

APPROVED

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

OCT 27 2012

BY: 

Wednesday 11 July

Board Reboot day with Jim DeLizia

A full day was spent with Jim DeLizia reviewing and discussing World Board roles and responsibility, being a strategic board, decisions making process, Service System project focus and work plan for 2012-2014.

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

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

Introduction – *Who are we?*

The focus and opportunity of the ‘Reboot’ Session

In what way do we need to ‘flex’ our style to better understand and work with the other style?

What are the challenges and what, as a board, are we going to do to maximize how we need to operate

Team Elements

Clear purpose and direction - measures goals and results

Clear roles and responsibilities - mutual accountability for success of others

Team skills and behaviors - sense of shared leadership

Operating Values - team performance standards, e.g. operating values

Board Role, Focus and Perspective – *How do we do our work?*

Define the NAWS Leadership Partnership roles, responsibilities and expectations

Need for further discussion clarity

- Format timing and continue of board reporting on EC meeting
- Timing/process for new decision making at the conference
- Leadership development with the board – making
- Better way to facilitate strategic and philosophical discussions
- Process/Tool to address strategic issues
 - Prep time in between meetings
 - Discussion process agreement, questions etc.

Narcotics Anonymous World Services, Inc.

Approved World Board Minutes

11-14 July 2012

- Allowing yourself to be facilitated (someone that owns this process, agree on a process and delegate the authority and control to someone to make sure the outcome is reached. Have to divest that authority to facilitator.)
- We value and encourage expression of process and different view and we commit that in our contributions to the discussion; we try to add value to and build the discussion.
- Be open to change and be open to be changed in your view
- Agree to discuss process, a set of values, and groundrules and we agree to allow someone else to facilitate and be facilitated.
- Commit to some measure of productivity in between meetings, finding ways to be productive there
- Respect
- Integrity – trying to integrate all aspects

Build a vision of the World Board as a strategy body

Discuss the practice of a 'strategic' board: what we focus on, how we meet, how we discuss, make decisions, etc.

Meeting Groundrules

- ➔ Start with unity
- ➔ Participation by all no one dominates --- and maintain values throughout the meeting
- ➔ Strive towards consensus
- ➔ Start and stop on time
- ➔ Focused -- toward meeting outcomes
- ➔ Discuss openly and commit to the decision of the board. Commit to bring issues to the tables

What kind of board do we need to be to provide the leadership in the environment we are currently in?

Board Operations – *How do we do our work?*

Establish/reconfirm Board meeting ground rules (tactical)

Establish/reconfirm Board operating values

Values

We value and encourage expression and opinions and different views and are committed in our contributions to the discussion; we try to add value to and build the discussion-

- ❖ Be open to change and to be changed in your view
- ❖ Agree to discuss process, values, groundrules, allow facilitator to facilitate
- ❖ Commit to productivity in between meetings to participate and contribute

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

- ❖ Respect
- ❖ Focus on common purpose – unity of purpose, goals priorities
- ❖ Integrity - - trying to integrate all the assets, qualities of the group

Strategic /Philosophical Discussion

Process, tools to address strategic issues and philosophical issues:

- ❖ Preparation time in between meetings – ability to do work in between meetings
- ❖ Discussion process
- ❖ WB values, and groundrules
- ❖ Allow the facilitation of the process

All agreed to operating values

Board Performance – *How do we hold ourselves accountable?*

2012-2014 Board Work Plan – *What is the focus of our work this cycle?*

Debrief the results of the 2012 WSC decisions

Review and confirm the Board work plan for the cycle

Discuss the Service System field testing strategy

Finding alternative ways of communication will also be necessary, right now the information is too dense and a bit complicated, we need to make more user-friendly. In issues that need better explanation think we need to explain in the practical sense and the spiritual sense. Actual frame for field testing needs to get done by October

More Discussion Needed (post-its)

Large SNP's }
Small SNP's } NA Population

Seating Criteria (WSC)

Literature Distribution

Fund Flow

Costs

RSO's and service offices

Roles of zones

Incorporated Bodies/conventions

Border communities

Ethnic / Languages / Cultures

**If your actions inspire others to dream more, learn more,
do more and become more, you are a leader**

Adjourned for the day

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Thursday 12 July

Getting to know each other

The board began their meeting with a sharing session.

Service System Plans for the Cycle

Recap of decisions made at WSC 2012 and plans for the upcoming cycle remaining after the previous day's discussion

The field testing material discussed during the reboot day was reviewed.

Some of the communities we will use for field testing are ones that we have established relationships with; some we are contacting blindly and some contacted us. A number of different staff will be involved with this and if the board has any other input on whom they want us to involve, please let staff know.

It does help to know for example how communication is working, collaboration, etc. The more we hear about the specifics wanted, the more we can drill down. Additional questions for field testing are:

1. Additional challenges that still need to be address
2. Any additional benefits that need to be addressed
3. What is still confusing to members
4. Something that asks about project based under LSU and SNP:

Are we developing scientific measures, controls, and are we letting communities decide what is important to them. Tools are needed.

At the conference we promised finding more ways for them to participate, e.g. field testing and the Traditions book. If we are thinking about asking them to field test, staff will need time frames, complete scope and outcome expectations and close communications. A Spanish speaking staff person will be the contact for the Spanish speaking communities, otherwise communities can also speak with Iñigo and he can communicate with point staff.

Keep the RD and RDA in the loop.

Issue Discussion Topics Discussion

Self-support

Notes from Small Group Discussion on Vision/Self-Support Session

After starting as two separate discussions the groups combined as it was felt that the two subjects were interdependent.

Caution was expressed that the name "self-support" would not be attractive to many members and that we should title the session something like "Invest In Our vision", "Inspired By Our Primary Purpose", or "We Begin By Asking For Help." It was suggested that much of the language we use for this topic has become stale and that we need to find new ways to talk about it.

Different approaches for the session were suggested:

- i. Capture the heart first with the Vision and then move into the practicalities of how to achieve it
- ii. Start with the end results of self-support, possibly by sharing some success stories, and then work back towards the Vision

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

The idea was offered of connecting our Vision and the principle of self-support with the reality of the services we deliver and the fulfillment of our primary purpose. The small group discussed using the videos from the WSC FD session to achieve this. Some concerns were raised about the anonymity of those in the videos given that IDT resources are typically made available online with no restrictions. Two ideas that offered a way round this were to use actors, or to use just the audio track from the FD videos with appropriate images. It was suggested that some form of AV element would provide the opening of the session with some impact.

We discussed using the amount of contributions per group that would be required to entirely fund the work of NA World Services as a part of the session, although it was pointed out that the session is focused on all NA service and not just the work of NAWS. The idea of suggesting that regions and/or areas provide the same type of figures to their member groups was offered, although it was pointed out that groups vary widely in size and a single target amount would not be appropriate for all groups. It was also thought that the idea of offering targets for groups might limit some of them to only contributing the amount of the target and no more. Rewards, in the form of the Annual Report or something online was suggested as a means of encouragement, although it was again pointed out that different sized groups have different available resources.

Another approach could be to ask attendees to estimate the cost of what it took to get them into NA.

One idea discussed in the Business Plan Group was to try to enable attendees to imagine services that suffered from no lack of resources, both people and money, and what this would mean for NA.

Essentially the focus of the session was expressed as trying to help us to focus on our culture of contribution and the fact that part of being an NA member is contributing to NA services. This doesn't involve giving money to "someone else" as we are in fact giving it to ourselves.

A possible outline for the workshop was developed as follows:

1. Why do we have a Vision?
2. What is A Vision for NA Service?
3. Is A Vision for NA Service realistic? Give examples for each point.
4. Where is the point of connection and relevance to our Vision for participants?
5. How does the Vision apply to our local service bodies?
6. How does A Vision for NA Service fit with our Twelve Traditions and Concepts?
7. How do we fulfill our Vision? Connect it with the Seventh Tradition and the principle of self-support.
8. Discuss some service successes as a large group.
9. Small group discussion to either create a Seventh Tradition Reading or to develop ways to talk to our homegroups about the importance of self-support.

Vision

Why do we have a vision statement and idea attached to that was to create an audio visual, like FD videos, something that conveys being a part of NA and why. Introduce resource, giving realistic examples, connect relevance, showing vision and local services connection, Segway to 12 concepts, how do we fulfill our vision statement and how do we do that (7th tradition self-support). There was some discussion regarding using caution with word self-support, suggestion was to use 'asking for help'. Touched on adding something about how much each group needs to give. Talked about there being some type of reward, talked about the idea of asking where our culture of contribution, giving, is; did we lose it or did we ever have that. The

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

basic idea was to show result of what is collected; capture the heart, other was start with end result and work back towards the nitty gritty. Do a better job of reporting. Have small group write a 7th Tradition essay/reminder within your group for your group about the 7th tradition.

How do you talk to your homegroups about investing in the vision and following up with the the contribution?

Principles before personalities and collaboration

IDT – Collaboration

The following is the result of brainstorming this topic at WB meeting July 12, 2012

Notes to Facilitators:

The Key messages that we want to get across is that collaboration is:

- Necessary - the whole reason for the service system project is for the more efficient delivery of our services, always with the objective of our primary purpose
- What we already do
- Working together
- Principals before personalities
- Purpose driven
- A positive thing
- Collaboration grows communities and self
- Is gaining something, not taking away
- It's a base from which to start
- Can be fun and personally and spiritually enriching
- Shared ideas
- Communication is key

Maybe bring in question what would happen if we never collaborated, would Jimmy K have gotten the 12 steps, would we have any service structures, or zonal forums, or WSC etc. etc., and what if we stop collaborating – where will we be in 10 years?

.....
Suggestions for layout of workshop:

Start off with an **icebreaker** i.e. like "A ha Moment" everyone writes a paragraph on a good experience on working with a new group in NA. A few get up and share.

Facilitator introduce topic:

On flip chart breaks down Co (together) Labor (work) action

So it's just working together

Draws a Graph – one circle with "my personality", one circle with "your personality", bit that meets in the middle is the intersection – this combination makes us stronger, but we don't lose anything of what we are.

How do you know when you have to be collaborative (when an issue affects NA as a whole)

Brainstorm 2 the following in large or small group:

What spiritual principals are involved? (People will often say honesty, open mindedness, and willingness – suggest also Unity and Equality)

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Brainstorm 3 the following in large or small group: Scenarios

I.e. working with a strong personality (fearing to merge as you might get overpowered)

I.e. how to old timers and new comers mix in service (fear of not being valued or heard)

.....

Feedback: After feeding this back to WB it was suggested to put in some literature quotes – there is a lot in new Living Clean book about this. There is also a passage in Basic Text about 2 people who don't like each other working together which could tie into collaboration

Suggestion: there is also personal as well as collective growth from collaboration, and a greater self-awareness and understanding. Ask people to come up with ways they've collaborated

Delegation, Group Conscience and Accountability

Just call the IDT 'Group Conscience' as opposed to the long name; everything will fall out in the IDT. Use 'It Works' for language. Break up small group to focus on different parts, e.g. one group focuses on delegation another on group conscience, etc.

A handout could include a picture of the tyrannical boss

- Is challenged with group conscience because in his area this is really a joke, so wonders if this only exists in a homegroup. If a group gets together to talk about the CAR is that only group conscience. Believe many only think this is done in the homegroup.
- Part of this is that many don't see the group conscience as an actual vote?
- If accountability is important to you can do whatever way there is not particular mandate.
- Tradition 2 in *It Works* read
- Talk about the value of voices, some being overshadowed by other.
- Humor is needed

We can say that we are crafting questions or say here is what the question needs to focus on.

Meeting ended at 5:00pm

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Friday 13 July

Corporate Responsibilities

Meeting began with a moment of silence followed by the Serenity prayer, followed by announcements i.e. the extended break for the staff meet and greet and although agenda says that there are fixed time frames for certain things we are going to be fluid.

Financial Update

Action: Provide the board with a graph that shows the trend for ratio and operating days.

Consolidated periodic report is what is called the statement of operations. Challenge with this is that it is the reflection of our financial plan against reality. We created a budget almost 3 years prior to implementation and create projections. Recovery literature income was down \$1.2M, every category is down which shows that this is a systemic issue and not the company. Even Iran is starting to level off in sales income.

Donations discussion led to a board discussion about dependence on event revenue to fund services.

We have changed the shipping at WSO Europe and more importantly we are doing more local printing in India and Latin American which has helped with shipping and handling. There was a question regarding maintaining a positive relationship between shipping expenses and shipping income.

Shipping and handling costs may need to be talked about again amongst the board as a future discussion item and Bob McD analysis is to be sent to the board.

- Technology expense; we have various outdated servers and had to purchase newer ones. Discussion regarding the evaluation of the entire IT department, software systems we have and actual equipment.
- Fellowship Development expense; this continual lowering of this expense in this area poses issues and will have its own challenges. A certain amount will have to be spent; otherwise, we will lose many of the very important contacts already established and also to reconnect with many. For example; we would have spent more money in Africa trying to further our development over the years. We would have also done more follow ups in the entire right side of the Siberian continent, as well as the Middle East. There are the PR roundtables in the US; we've held off on implementation for four years. We also have the follow-up that would be required of any workshops in the US. We have a standing invite to meet with the king of Thailand to speak with him about not prosecuting addicts and the kind of watershed this would create for NA.
- Conference Support fixed operational expenses, e.g. members of the board would like to further discuss the issue of delegate funding in a future discussion.
- World Convention expense and income recapped for the board.
- There was discussion regarding Regional Service Offices that are closing and the hopes for those that remain open to pick up that market. Also touched on e-pubs and its possible affect. Literature distribution will be added as a future discussion item. For the board, it's already an agenda item for the Business Plan workgroup.

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Upcoming Production Items

- **Electronic Books**

Reader and portal issues recapped with the board. The possibility of using Amazon and iTunes is a higher priority. Book will work on any e-reader. However, despite the popularity of the e-books, many commercial portals are finding that many paper copies are still being sold.

Launch is planned for September/October which will allow us to provide reporting and finalizing.

Action: E-pub book will be sent to the board. Anyone is to let the board know if there are any challenges.

Because Amazon has e-pub rules, you can't price your book the same as your paper book; it must be 20% less. For us, our pricing for the BT e-publication is \$8.90.

Discussion

- Yes newcomers aren't coming in at the same 'bottom' as we did; however, this does not mean they are all arriving with e-readers. Believe groups will continue delivering paper books in their groups; therefore, we may need to talk about group providing paper books to newcomers as a message.
- With E-publications some type of support will need to be readily available.
- Response: we would create a phone auto-transferring system for this.
- What is the deal with sales tax revenue from the internet? There are trying to get rid of the sales tax.
- Believes the power of Amazon is being underestimated, many with iPad's are using the iPad reader. The majority of sales from his publishing company are through Amazon. Keep in mind that there are others like Barnes and Noble and Nook. The amount of books you are producing will be less – it will be maybe in 3-5 years from now but there will be fewer books you'll be producing.

Hard copy cost \$11.00 and the electronic copy would be cost \$8.90. No objection to going with same pricing format as other portals, e.g. hard copy cost \$11.00 and the electronic copy cost \$8.90.

We will report, having talked a lot about different ways of doing this, we don't know the impact to everyone (RSO, NAWS), and we will give explanations in reporting regarding the 20% rule. We will offer e-publications for 6 months then do an analysis for both streams (Amazon and iTunes and sales of hard book copies)

If anyone is aware of the sales of electronic books not by NAWS, please send information to Steve R and staff will send the board a copy of the next RSO call announcement.

- **App**

Initially app developed as an application for apple IOS and then it was decided to also create for Androids. Both will be available in late October 2012. We have no intention of pursuing RIM version (Blackberry). We want to get these rolled out and get the functionality experience.

Narcotics Anonymous World Services, Inc.

Approved World Board Minutes

11-14 July 2012

No objections to the initial light app versions will be on iTunes for free (meeting locator and Just for Today meditation reading) and the advanced versions will cost \$1.99 each. All NAWS applications, etc. should say "official NAWS app" or something to that affect.

- **Living Clean**

Sample mock copies of *Living Clean, The Journey Continues* were shown to the Board. Guesstimate is that there will be 32 or 36 in a case depending on if it's hard cover or a soft cover. Decision: Pricing for both the standard Living Clean hard and soft cover copy will be \$8.75. Release date for the standard version is October 2012

Discussion regarding whether or not to incorporate purchasing limits of Living Clean for the commemorative book editions.

After some discussion, the board took a straw poll regarding purchasing limits per person:

1 case per person: 9, this was followed by discussion from those that support limits and those who oppose limits. This discussion ended with a final decision on the purchasing limit - 2 cases per individual and 120 books or 5 cases for RSO's.

Decisions: produce 20K commemorative editions of Living Clean, as a limit RSO's can purchase up to 120 books or 5 cases and an individual can purchase up to 2 cases. Price \$30.00. Release is expected to be somewhere near end of calendar year.

2012 EC Elections

The order of the day suspended and changed to begin selection of terms for those elected to be followed with elections for the 2 vacant positions of the Executive Committee.

Selection of term lengths for those elected in 2012

The chair asked the re-elected and new members of the board if anyone wanted to volunteer for a 4 year term. No volunteers, this was followed by those same members selecting medallions from a hat and those with the 4 year medallion would have the 4 year terms. 4 Year terms: MaryEllen Polin, Paul Craig and Tali McCall. Ron Miller as the current chair signed a letter for the record to seat all of the newly elected board members.

The chair went over the process affirmed by the board at the June 2012 meeting. The recommendations and rationale for the board members for the other two vacant positions of the Executive Committee were provided.

Board members provided their thoughts on perceived EC patterns, assumed roles and anticipated paths, and the concern that there is no way to discuss those patterns and roles, also touched on needing more internal board development.

- **Affirm Chair and Vice Chair**

It was a unanimous decision to affirm Ron B as chair and Franney J as vice chair.

- **Elect Secretary and Treasurer**

EC recommendations are Jim B and Arne HG. Other presented nominees from the board are Junior and Tonia N. Additional nominees that declined are: Mukam, Mark H and Mary B. the following is the slate for the EC: Jim B, Arne H-G, Odilson G-B and Antonia N.

Arne H-G and Jim B received more than 10 votes each and were elected as the other two members of the Executive Committee.

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

2012-2013 Corporate Resolutions

There were no objections to adopting the 2012-2013 Corporate Resolutions.

Approve March 2012 Minutes

March minutes edits looked over. March 2012 minutes approved as amended.

Action Item L list

After a discussion about starting fresh since items have been on the action list for several years, the board agreed to start with a clean Action Item list removing 'future WB Discussion items'. Discussion items from this weekend will be added.

The board will be sent items regarding the Environmental Scan, if interested

No objection to the *Guide to World Services* and *Fellowship Intellectual Property Trust* track change versions going out to the board for review and input. FIPT changes language will be written as in the CAR, with a footnote of the actual language as adopted at WSC 2012 and what that actually means.

No objection to reinserting the WSC Seating Criteria in the Guide to World Service in the next draft

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Saturday 14 July

Charges for 2012-2014

WSC 2012

Overall impressions and comments from WSC 2012

We already know: that for the end of the conference there needs to be more structure to the 'moving forward' discussion. When we talk about financial shortage, naturally members start looking for ways to help, e.g. ideas for finding alternative ways to continue the ranch experience for less money. We will approach Calamigas Ranch to hopefully renegotiate a lower rate per individual. We also negotiated a lower room rate for Marriott in 2014 as well.

The board was asked for their comments and /or ideas about WSC

- Think we can use 1 or 2 less buses to and from the Ranch
- Be really clear regarding the cost to have internet service in the large conference room (\$50.00 per person a day) and provide materials that shows cost, etc.
- RD funding and WSC seating recommendations - future WSC topics discussions
- Future discussion about WB philosophy regarding behavior at WSC (specifically WB on Facebook during sessions)
- Allocate better time for new and old business sessions
- Initial welcoming everyone (circle) too long
- Address the gallery making sure everyone aware that they aren't part of the conference. They are included in the informal sessions but this is not a mandated action. We welcome the galley members as observers.
- We used to have "A" and "B" sessions which allow for breaking into smaller groups for issue based or process discussions. Will help the speaker flow in the rooms. Idea would be to possibly break up into 3 and 4 groups and have them report back to the conference
- At the beginning of each round session, reiterate selecting a 'facilitator' for small groups and what they do. Maybe create tent card and/or put a blue dot on the chair which will identify the facilitator for the session.
 - Make one of the sessions in the rounds a round robin
- Splitting zones were problematic for the role of zones discussion. Tables were not big enough for the discussion – there were a few tables that had too many people
- Taking away the zonal forum reports was popular with the US (per evals), not with the international members. Understand that we may have thought that we resolved this issue with the videos; however, not sure this will resolve this matter. Think we should communicate this to everyone (maybe 6 months ahead of time) and/or report a reminder in NAWS News each time.
- Conference loved anything that provided an opportunity for them to take away something
- Consistent announcement about expense sheet and morning contributions for bagels,

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

fruit, etc.

- The board eating/meeting together seemed to help to touch base at the beginning and mid-week

Where to take zonal and workshop discussions?

Session seemed to be very open and think participants have been waiting for something like this. It was a productive session, had fun talking about it, think they are ready to step up to the next evolution. What does the board believe is possible and willing to try?

What we might want to communicate: (what can we pull off in the next 12 months?)

- Obviously the next phase of process, their onboard with resolutions so the next step is how we do that
- There are things that go on at the Florida symposium and they do things there that can be replicated and cp's are open to attend
- In order to field test, we are going to have to develop tools
- The zones would appreciate hearing about the field testing that is going on
- For US zones, having a workshop on FD and how it operates and is constructed.
- Role of zones and facilitation
- Regional service offices

Travel Expectations Ideas

- Craft a message to zones ahead of time that addresses lack of budget and that communicates our interaction and delegate expectations.
 - Really desire to create a partnership of planning something together.
- Individual assigned to the trip should establish communication with host point person (staff can include detail trip information to the board member)
- Maybe assign 1 or 2 world board members to have direct contact with individual zones. Also suggest doing things that would take advantage of everything while on a trip, whether it be a lunch or an hour meeting-make all trips zonal forum related.
 - Zonal forums not in the US are happy with how they function so maybe approach differently
- Communicating what NAWS is able to do with the allotment of certain time NAWS is given on zonal agendas (a standard) – board agrees with 6-8 hours as a minimum.
 - Also coordinate efforts with other zonal forums
 - Encourage attendance of local members and trusted servants. Initially thought of a minimum attendance yet that may be a challenge in some zonal locations. Stress having as many members as possible in workshop planning.
- Make sure staff knows who's working on the agenda for event. Make sure that everyone on same page
- There seems to be a need for culture shift – invite the members (Fellowship) to this, add food, create titles for our information that's more inviting, maintain direct contact with event organizer – talked a few times a day prior to the event. Input on facility they use

Narcotics Anonymous World Services, Inc.

Approved World Board Minutes

11-14 July 2012

- Criteria we want, what can we do to collaborate and make possible to move forward on path to accomplish desired outcomes
- Contact key people where we are going giving them something to do in the workshop, or have people in the area help facilitate workshop sessions.
- Use the JFT database and ask them to send us their contact information
- 1 hour for NAWS update and another hour for interface with local fellowship – incorporating food suggested again
- Inform zones of all conference cycle board meetings

Decision: NAWS News reporting; frame what we are striving for, the specifics regarding having at least 6-8 hours of agenda time for NAWS News reporting, will include encouraging the use of the conference participant bulletin board and e-blasting information.

Use of the Conference Participant Bulletin Board

Pending board approval, we will create a private discussion board for CP's only that is mobile friendly, push only and that unless you opt out of will receive. This will take more commitment from the board and staff to be involved and password protected.

Access provided to anyone present at WSC 2012, as well as any new people elected (till 2014) and World Board. This will be the standard for how long they stay on.

Mark H selected as the first moderator till October 2012. A number of board members agreed to participate on the discussion board and there were no objections to the new private discussion board.

Website

Overall positive feedback, we are still working on making sure all material posted is the correct version.

Shopping Cart

Shopping cart has been updated

Upcoming Production Items

Meeting search – Maps EPI (map based)

The meeting locator has a few glitches that are currently being worked out. Action: Anthony will send the board link to the test mobile site.

NA Facebook

An update regarding the push forward NA Facebook page provided to the board; if there are any problems upon launching the page will be deactivated, the problem will be resolved and the page reactivated. Desire is to create an information portal with push only information. No objection to launching as experiment may have to shut down depending on outcome.

2012-2014 Charges and 2012-2014 Workplan

There are no delegated charges this cycle.

Fellowship Issues discussion (IDT): going to try different methods to get more fellowship input. This will be a living document.

Service System timeline, similar to what was used for the Basic Text, is being developed and it will contain what needs to happen when, decisions needed and any carryover items, etc.

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Introduction to NA Meetings service pamphlet and Traditions Book: something has to be done by October in order to give the fellowship time to respond. These will be sent to the board prior to October meeting for review and decision needs to be completed by October meeting. We don't expect much content change to *Introduction to NA meetings*.

Hope to have PR Roundtable in the East coast next year using Dr. Galanter

Trusted servant support and development: focusing on the process pieces first and expects there will be overlapping pieces from the SS discussion

We have 4 essential services workgroups: Translations Evaluation, Reaching Out, NA Way and the Business Plan group. We'll further talk about the Translations Evaluation workgroup whether there is a need to have an assigned board member and future direction of group. No objection.

Reaching Out (Jane) and *NA Way Magazine* (De) the hope for both publications is to expand the roles for the workgroup to allow them to be more creative in ways that improve and advance each piece, i.e. making content more interesting, looking for creativity and vision and obviously for *Reaching Out* we'll need people with H&I correctional experience. Both groups are non-traveling. No objection

Any suggestions for names for future work can be sent to Eileen.

Business Plan Workgroup (BP)

The BP has been asked to go back and capture what they have and haven't done well for the past 10 years and part of the reason why a charge has not been rewritten. There is also a desire to have 1 meeting per cycle where the Business Plan and World Board members interface with each other. Group composition will be reviewed in December.

We are looking at the January 2013 being that meeting. No objection to the Board and BP group meeting at the January 2013 meeting.

Dun and Brad Street rating will be sent to the WB via email. Done

WCNA 35

The EC is recommending Paul C and Mary B as the board point people for program for WCNA 35 Philadelphia; they are recommending a point person within the support committee once that is affirmed. This will be reported in *NAWS News* to allow people time to state their interest. No objection to Paul C and Mary B being the board point people for program for WCNA 35; Philadelphia.

This will again be a registration required event. Planned capacity of 17,600K (space committing to for the main meeting), think the early bird registration will help give us an indication of the number of attendants. We are also looking at finding ways to encourage members to acquire room blocks with NAWS.

We are planning on having at least one evening banquet in Philadelphia.

Abbreviations: AV – Audio & Visual and F&B is Food and Beverage. As more information is available it will be forwarded to the board.

Theme for WCNA 35

- Theme is a "The Journey Continues" (was used 20 years ago) no objection
 - With a 60 year medallion
 - Thinking about building a diamond in the design...for the 60 years anniversary
- Additional themes that could be used for merchandise or banners:

Narcotics Anonymous World Services, Inc.

Approved World Board Minutes

11-14 July 2012

- The journey continues, the road to freedom
- Philly whole, wholly free
- The diamond in the circle sentence
- The journey continues, 60 years and growing

Assignment of WB Members to RDs

- Ask for Skype addresses and updated delegate/alternate information and please provide that to Elaine@na.org as soon as possible.
- Trinidad - Bob G already has a relationship with individuals in Trinidad so he'll keep communicating with them
- Brazil Sul Region - Christian Dullius speaks English, therefore being reassigned to Bob G
- Paul F and Paul C switching Saudi Arabia and Egypt, Paul F getting Saudi and Paul C getting Egypt
- South Pakistan email for Mohammed Iqbal needed (Tana A)
- Contact information for Gursu Kasaci in Turkey needed (Mary B)
- Mexico Occidente not on list of RD; assigning to Iñigo. Staff will send him contact information

After edits made the RD excel file will be sent to the World Board

Helpful Hints

- Create a letter that greets, introduces and states purpose
- If a response has not been received from RD, contact again in 3 month (via letter, email, phone, mail)
- Examples of how to respond to certain RD questions provided, e.g. generic responses, never negative feedback, never says what they need to do, always encourages regions to work together, always suggesting that updated information be sent to staff and that na.org is always a resource.
- Develops a personalized letter to each of assigned regions, includes a link to the na.org website and conference participant bulletin board as well as always directs RD's to available resources. Reaches out again quarterly. Always includes a sentence that says "if you're not the delegate pass this on."
- Uses regional websites to find delegates when contact information was not correct or giving any results.
- The Board will share samples of their communications to RD's with each other.

BP workgroup meeting recap

Business Plan workgroup recommendation: include the donation portal link and self-support pamphlet link in e-blasts – no objection to proceeding with these types of ideas.

Because of the reengineering of the literature distribution system we want to gather as much information as possible. Therefore Business Plan recommending a type of survey with uniform set of question for RSO's, RD's, Regional chairperson, but modified for each segment e.g. area, zone, and region – no objection with survey.

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
11-14 July 2012

Anthony will provide the status of the ability to donate via text messaging and bulletin board

No objection to looking at special discount tied to professional events and as this evolves this will be sent to the World Board.

Recommendation to have a Resource Development professional to attend a meeting of the Business Plan to actually engage the group on our approaches, improvements - brainstorming session, with the possibility to contract. This means we will fund travel. No objection to allowing a brainstorming session with a Resource Developer Professional with the BP group.

Business Plan workgroup will meet again in December 2012. BP is slated to select 2 new members in December.

Miscellaneous

The World Board took an opportunity to show their appreciation to Ron M as the outgoing chairperson of the World Board.