



# DELEGATE'S DISPATCH AREA 60/PANEL 69 WESTERN PA

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This Delegate's Dispatch can also be found at [wpaarea60.org](http://wpaarea60.org) under ALERTS

## CONGRATULATIONS PANEL 71!

On October 18th, Area 60 held elections for Panel 71. Congratulations and best wishes to our new officers who will be seated on January 1, 2021. (Take the time to send them a greeting if you can!)

## CONGRATULATIONS AND BEST WISHES TO PANEL 71:

Delegate	Jody K. (District 15)
Alternate Delegate	Jon C. (District 11)
Chairperson	Walter G. (District 17)
Alternate Chair	Dani M. (District 14)
Secretary	Sherri Lynn D. (District 22)
Treasurer	Jane R. (District 8)

Please note that there are coordinator positions available. If you are interested in serving as a coordinator please contact the Panel 71 Area Chairperson, Walter G. (until Jan. 1, his email address is [altchair@wpaarea60.org](mailto:altchair@wpaarea60.org).)

## EASTERN US & CANADA REGIONAL FORUM

**WHEN:** December 5, 2020

**WHERE:** VIA ZOOM

**WHAT:** PANELS & WORKSHOPS, GSO COMES TO YOU

**REGISTRATION:** OPENS NOVEMBER 6TH

**YOUR DELEGATE: NEEDS YOUR SUPPORT! I WILL BE HOSTING A WORKSHOP ON "REACHING OUT IN A VIRTUAL WORLD: ARE WE DOING ENOUGH?"**

**PLEASE LOG ON AND SHARE YOUR EXPERIENCE, STRENGTH & HOPE, LEARN NEW WAYS TO REACH OUT OR SHARE WHAT YOU ARE DOING!**

## GOOGLE ADWORDS

Francis G., our NE Regional Trustee is setting up meetings with two class A (non-alcoholic) trustees to discuss both the MyPortal issues, and Google AdWords. One of the trustees is chair of the Finance Committee. I have submitted a series of questions in regard to AdWords and how contributions are being recorded. We will be meeting the end of November. Also, I was just informed that Google AdWords is currently “on pause.” More will be revealed!

## TRUSTEES BOARD WEEKEND HIGHLIGHTS

- There is much to report about the Trustees Board Weekend Oct. 3-November 2. There is a long slate of GSB nominees and non-trustee directors for the 71st GSC. If anyone would like to see the names, please email me and I will send it out.
- General Manager Greg Tobin has submitted his resignation. He will be leaving GSO on February 1. Attached are the job requirements and a resume form.
- Two of our Class A Trustees will be completing their terms. Including Pete Luongo, who has an office in Pittsburgh and has attended our GAWs. If members know any non-alcoholics who are friends of AA and might be a good fit for the GSB, contact myself or Panel 71 Delegate Jody K. We can forward you the requirements etc. for Class A's.
- Technology Communication Services:

The Director of Technology Services addressed the progress on MyPortal, noting feedback from Area Registrars that indicates:

There is a need to communicate new process, capabilities, and expectations for how the Area Registrar's role may change,

Registrars are asking for more control over information and want to self-serve. Understandably, they would like less dependence on GSO to make updates as well as to shift responsibility from GSO to themselves as the point-of-contact for Groups in their respective Areas,

There are a variety of meeting requests: to use information from My Portal to help with meeting listings, whether that is through the Meeting Guide or their own local databases, and to maintain “Online” meeting information as well, and

Other features, to include additional meeting designations, such as: “Seniors,” “Outdoor,” and such. That is why it's so important to engage Registrars upfront.

- Well over a dozen submissions from local Archivists have been received in time to update the Shared Experiences section in our *Archives Workbook*. Michelle Mirza, our non-alcoholic Archivist, is compiling the sharing for our consideration in January 2021

- Regarding the “*A.A. for the Black and African-American Alcoholic*” pamphlet, having heard the voice of the Fellowship, the committee recognized that this recommendation from the Conference committee (along with the subsequent Floor Action) and is moving forward. However, to ensure that the 71<sup>st</sup> General Service Conference is respected, the progress report will be presented to them for consideration.
- Our Accessibilities Staff and the Communications Services Department have created a working draft of the Remote Communities Service page on <https://aa.org>. The page will likely include relevant literature and the A.A. Guidelines on Remote Communities for Remote Communities Committees and the like. Remember Remote Communities also include seniors who are homebound or in a facility.



- *A Visual History of Alcoholics Anonymous: An Archival Journey*: The revised publication date of what was going to be the International Convention’s souvenir book remains on course for a February 14, 2021, production (with a digital presale flyer on course for later in November 2020). All printing of this book will be billed in fiscal year 2021 and print runs will be adjusted based on pre-sales indicators and requests.
- Based on our independent auditor’s recommendation, in-kind donations will be reported as a footnote on our financial statements. Upon completion, our 990s will be distributed to the full Board in advance of the IRS deadline. I will be asking for further clarification when we meet with the trustee this month.
- *Big Book Update*: During Board Weekend, I confirmed with our General Manager – General Service Office that our Big Books had been on back order. However, before the end of Board Weekend, we received approximately 2,000 Big Books of a print run of 9,000. The 2,000 Big Books have all been distributed (or are in the process of being distributed) to fill all the back orders. So, our Intergroups and Central Offices are all set.
- *Big Book Special Summer Offer Sales Results*: Our “Big Book Summer Special Offer” is completed. A printed flyer with an order form was inserted into the June Box 4-5-9 and posted on <aa.org> (previously provided). Email blasts announced the offer to the Fellowship at the beginning of the offer, and a reminder email was sent in September.

5,188 total orders were placed during this 3-month period, utilizing the offer. 523 orders were placed by 239 Central Offices and Intergroups, many of whom used the offer for repeat ordering. Lifts in sales include: ASL Big Book, Abridged Pocket edition, Large Print, Navajo Audio CD set, as well as several international translations. \$2,088,227 in gross sales were generated during this Summer offer.

The final day of the Special Summer Offer, September 30, yielded \$171,823.

- AA Grapevine, Inc.:

The A.A. Grapevine is facing some challenges during this time. The cumulative effect of COVID-19 on book sales and the decline of La Viña subscriptions (due to the cancellation of large-scale Spanish events) has brought some financial hardship. As a result of our decline in income, we have withdrawn approximately \$250,000 from our Subscription Liability Fund. Basically, we are giving an advance to ourselves.

In the Spring of 2021, La Viña anticipates publishing “*Voices of Women*” – in Spanish. Also, at that time, Grapevine hopes to publish a Prison Book, titled “*Free on the Inside*.”

We continue to explore Instagram, and new YouTube content, as well as the possibility of developing a series of podcasts with hopes that this will be in harmony with AAWS’ “A.A. Podcast

Our overall media plan is to track all Grapevine and La Viña efforts. Included will be virtual participation, outgoing digital and print collateral material and interaction with AAWS projects. We have fully integrated *QuickBooks* and *bill.com* resulting in reconciled and up-to-the-minute information regarding sales, shipping and warehousing. Grapevine and La Viña’s ePub and 2021 editorial calendars have been added to Meeting Guide App.

Setting up an Instagram account is being investigated upon request of the Conference Committee on GV/LV. Instagram is widely used mostly by young people. We believe our “daily quotes,” or other quotes from current books, would be a natural fit.

**For those looking for a way to perform 12<sup>th</sup> Step work via Grapevine’s Carry the Message (CTM) project, members can purchase gift certificates for those in need (i.e., loners, A.A. members in prisons, treatment or in remote communities). CTM is especially important during times when face-to-face 12<sup>th</sup> Step work becomes a challenge. Since January, over 421 CTM gift certificates have been processed. Essentially, that’s 421 people receiving subscriptions from folks they never even met.**

- Corrections: As many committees are not going into facilities during the pandemic, committee members have developed lists of inmates and have been writing to those inmates in their local area. We are making some inroads to digitally provide inmates with pre-approved items; however, the approval process is case by case, prison by prison. It’s a good thing we’re continuing Grapevine’s “Carry the Message” program

( (<https://www.aagrapevine.org/magazine/2020/mar/2020-carry-message-project> ).



## **PRUDENT RESERVE**

According to our Trustee Francis G., who is an accountant and serves on the Finance Committee. his computations indicate that we have around 7 months worth of funds in our prudent reserve. It should also be noted that to date we have not used all the requested funds from the last draw down.

## **NERASSA 2021 AND 2022**

Attention DCM's and GSR's, if you are rotating out it is important that your replacement gets this info immediately. Registration for VIRTUAL NERASSA 2021 will be coming out this month! This is a once-in-a-lifetime opportunity. Often NE-RASA is too far away and too expensive for DCM's and GSR's to attend. This year as it is a virtual platform, registration will be very reasonable and you have the opportunity to hear how the entire NE feels on the upcoming Agenda Items, and to add your voice. As we work as GSR's and DCM's the biggest part of our jobs is letting our delegate know what issues of policy and finance should be on the GSC Agenda and how our groups and our districts feel about all of the Agenda Items. Everyone is welcome to attend. Please keep your weekend free to attend this important event. Virtual NERASSA 2021 will be held Feb. 26-28, 2021.

DON'T FORGET NERASSA 2022 WILL BE LIVE IN PITTSBURGH!!!!

## **AREA 60 EVENTS**

November 8, 2020	PCAW Planning & Officers/Coordinators Meeting
December 6, 2020	4th Quarterly Meeting Virtual
December 13, 2020	Officers/Coordinators Meeting & PCAW Planning

One more Delegate's Dispatch in December my friends, and our time as Panel 69 will be over.....

Warmly in service,  
Your delegate,

*Margie S.*

Area 60/Panel 69  
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