

WORLD SERVICE OFFICE REPORT

July 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

Gloria Delgado, Accounts Payable

Jose Vazquez, Warehouse Order Specialist

Carrie Rhoden, Customer Service/ Archives

Trish Irelan, Board Executive Secretary

David Kang, Amazon E-Commerce Specialist

Contractor: Markus Sjoberg, 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:

Books and Products Shipped by WSO in July

Books	Signal Hill	Amazon US/Canada	Total
Loving Parent Guide Spiral	737	455	1192
Big Red Book Hardcover	555	431	986
Yellow Workbook Spiral	534	727	1261
Big Red Book Softcover	321	112	433
Laundry List Workbook Spiral	199	155	354
Strengthening My Recovery Softcover	242	242	484
Strengthening My Recovery Hardcover	115	42	157
Totals	2,703	2,164	4,867
Booklets	597		597
Tri-Fold Pamphlets	285		285
Chips & Medallions	1487		1487

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Highlights for the Month:

- We are pleased to announce the recent hiring of Brad L as a part-time special worker in the position of IT Manager. The position was advertised on our website and once the posting period closed Brad went through a formal interview process and was subsequently hired. Anyone who has done service at the WSO level has no doubt worked with or at a minimum has seen Brad working diligently for months to ensure events like the ABC and AWC are successful. What they may not have seen is the many hours each week he puts in doing the work of an IT special worker for the World Service Office, Board of Trustees, and committees ensuring that our websites, ecommerce software platforms, and IT systems are updated and operating properly. As WSO has expanded, its IT needs have also expanded beyond what volunteers can be expected to manage. As a member of the WSO team he brings a wealth of knowledge about our organization and its needs as well as IT knowledge and skills gained from his 20-year career in the IT sector. WSO is very happy to have him working to help carry the message to suffering adult children around the world.
- New accounts are active with Amazon Australia and Amazon Japan and both have inventory in transit to the warehouses in each of the countries. Due to high cost of air freight, we sent the books via ocean freight from India. We expect to have live sales starting mid to late September in those two marketplaces.
- The World Service Office has been working with the Publishing Committee to develop a process for securing Braille readings for visually impaired members and are moving toward obtaining quotes for our books. A request came in for the meeting script to be made available in Braille so that a blind member of an online meeting could lead the meeting. The Braille meeting script is in publication.
- We have begun seeking volunteers by reaching out to local groups and also sending out articles in the Traveler newsletter. We had our first volunteer come to the office this past week all the way from downtown Los Angeles which was about 28 miles away. The second volunteer came and helped Friday from the Signal Hill Wednesday morning face to face ACA meeting. It is the closest meeting to the World Service Office.
- We shipped out 8,346 books to Amazon.us since the last Teleconference. These were primarily sent from the WSO Signal Hill warehouse after being prepped by staff. We have begun utilizing alternative methods that reduced costs by \$2,600 for the preparation of the books to be sold on Amazon.

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- We received about 14,000 books from our first ever printing done in Canada just in time as we were down to our last carton of LPG and last 3 cartons of BRB SC. We left 25% of the two titles in Canada for a new fulfillment channel we are opening up to serve the Canadian members.
- Our extremely large shipment of about 43,000 books that we were fortunate to have had printed in India when there were no paper supplies anywhere in the world in sufficient quantities are due into our warehouse later this month. In fact, one of the freighters is sitting in the Port of Los Angeles now waiting for the container to be unloaded and trucked to our warehouse.
- Working with both IT and Finance we have finalized our recommendation for an inventory management software and sent a motion to the board to purchase the product. There will be an implantation project and training involved, but the solution will allow the World Service to accurately monitor and forecast inventory needs in its Amazon marketplaces and regional print hubs around the world. This was passed out of committee unanimously and forwarded to the board in the form of a motion with an executive summary. While there is a capital expense for implementation, this software will reduce our monthly outlay subscription software price from about \$1,546 to about \$1,029 per month, a savings of about \$6K in the first year alone while providing the missing inventory management piece.
- The IT Manager has set up FlickRocket on a demo website and we tested it. It worked very well, and we are fine tuning the settings and doing integration with Quickbooks now with accounting. This will give WSO the ability to sell downloadable digital media right on our own shopping website and will increase royalties we receive for our ebooks by 20%. We are planning to go live with it in the next couple of weeks. An announcement will be in the Traveler newsletter.
- We had a great conversation with the president of the Canadian printer and his IT team to discuss next steps in establishing a regional print and distribution hub in Canada complete with a functional storefront and direct link to their inventory management interface. We are working on a letter of understanding to summarize our agreed upon points. They are willing to accept inventory that they did not print and is not limited to printed books. We would like to send medallions, chips and booklets as well to be sold to the Canadian members.
- We have received bids on the YWB, both SMRs, and the Laundry List Workbook from 3 printers we have experience with. These will be a large print run again. We have evaluated the bids and it appears by printing in India again we will save \$90K on the 4 titles combined over the domestic printers.

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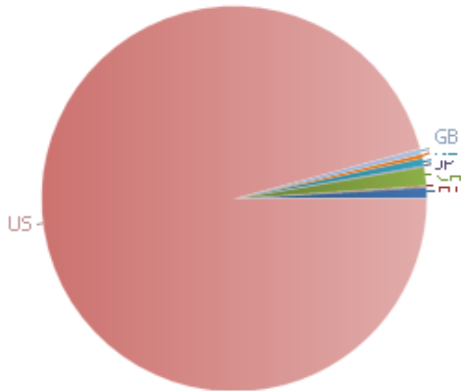
- We are in print on the Italian BRB and YWB. The Japanese BRB is completed and is being readied to ship. The Japanese YWB is coming out of production this coming week. The French and Lithuanian BRBs are in the final stages of proofing and finish work and are scheduled next to go to print.
- The ebook BRB is undergoing an upgrade with an international subsidiary of one of the largest printing companies in the world. This upgrade will give it full epub 3.0 capability including page list function, clickable index and exposed page numbers that will match the ebook page numbers with the physical book for the first time. We also have approved quotes to convert the English LLWB to an ebook, and the Italian BRB and YWB to ebooks.
- We are winding down our Amazon project with the consultants and taking over more of the tasks inhouse. We have updated infographics images that we are using to highlight our publications. We also have extended our product listings throughout Amazon EU. We have shut down about 16 unauthorized sellers of books on Amazon who were selling them as new against Amazons policies.
- Intellectual Property update
 - All the previously reported Copyrights and Trademarks are still in process with the various government agencies using budgeted funds for the attorney's legal expenses. These processes take time.
 - In addition to copyright work, they are pursuing trademarks worldwide for the ACA logo and phrase "Adult Children of Alcoholics" trademarks in the EU using the Madrid protocol and in Japan.
 - We are waiting on our two trademarks to work their way through the Japanese Trademark Office and the Madrid Protocol Application processes so we can apply to Amazon for brand registry and upload the necessary paperwork that will afford us special status for our books in Japan and other international marketplaces.
 - We have submitted documentation to the attorneys for filing the Newcomer and Identity Papers booklets copyright that were never submitted when the booklets were created.

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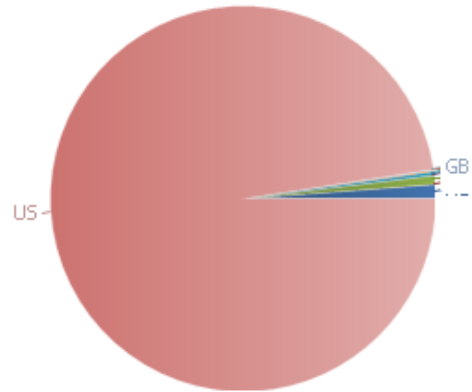
Country Comparison Report

Date Range: 7/1/2022 - 7/31/2022

Total Sales by Country



Items Sold by Country



Country	Abbrev.	Items Sold	Total Sales
Australia	AU	57	\$525.88
Austria	AT	1	\$58.25
Canada	CA	34	\$861.41
Japan	JP	1	\$48.58
New Zealand	NZ	16	\$359.75
United Arab Emirates	AE	4	\$178.41
United Kingdom	GB	4	\$257.42
United States	US	4657	\$52207.75

Overview

Jul 1st - Jul 31st



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Office Management Activities:

Member Services/ Archives Activities:

- Stats for Emails, Calls to the Office, and Event Postings
 - Emails Received: 489
 - Calls Received: 186
 - Event Postings: 13
- Sent out the August Traveler Newsletter, updated and on time

Meeting Activities:

- Publishing Staff every Tuesday morning 6:30am PDT.
- Finance meetings every Thursday at 11:30am PDT
- Business Collaboration Committee 1st & 3rd Wednesdays at 1pm PDT
- Inventory Management Software Project.
- Meetings, virtual discussions and /or dialogues with vendors were held with Amazon Consultants Seller Interactive, Inc., Martins UK Printers, KGL consultants for ebook, Solex Printers in Canada and Thomson Press in India.

Service Entity Stats:

Meeting	
Active Meetings	2846
Pending New Meeting Requests	2
Pending Update Meeting Requests	3
New Meetings last 90 days	168
Updated Meeting last 90 days	709
Not updated this past year	1050

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Service Entity Stats: (cont.)

Intergroup	
Total Intergroup	112
New Intergroup	0
Udpate Intergroup	0

Regions	
Total Regions	2
New Regions	0
Udpate Regions	0