

# WORLD SERVICE OFFICE REPORT

November 2022

Operating Hours: 8:00am to 4:30pm PST/ 11:00am to 7:30pm EST

Contact Email: info@acawso.org or call 310-534-1815 from 8:00am to 4:30pm PST

## Staff:

Bill Dalton, General Manager

Lucia Sheppard, Finance Controller

Brad Lewin, IT Manager

Jose Vazquez, Warehouse Order Specialist

Carrie Rhoden, Customer Service/ Archives

Trish Irelan, Board Executive Secretary

David Kang, Amazon E-Commerce Specialist

Rebekah Rizo, Bookkeeper

Markus Sjoberg, Contractor for Publishing

**World Service Office Purpose:** The purpose includes acting as the worldwide main service center for all things related to the ACA Fellowship including registering new groups, providing a worldwide meeting directory, assisting with the ACA Annual Business Conference, assisting with ACA's public outreach efforts worldwide, and handling the production and sales of all approved literature. The office also administers the legal responsibilities of the fellowship with respect to copyrights, intellectual property and accounting, and by maintaining the archives and files of ACA.

## Literature Sales Activities:

<b>Books</b>	<b>Signal Hill</b>	<b>Amazon US/Canada</b>	<b>Total</b>
Loving Parent Guide Spiral	486	721	1207
Big Red Book Hardcover	466	739	1205
Yellow Workbook Spiral	442	662	1104
Big Red Book Softcover	204	270	474
Laundry List Workbook Spiral	175	164	339
Strengthening My Recovery Softcover	223	274	497
Strengthening My Recovery Hardcover	175	43	218
	<b>2,171</b>	<b>2,873</b>	<b>5,044</b>
<b>Booklets</b>	923		923
<b>Tri-Fold Pamphlets</b>	2120		212
<b>Chips &amp; Medallions</b>	1230		1230

Books and Products Shipped by WSO in October

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## Highlights for the Month:

- Printed and delivered 300 Italian language BRBs from India to the Italian IG
- Printed and delivered 300 Italian language YWBs from the UK to the Italian IG



- Printed and delivered 400 Japanese language BRBs from India to the Japanese IG
- Printed and delivered 400 Japanese language YWBs from India to the Japanese IG



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- Hired and onboarded the replacement bookkeeper for Gloria Delgado who retired December 2<sup>nd</sup> after 14 years of service to WSO. We wish Gloria the best and are happy she is enjoying spending time with her grandchildren and great grandchildren. We welcome Rebekah Rizo to the WSO office.
- Two employees completed their annual Harassment Training per California Regulations. All CA staff are current in their training.
- Copyright enforcement and intellectual property matters continue to be handled globally as the WSO was successful in getting its trademark protected by the Madrid Protocol in about 120 countries around the world. We continued with takedowns of websites that offer our books for free as pdfs to the public. Our attorneys have advised us if we do not enforce our copyright as infringements are found, then we open ourselves up to the risk of losing them.
- We created a video for participation in the Volunteer Day event in early November. The video highlighted the World Service Office, its staff, and some of its volunteers. There was an overview of the functions it performs including the all-important book and products distribution.
- We issued Purchase orders for printing 1,000 Soft Cover BRB in the UK.
- The LLWB English eBook has been completed and it was advertised in the November Traveler. The other new eBooks of the IT BRB and YWB, Finnish YWB are also finished and will be launched soon. We have redone the English SMR so that its page numbers are now actual and match the physical book.
- We purchased several relatively inexpensive web domains that we can utilize for our remote shopping carts and that will help us market our future books.
- Thanks to an incredible effort by Brad L, our IT Manager, we have a fresh new shopping cart design and are now able to sell our own digital ebooks at a better margin over what Amazon and Apple pay us for selling them.
- An English yellow workbook order has been placed with Canada printer Solex for 10,000 units. We will bring 3/4 of them to Signal Hill and keep 1/4 in Canada. We will be placing an order with a printer in the EU for the 1800 newly translated Polish YWB very soon.
- We have been meeting with a volunteer IT professional that has worked with the Toronto IG as their webmaster and other service positions. We are discussing strategies for implementing Google Analytics on our websites to determine information about the users and how they arrive at our site.
- A proposal for social media was prepared and submitted to the board and to the PS Committee for further evaluation. After attending a Day of Sharing between all of the major 12 Step

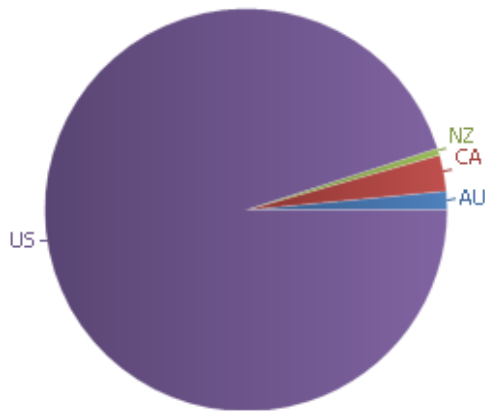
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Programs and numerous smaller ones, it became clear ACA was the only 12 step program of significant size not using social media to attract people.

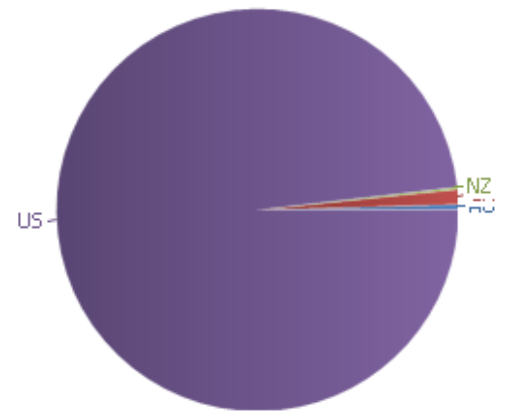
## Country Comparison Report

Date Range: 11/1/2022 - 11/30/2022

Total Sales by Country



Items Sold by Country



Country	Abbrev.	Items Sold	Total Sales
Australia	AU	22	\$719.37
Canada	CA	57	\$1383.82
New Zealand	NZ	9	\$269.09
United States	US	4710	\$45330.24

# WORLD SERVICE OFFICE REPORT

## Overview

Nov 1st - Nov 30th



### Office Management Activities:

- We renewed our Business License with the City of Signal Hill
- The office renewed its business insurance policy
- Completed the account administration duties for enrolling 3 employees into our new health plan

### Member Services/ Archives Activities:

- Stats for Emails, Calls to the Office, Event Postings, and Volunteer Hours
  - Emails Received: 493
  - Calls Received: 154
  - Event Postings: 44
  - Volunteer Hours: 15
- Sent out the December Traveler Newsletter, updated and on time

### Service Entity Stats:

#### Meeting

Active Meetings	2720
Pending New Meeting Requests	5
Pending Update Meeting Requests	4
New Meetings last 90 days	180
Updated Meeting last 90 days	731
Not updated this past year	813

**WORLD SERVICE OFFICE REPORT**

**Service Entity Stats: (cont.)**

<b>Intergroup</b>	
Total Intergroup	102
New Intergroup	0
Udpate Intergroup	0

<b>Regions</b>	
Total Regions	2
New Regions	0
Udpate Regions	0