

## Marketing and Public Relations

Distributing NA literature and other products to as wide a base as possible puts us in a win/win situation. Our primary purpose and public relations efforts are being served when as many addicts and non-addicts as possible see our message, and the funds generated by widely distributing our literature helps us grow and continue to fund our services, reaching out to the addict who still suffers. Our Marketing Team has continued its efforts this year to further develop and expand our customer base throughout the treatment and correctional marketplaces.

In 2001-02 we attended and exhibited at the summer American Correctional Association conferences. The summer 2002 ACA was held 13-16 August in Philadelphia, Pennsylvania, USA. This event was well attended and we continued to nurture our relationships with existing institutional customers, as well as developing new ones. You will notice that we did not attend the winter ACA conference this year. We have determined that our impact on the ACA can be maintained by attending only the summer conference, since it is the larger of the two annual events held by the ACA.

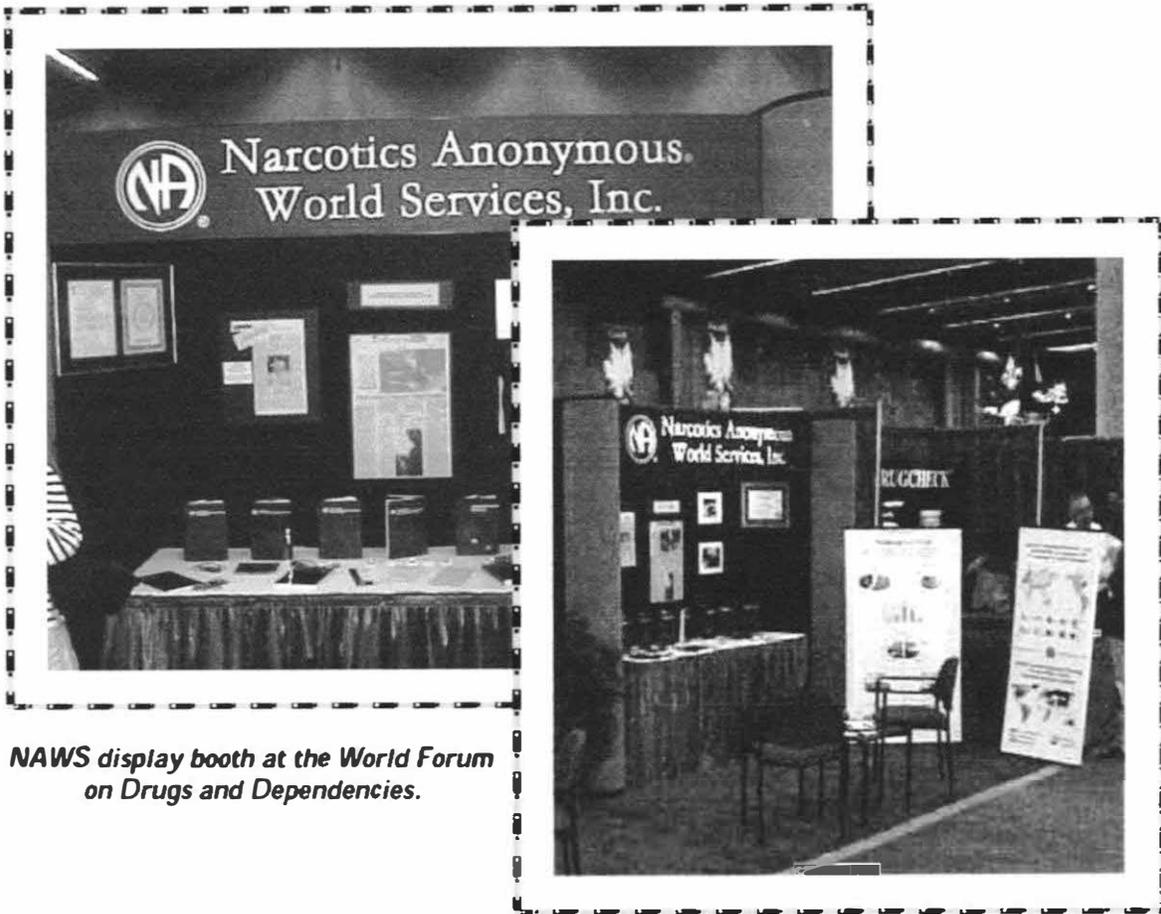
This year we had a series of meetings and exhibited at major drug-court conferences. We met in December 2001 with leadership from both the Drug Court Policy Office and the National Drug Court Institute in Alexandria, Virginia, USA. The conferences attended were the National Association of Drug Court Professionals—Family and Juvenile Court Conference that was held in April 2002 in Reno, Nevada, USA, and the National Association of Drug Court Professionals—Adult Court Conference held in Washington, DC, USA in June 2002.

We again attended the Southeast Conference on Alcoholism and Drug Addiction in Atlanta, Georgia, USA in December 2001. This is always a large conference, and this year was no exception. We maintained a double-wide booth, and members of the PI community from within the Southeast Zonal Forum joined the NAWS Marketing Team to staff the booth, with NAWS handling the national and international requests and the PI members handling local, regional, and zonal issues.

We plan to continue to cultivate new avenues to use in informing the correctional, treatment, and drug-court professionals about our literature and products. We continue considering various packaging formats that will benefit the treatment and correctional professional. We have developed two distinctly different product update mailers for both of these markets.

Over the past year our correctional sales of literature have continued to increase. We have also seen some upward movement in our sales to substance abuse treatment providers, and we anticipate that this field will continue to grow on a steep curve. We now believe that we can probably look forward to increased sales to the corrections, treatment, and drug-court sectors each year for the foreseeable future. We believe that the market share being generated in the drug-court sector is growing. We have learned that once the treatment, correctional, and drug-court professionals become aware that they can buy Narcotics Anonymous literature straight from the WSO, they do so.

Of course, the value of these relationships to NA World Services is two-fold. Certainly we want to market and sell our literature. This is the way that we fund our services. However, of equal importance is the fact that, as a result of selling this literature to these agencies that have huge numbers of suffering addicts as clientele, it is an incredibly efficient way to get the word of NA recovery to the still-suffering addict. We have increased the total of our treatment and corrections database again in this fiscal year for this reason. Our increased presence in these markets has also helped us identify trends in the market, such as the continuing growth in the drug-court movement.



*NAWS display booth at the World Forum on Drugs and Dependencies.*

We plan to continue to attend and exhibit at the two national correctional conferences referred to above as well the substance-abuse treatment conferences we have attended to date and the two annual National Association of Drug Court Professionals conferences. We believe that these venues will continue to prove successful, and we believe that they are a vital component to the overall success of our marketing program. As larger USA states like Texas and California have already done, smaller USA state systems are beginning to implement treatment programs within their correctional systems. These smaller programs will probably experience some growth for the next few years. The mandated drug-court systems throughout the country are expanding rapidly. The National Association of Drug Court Professionals is projecting that by the year 2005 there will be over 2,500 drug courts up and running in the USA alone. We will continue to target all of the treatment and correctional sectors we can identify, and we look forward to all of the additional marketing challenges with which we may be faced in the future as we continue to recognize the amazing concentration of still-using addicts that these agencies serve, so that those addicts might become aware that there is an alternative life available to them if they have a desire to stop using.



## Marketing & Public Relations Events/Trips

During this year we attended no fewer than twelve events in our corrections marketing and public relations efforts. Participants in these trips have included Bob Stewart, our Public Relations/Marketing Director; Freddie Aquino, an NAWS staff member; a number of World Pool and World Board members; and Assistant Executive Director Becky Meyer. The events we attended this year covered a wide variety of organizational entities and geographical locations. In pursuit of our primary purpose, it is our intent to spread NA literature and the word of recovery in Narcotics Anonymous as far afield as possible.

During fiscal year 2001-2002, we attended the following events in this regard:

**AA General Service Office (one day)  
Summer Conference ACA  
11-16 August 2001**

**Location:** New York, New York and Philadelphia, Pennsylvania

**Travel Team:** Bob Stewart, Freddie Aquino, NAWS staff

The team made a one-day courtesy visit to the GSO in New York City where they met with their counterparts at that office. That group included the coordinators for the CPC, PI and Institutional desks. This proved to be a positive trip that ensured open lines of communication for ongoing work together in the spirit of cooperation.

This day at the GSO was followed by a drive to Philadelphia to attend the ACA summer conference. The marketing plan that's in place is a component of the long-range business plan, which calls for our continued presence and sales marketing in the institutional market place. By attending ACA this year we continued to enhance our profile at what remains the largest correctional gathering in the world. Between 4,000 and 5,000 people attended this year's conference. Our exhibiting presence at this summer's event helped to showcase the viability of our

products to correctional substance-abuse treatment administrators and directors attending this event from all over the world. This event continues to be the cornerstone of our marketing development in the correctional arena.

**National Institute of Corrections Video  
Conference  
27-29 August 2001**

**Location:** Long Beach, California

**Travel Team:** Craig Robertson, World Board; Freddie Aquino, NAWS staff

The reason for this trip was continued involvement with this effort by corrections professionals who deal with addicts. This event turned out to be much larger than we had anticipated. At previous National Institute of Corrections video conferences there were up to 30,000 people in the video audience. This particular conference included six panelists: two were Class A members of AA's General Service Board, three panelists were from the corrections field, and the sixth panelist was World Board member Craig Robertson representing Narcotics Anonymous. Each panelist was given a topic to discuss for five minutes. Questions were then asked that would ultimately lead to the next panelist presentation. Freddie Aquino served as a consultant to assist with the broadcast, and then answer telephones during the call-in portion of the conference. The largest segments of the audience were in Canada and the United States, but the feed was piped in to sites in the Caribbean as well.





# Marketing & Public Relations Events/Trips

## AA General Service Office 21 April 2002

**Location:** New York, New York  
**Travel Team:** Jane Nickels, World Board; Becky Meyer, Bob Stewart, NAWS staff

This trip was in response to an invitation from the AA General Service Office to attend the opening dinner for AA's 52<sup>nd</sup> General Service Conference. This was a gesture on the part of Alcoholics Anonymous to include NAWS as one of their cooperative friends. During this trip Becky also renewed her credentials at the United Nations.

## American Society of Addiction Medicine Conference 25-28 April 2002

**Location:** Atlanta, Georgia  
**Travel Team:** Bob MacFarlane, World Pool; Bob Stewart; Freddie Aquino, NAWS staff

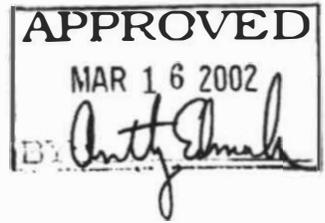
Our exhibiting presence at this conference helps to continue to showcase the viability of our products to the addiction--treatment administrators and directors attending this event.

## National Association of Drug Court Professionals 12-15 June 2002

**Location:** Washington, DC, USA  
**Travel Team:** Bob Stewart, Freddie Aquino, NAWS staff

This was the fourth time we have exhibited at this event. We were part of a joint fellowship mini-plenary session on cooperation with national fellowships. Two members of the AA GSO staff and the chair of the Cocaine Anonymous World Board of Directors joined us on the panel. This mini-plenary session was the outgrowth of our meeting earlier in 2001 at NADCP/NDCl's headquarters in Alexandria, Virginia, USA, held jointly with the members of AA General Service Office staff to brainstorm ideas on how to develop a better relationship with the drug-court movement.





**World Board Meeting  
Approved Minutes  
Narcotics Anonymous World Services, Inc.  
9-12 January 2002 Draft Minutes**

**Present:** Jon Thompson, Jane Nickels, Tom McCall, Bella Blake, Claudio Lemionet, Susan Chess, Ron Hofius, Steve Lantos, Bob Jordan, Craig Robertson, Saul Alvarado, Cary Seltzer, Daniel Schuessler, Tony Walters, and David James.

Daniel arrived Thursday afternoon, and Craig arrived on Friday evening.

**Not Present:** Giovanna Ghisays, Lib Edmonds, and Larry Roche. Michael McDermott was not present on Friday and Saturday.

**Staff:** Anthony Edmondson, Becky Meyer, Eileen Perez-Evans, Jeff Gershoff, Steve Sigman, and Elaine Adams.

**Wednesday and Thursday, 9 and 10 January**

The board spent Wednesday in discussions about strategic planning for NA World Services and a vision for the World Board that were facilitated by Jim DeLizia. Most of Thursday was spent discussing ideas for the new biennial conference and how to apply these ideas to WSC 2002.

There were 14 World Board members present for the strategic planning sessions with Jim Delizia.

**Friday, 11 January**

The day began with a one hour closed personnel session with Executive Management.

The meeting was opened at 10:00 a.m. with the Serenity Prayer and readings of the daily mediation and the WB General Meeting Guidelines.

There were no changes or additions to the presented draft agenda.

Daniel shared concerns regarding not having adequate time to review the meeting material. The board was assured that every attempt would be made to get material out sooner. Two email communications were sent to the board asking that itineraries be sent to staff as soon as travel arrangements were made; only about half of the board members responded. Bob also encouraged the board to respond to staff communications, which would allow staff to better determine the best mailing dates for meeting material.

**Future Board Meetings**

The Executive Committee will send a tentative future meeting schedule for the 2002-2004-conference cycle to the board as soon as it is created.

**Executive Director Report**

**2002 – 2004 Budget**

Anthony reported that normally a comparison to budget would have been provided but this time it was not possible. The draft budget reflects a more accurate projection of donations than what has been done previously. The only real decrease in donations is from regions.

A new module program has just been purchased that allows financial reporting based on our current budget breakdown, and by the March meeting the output from the program will be presented. More adjustments will be made when the audit is performed.

*Interesting!*

**Miracles Happen**

The Executive Committee proposed that the board seek conference approval to reprint *Miracles Happen*. They have reviewed Ron's previous input on this subject and are proposing a general disclaimer to be added to the beginning of the book and a few minor edits.

Proposals to make additional changes to *Miracles Happen* would need to be submitted via a project plan for the next conference cycle. Hazelden previously requested permission to purchase and resell *Miracles Happen*. Currently there are about 400 in stock.

The board concurred with the recommendation regarding reprinting Miracles Happens with the following conditions: Steve, Ron, Jane and Anthony will work together to finalize a memo to conference participants, the disclaimer, and the edits. This packet of information will be sent to all World Board members for approval prior to being distributed to conference participants.

**January NAWS News and March Conference Report**

A draft of the January *NAWS News* will be sent out to the board as soon as possible. There were no objections to not having a March *NAWS News* and having only a March *Conference Report* due to the time constraints.

Each committee has until February 28 to submit committee ideas and information to Becky for the March Conference Report.

**Conference Approval Track Items**

The Executive Committee discussed what, if anything should be posted on the web page. They discussed posting only the memo, everything, or nothing. Whatever is decided will begin to build a protocol for the future.

Each member was given an opportunity to share his or her thoughts on whether conference approval track items should be posted on the Internet.

- Would prefer to see more rather than less whenever this question arises. Items can be posted in a less prominent place rather than always on the first page.
- This process was created solely for conference participants, and posting material on the Internet would circumvent that process.
- A description of the changes can be posted, and any additional inquiries should be directed to their regional delegate.

A straw poll was conducted with those in favor of not posting anything on the Internet—3, all in favor of posting only the cover letter—6, and all in favor of posting everything—6.

It was suggested to mention something about posting Conference Approval Track material on the web in the *NAWS News* and the *March Conference Report*.

There were no objections to posting no Conference Approval Track material on the Internet and having a discussion with the conference about what will work for the future.

Service material being posted on the web will be a future discussion for the board.

Interesting!

**Japanese**

Accepted the Translations Evaluations Workgroup recommendation to approve the Japanese glossary and IP #1. By doing so, the board authorizes production of this item.

**Translations Personal Stories Guidelines**

The Translations Evaluations Workgroup and Susan met by conference call and are working on a draft to present to the board regarding personal stories guidelines. A draft will be sent to the board before the March meeting.

**Fellowship Relations****WSC Seating**

David recapped what has occurred thus far. Becky gave an update of the WSC Seating material, and apologized on behalf of the office for not getting the information out to regions requesting seating sooner.

There was some concern expressed about the form being sent to new regions. Any input on the form needs to put in writing and sent to FRC.

Staff will provide notes from the initial WSC Seating Workgroup meeting to be used as a reference for the workgroup meeting in February.

**Worldwide Workshops**

Becky gave dates of Chicago and Brazil Worldwide Workshops. More staff than usual will be sent to the Chicago workshop because it provides a training opportunity.

**Public Relations****Recommendation for PI Handbook**

Craig reported that the committee's recommendation is in the board book. Craig went over the recommendation. The committee is recommending that a new PI handbook be developed using the review and input draft and the approved handbook as the foundation for the new piece. After discussion, the board supported this recommendation.

There were questions regarding where and how to report the evaluation of these handbooks to the conference. The March *Conference Report* seems the most appropriate vehicle.

Does the current project plan cover the recommendation? The project plan requested that all the handbooks, with the exception of the H&I handbook, be reviewed.

Executive Committee will consider this project along with other work for the next conference year and bring back recommendations to the board.

Tony agrees with what the committee is trying to do with the handbooks, and feels it's really important to get something out that is usable to the PI committees—they are all struggling.

**Report on WB small group discussions**

Craig passed out the small group discussions report and said that the general consensus of the board is that PR is important. Craig was asked if he believes that PR round tables, the PI handbook, and World Forum on Drugs can all be done at the same time. Craig responded that yes, he thinks they can.

## **Guardians**

### ***Small group discussions on court cards***

The board split into two groups to review the Court Card bulletin and the Meeting Attendance Card input. Any other input on the bulletins must be submitted by 22 January.

The board was informed that if bullet #3 is removed then bullet #4 makes no sense.

The board agreed on Friday that a light edit would be done.

### ***NA Way Themes***

The Guardians received 80 names from the HRP and conducted telephone interviews with potential candidates. They are recommending: Sheryl Laffey from Pittsburgh, Pennsylvania, Marc Sequin from Ontario, Canada, and Dana Holman from Indiana as the new NA Way Editorial Board members. The board supported the recommendation.

Board members were encouraged to place a suggestion for an NA Way theme onto the suggestion board. This board was thought to be a good idea for the conference.

## **Events**

### ***WCNA 29***

As of Friday, 11 January, 2,650 individuals have registered, 92% of that amount registered via the web. This is far beyond what was originally projected. All the events are also selling well and ahead of budget, i.e., the luncheon is ahead by 4%, and the theme party by 7%. 57% of the rooms blocked have been sold, and at this rate, the whole block should be sold out by March. There is a back up plan for additional rooms if needed.

Merchandise development has been narrowed down to 12 pieces of artwork. The Executive Committee will review the items, make a final decision, and inform the board.

The support committee is doing well and is very cooperative. A website for volunteers to sign up has been created.

### ***Taping Company***

Mike reported that Sound Images, Inc. met the outlined goals. The report and recommendation can be found in the board book. A comparison was not presented due to the lack of time. There were no objections to accepting the recommendation for taping as presented by the Events committee.

### ***Program Development Group***

There are still eleven main meeting slots to fill, and the group still needs more women speakers. They do not require tapes, but will ask for one if they have not heard someone before.

The PDG will forward a list of names for the main meetings to the board by March.

### ***WCNA 30***

There will be a regional information meeting sometime in August 2002. The local committee will be asked to put a support committee in place by October. More information will be provided to the board at the March WB meeting.

World Board Meeting  
Narcotics Anonymous World Services, Inc.  
14-17 March 2002 Approved Minutes



**Thursday 14 March**

Present: Tom McCall, Cary Seltzer, Bob Jordan, Bella Blake, Susan Chess, Tony Walters, Michael McDermott, Lib Edmonds, Jon Thompson, Larry Roche, Jane Nickels, Ron Hofius, Daniel Schuessler, and Claudio Lemionet

Not present: Craig Robertson and Saul Alvarado. Giovanna Ghisays and David James arrive on March 14

Staff: Anthony Edmondson, Becky Meyer, Travis Koplou, Nancy Schenck, Steve Sigman, Jeff Gershoff, Bob Stewart, Steve Lantos, Uschi Mueller, and Eileen Perez-Evans

The day was spent in a Strategic Framework Session with Jim DeLizia and closed evening sessions with Executive Management followed by another regarding the future of the board.

**Friday 15 March**

Present: David, James, Giovanna Ghisays, Tom McCall, Cary Seltzer, Bob Jordan, Bella Blake, Tony Walters, Michael McDermott, Lib Edmonds, Jon Thompson, Jane Nickels, Daniel Schuessler, David James, Larry Roche, Claudio Lemionet, Susan Chess and Ron Hofius.

Not present: Craig Robertson and Saul Alvarado.

WSC Cofacilitators: John Halverson and Steve Rusch.

Staff: Anthony Edmondson, Becky Meyer, Travis Koplou, Nancy Schenck, Steve Sigman, Jeff Gershoff, Bob Stewart, Steve Lantos, Uschi Mueller, and Eileen Perez-Evans

Facilitation Training Session with Jim DeLizia, staff luncheon and evening closed session.

**Saturday 16 March**

Present: Giovanna Ghisays, Tom McCall, Cary Seltzer, Bob Jordan, Bella Blake, Tony Walters, Michael McDermott, Lib Edmonds, Jon Thompson, Jane Nickels, Daniel Schuessler, David James, Larry Roche, Claudio Lemionet, Susan Chess and Ron Hofius.

Not Present: Craig Robertson and Saul Alvarado.

WSC Cofacilitators: John Halverson and Steve Rusch.

Staff: Anthony Edmondson, Becky Meyer, Eileen Perez-Evans, Stephan Lantos, Travis Koplou, Donna Smylie, Steve Sigman, Karen Chrapek, and Jeff Gershoff.

Jon opened the meeting with a moment of silence; followed by the Serenity Prayer, reading of the *Just for Today* meditation and the World board Meeting Guidelines. Jeff shared a story about a Tibetan group meeting in the Himalayan Mountains.

**The 2002 World Service Conference**

*Physical layout*

Ideas for changes to the WSC physical layout were presented. The proposal is to divide the room in half with one side being tiered seating for business, with a presenter in the center of the room and the other half of the room in tables for discussion sessions. The tiered setting helps to focus on the business at hand. There are 10 extra rooms available for break out whenever necessary. The Gallery may have to be in the front, and if this is done the noise will have to be kept down.

There are no objections to the Executive Committee recommendation for the World Service Conference physical layout.

Elections  
Open World Board Meeting

*Friday*

New Business  
Food Event  
02-04 Issue Topics

*Saturday*

Wrap Up of the Week  
New Conference Discussion, Part II  
Open World Board Meeting  
Dance, alternate store, recovery meeting

*Funded Travelers*

Friday, March 14 was the deadline for regions eligible for funding to contact staff and in some way make WSC arrangements. 69 regions have completed their travel arrangements, 13 regions have some activity going on, and 23 regions have not responded. The 23 regions that are eligible for funding that have not responded have been given 11 extra days to make arrangements. Executive Management asking for the Board to withdraw the funding for those that have not contacted the WSO by March 26 to initiate travel arrangements. There was no objection from the board to withdraw funding to those that have not responded by March 26. IRF and Ireland will not attend the 2002 WSC.

*March 2002 Conference Report*

The proposal is to give a flavor of what will happen in the conference week, like the last report prior to the WSC. There was no objection to following the same direction of the last report before the conference.

*Motions 6**Creating a United States National Assembly*

There is some misunderstanding in the fellowship regarding the World Board's Motion 6 recommendation. It was suggested that the World Board clarify what the board has discussed, e.g. that as a board there is consensus on the recommendation as written in the CAR, but that if individual board members are in favor of the merits in the motion that's a different discussion which has not been had yet. There was no objection to putting a blurb in the Conference Report.

Question: "What should the response to questions regarding the board's straw poll be?"

- This motion could possibly remove the board's ability to provide services to the fellowship. It's imperative that the board discusses what this motion would mean should it pass and be prepared. It is the board's responsibility to inform the fellowship of factors that would affect them.
- At the CAR workshop it seemed that the participants understood that the board was unanimous in its recommendation. Seems that they are now making more out of the straw poll portion.
- Explain the board's decision-making process in the *March Conference Report*.
- Why doesn't the board just come to a consensus regarding the board not having an opinion on the motion because there hasn't been enough time to discuss?
- Let the Executive Committee discuss a direction. However does not want to walk into the conference without having had more discussion on the motion.

Motion 6 merits will be discussed further.

WSC

The board brought back to Motion 6 discussion.

- Propose that the board say 'concluded that we need to time to discuss, research and consider all the effects of what this would mean.
- Encourage conference participants to read the 40 pages of additional information.
- Thought that the issue was that this is a big deal, we worked on this for 4 yrs, couldn't make a decision, and we are not going to work on this right now. Don't think it's productive to say okay we're going to do this right now without more time and work.
- Emphasize that it's a big question and need more time to discuss it.

The decision was to clarify the decision making process by the board, address the fact that the board was unanimous in its motion 6 recommendation. The issue of a US assembly is a larger subject, and would take time and attention if required.

### *Issue Discussions*

A proposal was presented to the board regarding the handling of issue discussions for the next conference cycle. The proposal is flexible and asks that all 3 options proposed in the report be kept and tried. Once topics are chosen, points could be generated for *News Flashes*.

Proposing an idea tree for topics, the conference participant would then be asked to rate. The World Board will also bring one topic. Topics could be discussed on Friday.

### *Discussion*

- It does not seem appropriate for the World Board to select a topic for the fellowship to discuss. The conference should decide what to do with Issue Discussion Topics. Need a process on how to have non-adversarial discussions, not on how to select topics.
- Previously used the amount of input received as a barometer for what was going on in the fellowship and it seemed inadequate. However at CAR workshops gathered that the local members enjoy discussion on topics and they don't want to lose opportunity.
- The board would only be bringing a topic for rating to the conference and the conference will decide.
- It seems that there is no avenue for the fellowship to submit topics and select topics in what is being presented. Regions input should actively be sought for topics as is done with Worldwide Workshops.

Wording will be added to indicate that the options could be used in combination, include where and how the fellowship is involved. The Conference Report will state what option will be used and will mention sources of topics. No objection to the process as presented, including the above input. There were no objections to a synopsis's (give fellowship example) of what's going on in the future will be provided.

### *Miracles Happen*

Members present at MARLCNA expressed concern due to their understanding that World Services stated that *Miracles Happen* was not going to be reprinted again and now World Services is breaking their word. Once it was explained that the World Board is only asking for permission to reprint there wasn't a problem.

It was suggested that the word "approval" not be used when speaking to the conference about reprinting *Miracles Happen* because the book is neither a conference approved nor fellowship-approved document. "Approval" has a special meaning in our vocabulary.

**Guardians**

*NA Way Editorial Board Update*

Steve S will document the Workgroup selection process used.

Susan reported that February 16 was the first meeting had with the 3 NA Way Editorial Board members and that the meeting was successful.

There was no objection to the themes as presented for October 2002, January 2003, and April 2003.

Board encouraged submitting any additional input to themes.

Susan presented the idea of adding a new column in the NA Way called *The Homegroup*. Intent is to give any homegroup member the ability to write in about their home group and/or ask questions. There was no objection to add a new column *The Homegroup*. The incorporation of an additional column in the NA Way will be reported to conference because it affects one of the CAR motions.

There was no objection to the colored diamonds being changed for every NA Way issue and to the group exploring a cartoonist. Staff will research the cost for a four-color (rainbow) process.

*50<sup>th</sup> Anniversary Issue*

Depending on Executive Managements findings there was no objection to the general idea of making the NA Way Magazine 50<sup>th</sup> Anniversary issue larger and nicer.

The board asked to start thinking about ideas for themes so that a master list can be compiled and given back to the board for review. April 11 is deadline to send in theme ideas for the 50<sup>th</sup> Anniversary issue.

*Solicit Articles*

More material will be gathered for the board and provided at the next meeting.

*Court Card Bulletin*

JTF!

Lib thought the Court Card Bulletin draft would be very helpful for communities. There was no objection to approving this bulletin for production. Jeff G. was thanked for his work on the bulletin.

*Online CAR Workshop*

The board is declining the WS Participation offer, as it is not prepared at this time.

**World Board Meeting  
Narcotics Anonymous World Services, Inc.  
7-10 August 2002 Approved Minutes**



**Wednesday and Thursday 7-8 August**

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The board and staff spent two days in a training session with Jim DeLizia. The focus of this session was the next step in the implementation phase of the Strategic Plan. The board identified tools to be developed to further their move to a Strategic Board.

**Friday 9 August**

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World Board Members Present: Bella Blake, Bob Jordan, Craig Robertson, Daniel Schuessler, David James, Giovanna Ghisays, Jane Nickels, Lib Edmonds, Ron Hofius, Saul Alvarado, Susan Chess, Tom McCall, Tony Walters

New World Board Member: Jim Buerer

Staff: Anthony Edmondson, Becky Meyer, Eileen Perez-Evans, and Jeff Gershoff

**Action Group**

The board met till 12:00 noon in an action group.

The World Board chair officially welcomed Jim Buerer as a new World Board member.

**Executive Director Report**

*Embezzlement Update*

The board will receive a summary of options from Don Palazzo about where we go from here with this issue at the November WB meeting. A check has been received from CNA Insurance Company for the entire amount of the claim, minus the deductible.

*Approve Proposed Changes to the Audit Contract*

The board asked to approve the contract provisions for accounting every year that would include a segment of Forensic Accounting as an auditing process whose specific intent is to detect illicit financial practices or transactions. It was the unanimous decision of the board to approve the proposed Forensic Accounting contract provisions.

*Approve Audio History CD as inventory item at retail price of \$15*

It was the unanimous decision of the board to approve adding the Audio CD as an inventory item at a price of \$15.00.

*Business Plan Group*

The board reminded that the Business Plan Group has been approved for the next conference cycle; members are Mario Tesoriero (point person), Cary Seltzer, Bob McDonough, Bob Jordan, Becky Meyer, Tom Rush and Anthony Edmondson. The body will schedule a meeting towards the end of the year. There is currently some thought being given to adding another person. Any changes to the group will be approved by the EC and reported to the board. A more detailed report will be given to the board at the November meeting.

Response: that there are two issues: database and what is our role as NAWS. Our policy has always been that you are a group when you say you are. There is something about that mind set that applies to the request for online meetings.

Straw poll: *'those who support proceeding with posting online meetings via our meeting locator as an experiment'* 10 yes – 1 no – 1 abstain

The World board agreed to post online meeting on www.na.org as an experiment.

#### *Leadership Calls*

Friday, January 3rd at 2:00pm (Pacific) and the World Board agreed that the focus of leadership calls would be strategic framework key result goals and objectives and organizing information for the board meeting.

#### *World Board Meeting*

The board agreed to start the February and May 2003 World Board meetings on Wednesday and end on Saturday. Anthony and Becky will speak to Jim regarding starting the board's February Strategic Framework training on Thursday.

5-8 Feb. 2003  
(4 day meeting)

14-16 May 2003  
(4 day meeting)

7-9 August 2003

9-11 October 2003  
(possibly a 4 day meeting)

#### **Miscellaneous**

##### *Alternate Store Merchandise*

Several regional offices were selling merchandise during WCNA 29 that was not left over merchandise from previous conventions, as stated in the contract. Items sold were beanie babies in the color of the American flag and/or merchandise specifically geared to the event. Areas and regions do it for money and because members buy it. The issue is not areas/regions that use this opportunity to fund their service structure but with accepting the sales of said merchandise for profit only. The board can choose which way to deal with this for San Diego: 1) Remove words *left over merchandise* from the contract or 2) leave it in and be prepared to deal with the actual issue.

What we didn't do in Atlanta or with the fellowship is educate them about buying merchandise outside of the convention. At some point the board needs to discuss licensed vendors.

The board had no objection to allowing staff to rewrite the Alternate Store Merchandise contract.

*Question: How do you feel at the end of this meeting as opposed to the last board meeting?*

- Ron felt that they didn't do anything or had the sense that they wouldn't be doing anything soon at the end of the last meeting. However sense right now is that WB is uncorking the cork a little bit and working to plan
- Bella felt that the agenda was a lot less scrambled and gave more time to breathe
- Bob felt that the agenda allowed the items to show their ties to the key results area
- Susan shared that it felt comfortable, stopped and started on time, just feel that we are well organized, that our train is on track. All worked together as a team.
- Anthony shared a delegate's gratitude to the board regarding the boards work and direction.

*Information to be provided in a digested form as talking points*

#### Routine services, China, and strategic plan.

The board ended the meeting for the weekend with a sharing session that is not a recorded session.

In addition to all of the functions our database must accommodate, some of the challenges that we had to address in order to be successful in this project were:

- √ A group may have one or many meetings. These meetings may take place in one or more locations. The database must make this intelligible.
- √ Groups from different areas may hold meetings at the same location.
- √ Some groups choose not to participate in the area service committee where they are geographically located, and this is their prerogative.
- √ Some areas choose to have all of their groups' mail come to the ASC address, and some do not.
- √ Some regions want all subcommittee mail to come to their regional service office, and some do not.
- √ Some areas do not differentiate between a meeting and a group.

Our new database has been up and running internally for over a year now and is working great for our office staff. The next step in the process is to allow regions and areas access to the system. Our primary goal this year was to get the website to a place where we could accommodate direct regional and area input.

By now, delegates and regional, area, and group contacts should have received a notification letter detailing the most current information in our system regarding your region, area, or group. This mailing shows you what information we currently have and gives you a variety of methods to update these data. As the mailing explains, each area or region can now assign a trusted servant to update their information in our database directly via the web. Once we receive the name of this trusted servant (web contact), that person will receive our new website instruction manual. We look forward to jointly accomplishing a worldwide update of information, so that addicts

everywhere can obtain accurate meeting data.

This year also marked the first time we were able to provide electronic registrations for the world convention and other events. This process is working extremely well. We know that we have only begun to tap the potential of Internet technology to make access to NAWS easier for our members worldwide. We will have computers with access to the database available for your review at the conference.

## Public Relations

Over the past two years, the board has had lengthy discussions about public relations in general, the nature of public relations within Narcotics Anonymous, our current public relations statement, past trustee efforts as regards public relations, local PI needs, and attendance at national and international events. We all agree that PR is critically important to foster improved relations with the professional fields at all levels. This includes local PI community information events; H&I presentations to jails, prisons, and hospitals; home group relations with their meeting facility; all the way to international events.

We have used the small group format to talk about our internal NA language, the language of professionals, and the principles contained in the Twelve Traditions that complement and guide our efforts in the public relations realm. Sometimes what we think are differences of opinion are really just differences of terminology and definition. We often have the same understandings about certain principles but state them in ways that sound very different from one another. In our interactions with the professional world and the public in general, our NA language can actually hamper our efforts.

With that in mind, we believe it is critical that, as an organization, we resolve these misconceptions and other linguistic barriers so that we can develop a clearly stated and understood foundation for our public

relations plan. We need to remember that there is an increasing demand for our services—from the home group welcoming folks in treatment to requests from some of the highest levels of government throughout the world. We want to engage our members in similar discussions—at the Worldwide Workshops, local events, and at the World Service Conference as well. This will help us to formulate a public relations strategic plan. The plan must incorporate fellowship input, ideas, training, and education. We will be looking at this in the upcoming months.

### ***Future Opportunities***

There is still much work to be done in our PR efforts. We would like to raise awareness of NA outside the fellowship to make us more widely known as a viable program of recovery from drug addiction. Our level of respect in the professional community also needs to be bolstered.

We plan to attend and to present in up to five sessions at the World Forum on Drug Addiction in Montreal 22-24 September 2002 and to continue our attendance at the International Council on Alcoholism and Addiction conference. These types of events help us to raise awareness internationally.

Pursuing multimedia coverage, within the guidelines of our traditions, and continuing to develop relationships with other organizations will provide additional opportunities to educate society about Narcotics Anonymous. In our ongoing public relations strategies, efforts such as these will assist us in becoming recognized as a legitimate recovery resource to organizations that can reach great numbers of still suffering addicts on our behalf.

### ***Drug Courts and Narcotics Anonymous***

Drug courts represent a relatively new kind of court system, building on the drug diversion programs already in place that court-order addicts to NA meetings. Many

national and US state governments view this model as highly successful, and as a result, these specialized courts have grown rapidly in numbers. Over the past few years, NA has seen an increase in newcomers coming to NA meetings, primarily in the US but also in other countries, because of referrals from the drug court movement. Also fueling this growth in new members is the increased awareness and acceptance of Narcotics Anonymous as a preferred program of recovery for drug addicts, both among professionals and the general public.

Because of the importance of the drug court movement, we want to continue to build our relationship with these drug court professionals. This past December, we met with representatives of the National Drug Court Institute (NDCI), the Director of the Department of Justice's Drug Court Policy Office (DCPO), the PI Coordinator from AA's GSO, and the current Cooperation with Professionals Coordinator (CPC). Later in the meeting, we were joined by the Executive Director and CEO for the National Association of Drug Court Professionals (NADCP).

Both NA and AA submitted items of concern and interest, and we were all very excited at the opportunity to talk together about some of the challenges our membership is confronted with in our efforts to carry the NA message to the still suffering addict. We discussed some current and future challenges that Narcotics Anonymous as well as Alcoholics Anonymous face, such as the confusion of members who are asked to sign court papers, the court's general lack of understanding of our organizations, and court personnel attending closed NA and AA meetings. We also talked about some of the issues surrounding cooperation and affiliation regarding the drug court system and the need for us in NA to educate our membership on this topic. These sessions involved a spirited exchange of ideas between all of the participants, and we left feeling like we had accomplished a great deal towards improving communication and cooperation amongst all of the participants.

Of particular interest was the fact that drug court professionals must attend three to six open twelve step fellowship meetings as a part of their training to familiarize themselves with community support and to help determine the "right" fellowship for their clients. It was evident that these court professional representatives respected both the NA and AA fellowships. They were clear in acknowledging that the use of both fellowships is a mainstay in the support and fulfillment of their mission as organizations. We are looking forward to future interactions with these organizations.

Anonymous. The topic of this first paper is Attendance Cards, and we plan to make the initial distribution to conference participants at this conference. Many of you helped to create the information in the bulletin through your input at the World Service Meeting. You will recall the series of bulletins issued by the Board of Trustees over a period of 15 years that frequently proved to be a valuable resource to our fellowship.

### **Literature Distribution, Branch Offices, Accounting**

We are pleased to report that WSO Europe in Brussels, Belgium has become virtually cash-independent during this two-year conference cycle. Put simply, this means that the income garnered by our Belgium office has surpassed the day-to-day costs of running the operation. We want to recognize Paul and his part-time staff person Dominique for their hard work and dedication in achieving this WSO Europe first.

As a result of this significant event, our currency accounts in both Belgium and Canada have grown substantially. This requires some explanation. Historically we have transferred funds from our Canadian account to Belgium to compensate for the shortfall in the Belgium income versus expense equation. Now that the Belgium office is virtually cash-independent, both offices' cash reserves have increased substantially.

At the same time, the fact that the dollar has been very strong in recent years and exchange rates have not been favorable has made it unwise to remove capital from either of these branch offices. We have revenue-generating accounts established in both countries, and so we are allowing the capital to accrue in both places. We have already made a major adjustment on our books to account for currency fluctuations and will continue to monitor this situation.

#### ***Lone Star News***

In Jacksonville, Texas, 20-21 April 2002, an historical event will take place. For the first time, inmates will attend a regional meeting as RCMs. Two inmates out of different facilities will attend, under guard, the Lone Star Regional Service Committee meeting representing a number of institutional NA groups within their parts of the state.

NAWS staff member Freddie Aquino will be attending the RSC. Freddie was involved with both the former WSC Ad Hoc Committee on Isolated Groups/Meetings and the WSC H&I Committee. These committees initiated discussions to first identify that these groups (referred to in many quarters as "renegade" groups with no H&I or any sort of outside fellowship involvement) were, indeed, NA groups/meetings. The committees talked a lot about how to get these groups involved in the service structure and how NA on the outside could assist them. This is exciting for us all.

#### ***Announcement of New Bulletin of Attendance Cards***

The board approved the first in an anticipated series of bulletins intended to offer service committees, groups, and members a broad perspective on some of the difficult issues confronting Narcotics

*Bulletin # 31*

It was M/S/C Maryanne L (RD, Connecticut)/Gene J (RD, Wisconsin),  
"To call the question."  
Motion Carried by Voice Vote.

Lynn S (RD, Northern New York) voiced an objection to calling the question for the purpose of stifling debate.

It was M/S/F Dede R (RD, Show-Me)/Pam H (RD, Mid-Atlantic), Motion #7:  
"To have a six-year moratorium of seating new United States regions."  
Motion Failed by Voice Vote.



It was M/D Demetrius P (RD, Georgia), Motion #6:  
"NA World Services shall organize, host and facilitate the first meeting of a new, Assembly of United States Regions in 2005. This assembly shall be a three day event conducted in the most cost efficient, centrally located city available in the United States so as to encourage as many Regions within the United States as possible to attend and participate. This assembly shall be a one-time responsibility of NA World Services. Each Region will be responsible for the cost of room nights and food for their respective participants as well as transportation to and from the assembly. Included in the agenda for the assembly shall be the following topics: Assembly Guidelines Discussion; Financial Responsibility for future assemblies; and Mission/Vision discussion."  
Motion Died For Lack of a Second.



It was M/S/F Ron M (RD, Florida)/Walter B (Alternate RD, Free State), Motion #4:  
"That the World Board investigates and researches some possible ways to gather and publish service experience from the NA fellowship for the purpose of helping NA members learn more about the functions of GSRs. The World Board will report the results of its investigation to conference participants."  
Motion Failed by Voice Vote.

A straw poll revealed that most participants do not support the motion.

Steve R (CF) recessed the meeting for the day at 9:50 pm.

*Jim DeLizia BS*

## Tuesday, 30 April 2002

Jane N (WB Chair) opened the session at 9:00 am with a moment of silence followed by the Serenity Prayer.

Roll call #4 (see Addendum A)  
Conducted by Cary S (WB)  
111 participants are present  
93 regions are present

Concept Three and Tradition Three were read. The daily passage from *Just for Today: Daily Meditations for Recovering Addicts* was also read.

### STRATEGIC FRAMEWORK FOR NA WORLD SERVICES

After several announcements, Jane N (WB Chair) opened the Strategic Framework discussion session. She introduced Jim DeLizia, a consultant that NA World Services has used to assist with strategic planning. Jim reviewed the WSC Vision Statement and shared his observation that energy, commitment, organization, and focus are all necessary to achieve any vision statement.

Jim talked about strategic planning and how it involves an ongoing process, a leadership role, and a means to action that moves the organization toward its vision. He then described the board's recent strategic planning process, which included gathering information, reviewing our foundation, setting goals, scanning the environment (analyzing our strengths, weaknesses, opportunities, and challenges), identifying key result areas, setting objectives, and finally developing the strategic framework.

### **Envisioning NAWS 2007**

Jim asked the participants at each table to describe NAWS as they envision it to be on 30 April 2007. He asked them to think of organization, purpose, structure, capacity, actions, attitude, service, operations, etc., and focus on what might change from 2002 to 2007. He asked members at each table to share their ideas with the table next to them and identify common ideas. Also, he asked that participants identify those changes that would be the most important in helping NAWS to realize the vision

#### Group Responses

As with Sunday's small group discussion on making the description of the new WSC a reality, the whole group discussion comments encompassed both concrete and more conceptual visions of the future. Many of the comments dovetailed nicely with the NA World Services Vision Statement: "NA is everywhere it is needed," "PI efforts in countries that are not well acquainted with NA," "All that are seeking recovery can find it in their own language," etc. Other visions of the future included "improved donations," "We have a full World Board," "we trust the Steps, Traditions, Concepts, and our group's conscience," and many more. [For a complete listing of responses, see Addendum C.]

Tables chose their most important priorities, and while these spanned a variety of areas, a number of tables emphasized developing fellowship issues (including but not limited to translations, zonal offices, and more international representation at WSC); public relations (relationships with governments, NA being a household word, multinational PR, etc.); and fund flow (both having more funds and having funds exclusively from Seventh Tradition collections).

Jim asked various groups to report their top priorities. Group reports were dynamic, enthusiastic presentations of the potential NAWS of the future, some even included drawings. Notably, one presentation that talked to a large degree about international development was given in Japanese and then translated into Spanish. Jim DeLizia summarized many of the ideas, pointing out that communication, public relations, and translations were common ideas at all tables and this illustrates their importance in realizing our vision.

Jim indicated that the WB is developing its strategic plan to be used as a true managing tool in the following ways: the plan will have direction, it will be supported by committees/staff work, it will be supported by action and priority, and it will depend on resource alignment.

Jane N (WB Chair) shared that the board will be refining the plan and utilizing the input from today. The board will develop a way of measuring progress in implementing the plan and will revisit the plan for further development at regular intervals. As the plan develops further, it will be brought back to the WSC for presentation and input. She thanked everyone for their participation in this process, and the session ended.