

DISTRIBUTION CENTER OVERSIGHT COMMITTEE REPORT JANUARY 2021

The DCO Committee met on its regular 2nd and 4th Wednesdays this past month. The committee continues to monitor inventory and perform general office operations oversight. The committee also communicates regularly via its channel on Slack and via email.

The items worked on since the last monthly Board Teleconference are:

1. At the first meeting of the month the end of month inventory report was reviewed and there were no major variances between the end of the month physical counts and the inventory in the books. – **Completed**

At the second meeting of the committee later in the month, the Operations Manager and staff went over the inventory statuses for the various SKUs at our warehouse and online marketplaces. Orders are needed for both the hardcover and softcover BRB. The office will obtain quotes for board approval. – **In Process**

2. A motion was made for revising the cover of the BRB.

Motion: Recommend the Board approve the new cover design that incorporates the words Dysfunctional Families into the title. Background: this was first raised at a recent ABC and was sent to the board to take care of. The motion was seconded and approved.

2. The first discussion of restructuring the DCO Committee was held by the committee with non-committee member stakeholders invited to provide input. Everyone took a few minutes to discuss their thoughts on the topic of rebranding the DCOC and the important points around the topic. Some of the points raised were:

- There is a need for more international publishing, it was never part of the scope of DCOC. Maybe set up publishing like a business.
- The I.T. Committee deals with some Board level items as does the Finance Committee.
- Bringing the items into one committee creates more efficient collaboration.
- The Finance Committee deals with a lot of topics that also could be covered by, and sometimes need to be shown to, other committees.
- One home base for dealing with strategic planning questions lifts burden from the DCOC.
- Collaboration of decision-making tasks that may require input from several committees.
- Global is growing and their main need is a more efficient shipping due to costs and customs.

3. The Amazon consultant joined the first meeting of the month to discuss rebranding, brand registration, and other topics. The hard cover copy image has been updated on Amazon. There are some duplicates for the soft cover offering that the consultant is working on changing. He is making sure that our offering goes to the top of the page, being seen first, especially ahead of “price gougers”. We are not yet eligible to advertise but he is working on changing this for us. He is setting up Kindle Direct Publishing for all our books. He is getting more information for us on Amazon’s print on demand not only for the U.S. but worldwide. The brand registry needs to be updated.

The consultant sent a report via email after the second monthly meeting listing the tasks completed and those still in progress. The committee will discuss and evaluate this report at its first meeting in February.

The Operations Manager will work with the consultant on the enhanced content items. Also, the Operations Manager will be the point person for Amazon for WSO and bring additional items to the committee. The Operations Manager has a list of tasks that he is working on and will update the committee as progress is made.

In response to questions from the Controller and the accountant about the difficulty logging in to Amazon due to an authentication code going to one cell phone. The consultant said there is an authentication App we can use to sign in. Works on iPhones and Androids. The committee liked that idea.

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The consultant identified specific action steps with the people responsible to complete the project.

These steps include:

- 1.) Visibility Strategy (Consultant to own)
 - Development of total strategy and deployment
 - Align on budgets for Amazon PPC
 - 2.) Setup international marketplaces (Consultant to own instructions; ACA WSO to own actual setup to ensure accounts are setup with ACA WSO emails)
 - 3.) Share instructions on adding user permissions (Consultant to provide instruction; ACA WSO to provide availability for walk through)
 - 4.) Update listing images (Consultant to upload; ACA WSO to provide)
 - 5.) Update product keywords (Consultant to own)
 - 6.) Create enhanced content through brand registry (Consultant to own; ACA WSO to provide assets)
 - 7.) Submit counterfeit concerns through Brand Registry (Consultant to own) – **In Process**
4. Business organizational assessment –The organizational assessment being performed by a consultant is wrapping up and he delivered his report to the board and staff at the January 23rd strategic planning meeting. The consultant interviewed various staff and board members/committee chairs involved in business operations of the organization and provided a detailed report recommending an organizational structure that streamlines the board’s oversight role in all of the committees by creating groupings of distinct areas of the organization. This information is still being analyzed by the board. – **In Process**
5. GIVEWP Update – The Finance and IT Committees continue to work on overhauling the 7th Tradition function of WSO’s website. The new site will be more user friendly and has the ability for donors to give by credit-card, PayPal, and Venmo. It is in the testing phase. We will make changes on the web site informing people about the changes. These updates and changes will make the accounting more efficient as book sales revenue is separated from the 7thTradition contributions which must be manually extracted each month. The thank you letters can also be auto generated. The “recurring contribution” function has the possibility of increasing the total amount of 7thTradition contributions annually. - **In Process**
6. Puerto Rico sales tax on book sales was discussed. We need to implement procedures to comply with tax laws in Puerto Rico (PR) by informing purchasers of literature of their obligation to pay their local sales tax versus us having to register and file monthly returns for minimal sales. We are adding a notice to buyers on the bottom of the sales receipt explaining that we do not collect sales tax for sales to PR and the residents may be liable for sales tax. The law states that if we notify buyers of their obligation to pay, then we do not have to register.

In service for the committee,

Bill D., Chair
Jim B., Board Secretary
Sharon F., IT Committee Chair
Lucia S., Controller & Finance Vice Chair

Rich R., Vice Chair
David M., Board Vice-Chair
Nick C., Operations Manager