is so old that we can't rely on its accuracy in referring someone to an NA meeting.

Beginning this year, we intend to begin publishing the new edition of the *NA International Meeting Directory* each March 1. However, the current directory includes meeting information only for groups outside the USA because the information we have for USA groups is so poor. Please help us publish reliable referral information about Narcotics Anonymous in your community by registering your NA group using the form on this page.

With up-to-date group mailing addresses and meeting information, your World Service Office can provide better services to your group, the addict who still suffers, the nonaddict seeking information about our fellowship, and NA as a whole.

### NA GROUP REGISTRATION AND UPDATE FORM

#### MEETING INFORMATION

Area: \_\_\_\_\_ Region: \_\_\_\_\_

Meeting day: \_\_\_\_\_ Time: \_\_\_\_\_

Type of meeting: \_\_\_\_\_

Check if the meeting is open [ ] or closed [ ]

Location: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/province: \_\_\_\_\_ Country: \_\_\_\_\_

\_\_\_\_ Check if your meeting place is wheelchair-accessible

\_\_\_\_ Check if your meeting has an ASL interpreter

#### GROUP MAILING INFORMATION

The following information is necessary for any communications with the group. Please list the information for the contact person or group postal box. Check here [ ] if this is a postal box used only by your group.

Group name: \_\_\_\_\_

ASC or contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/province: \_\_\_\_\_

Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

**MAIL TO WSO, PO BOX 9999, VAN NUYS, CA 91409 USA**



## CALENDAR

## CANADA

**ALBERTA:** May 7-9. Calgary Area Convention. Rehabilitation Society, 7-11 Street NE, Calgary.

**QUEBEC:** April 9-11. 1st Le Nordet Regional Convention. Quebec City. RSC Le Nordet du Quebec, CP 1412, Terminus Quebec, Quebec, QC G1K 7G7.

## SWEDEN

**STOCKHOLM:** July 23-25. 10th European Conference and Convention of NA. Foresta Konferens-Center, Stockholm, Sweden. Info +46-8-7652700. Helpline +46-8-6002707.

## UNITED KINGDOM

**LONDON:** April 16-18. 4th London Convention. Holland Park School, Arlies Lane, Holland Park, London W10. UK Service Office, PO Box 772, London, England N19 3LS, UK.

**MANCHESTER:** March 12-14. 1st NW England Area Convention. Castlefield Hotel, Liverpool Road, Manchester. Rsvn.s (061) 832-7073. Narcotics Anonymous NW England Area, PO Box 57, Manchester, England M60 1HP, UK.

## UNITED STATES

**CALIFORNIA:** February 19-21. San Diego-Imperial Regional Learning Conference. Travel Lodge Hotel, 1960 Harbor Island Drive, San Diego, CA 92101. Rsvn.s (619) 291-6700. Info (619) 433-1285. SDIRLC, PO Box 16505, San Diego, CA 92176.

2) April 24-May 1. World Service Conference Annual Meeting. AirTel Plaza Motel, Sherman Way and Valjean, Van Nuys, CA. Info (818) 780-3951. WSC Administrative Committee, PO Box 9999, Van Nuys, CA 91409 USA.

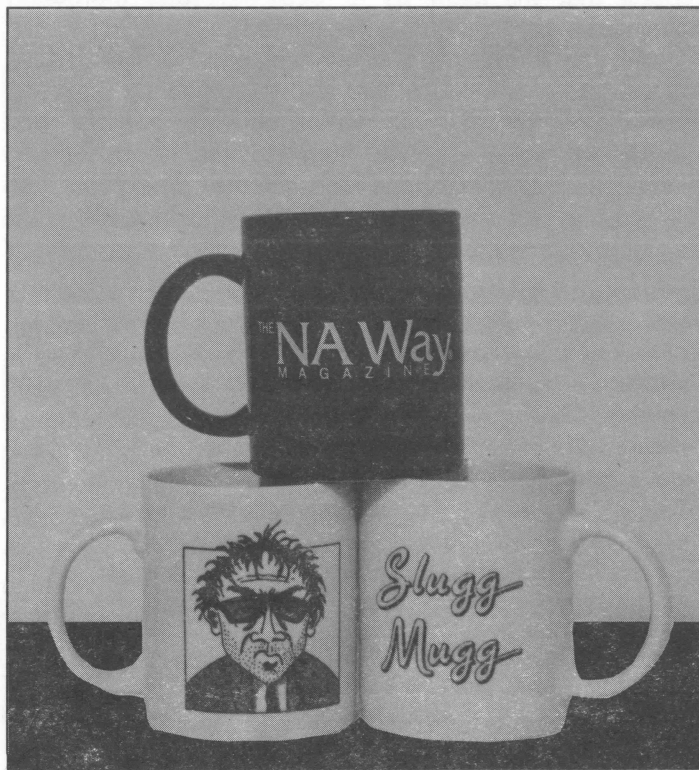
**FLORIDA:** March 26-28. 4th Annual Florida Spring Service Break Conference, hosted by South Florida RSC. Eden Roc, 4525 Collins Avenue Miami Beach, FL 33140. Rsvn.s (305) 531-0000. Info (305) 437-1892. FSSB-4, 10668 SW 76th Terrace, Miami, FL 33173.

**NEW HAMPSHIRE:** February 6. No. New England Regional H&I/PI Learning Day. VFW Hall, Rte. 12, Fitzwilliam, NH. Info (603) 472-2024 or (603) 584-9453. Granite State ASC, PO Box 4354, Manchester, NH 03108.

**OHIO:** April 2-4. 3rd Annual Buckeye Multiregional Learning Conference. Beachwood Holiday Inn, Beachwood, OH. Rsvn.s (216) 831-3300. Learning Conference, PO Box 35348, Cleveland, OH 44135 USA.

**PENNSYLVANIA:** February 5-7. 9th Mid-Atlantic Regional Learning Conference. Holiday Inn East, Harrisburg, PA. Rsvn.s (717) 939-7841.

## "SLUGG MUGG," NA WAY MUG ORDERS



Send me \_\_\_\_\_ Slugg Muggs @ \$5 each \_\_\_\_\_

Send me \_\_\_\_\_ NA Way mugs @ \$5 each \_\_\_\_\_

Subtotal \_\_\_\_\_

California orders add 8.25% sales tax \_\_\_\_\_

Shipping and handling fee \_\_\_\_\_

TOTAL \_\_\_\_\_

## SHIPPING AND HANDLING

Up to \$25 subtotal, add \$2.50. To \$50, add \$3.50.  
To \$150, add 8%. To \$500, add 7%. Above \$500, add 6%.

Name \_\_\_\_\_

Street address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please send your event announcements to CALENDAR, Box 9999, Van Nuys CA 91409 USA. Note that the only USA events we announce in the Newsline are multiregional and world events and, when space permits, learning events. Full USA event listings can be found each month in The NA Way Magazine.

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