

# WORLD SERVICE OFFICE REPORT

**April 2023**

**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

Markus Sjoberg, Contractor for Publishing

David Kang, Amazon E-Commerce Specialist

Rebekah Rizo, Accounts Payable

Silvia Meyer, Incoming Finance Controller

**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.

## **Books and Products Shipped by WSO in April**

<u>Books</u>	<u>Signal Hill</u>	<u>Amazon NA</u>	<u>Total</u>
Loving Parent Guide Spiral	713	671	1384
Big Red Book Hardcover	618	566	1184
Yellow Workbook Spiral	592	652	1244
Big Red Book Softcover	275	245	520
Laundry List Workbook Spiral	222	89	311
Strengthening My Recovery Softcover	222	192	414
Strengthening My Recovery Hardcover	224	46	270
<b>Monthly Totals</b>	2866	2461	5327
		Amz & Apple	
<u>E-Books</u>	253	685	938
<u>Audio Books</u>		275	275
<u>Booklets</u>	1476		1476

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<u>Tri-Fold Pamphlets</u>	1470		1470
<u>Chips &amp; Medallions</u>	1691		1691

### Highlights for the Month:

- Received and screened approximately 48 applications for the Controller's position. Of those applicants 6 were selected for interviewing based on experience, knowledge and ability to work in Signal Hill. A candidate was selected from these 6 and an offer letter was sent. The applicant accepted the offer and was onboarded on April 27<sup>th</sup>.
- Completed the Russian Big Red Book, the Lithuanian BRB, and the Polish Yellow Workbook as eBooks and they are now on sale on our website as well as on Amazon (not the Russian BRB) and Apple Books. The Russian BRB eBook has been published on the Russian ecommerce platform Litres. We now have a total of 18 e-books for sale on our website. 5 English and 13 International Language.
- Transferred 100 German YWB to Amazon UK and sold and shipped 300 to the German IG from the print hub in the UK.
- Sent 100 French Big Red Books to Amazon Canada and 200 are enroute to the UK print hub for further dispatch to Amazon UK and customers in France. The Canadian French IG ordered and received 50 French Big Red Books sent from the Canadian print hub and got them in time for their event on the 29<sup>th</sup> of this month.
- The trademark attorney was engaged to respond to the Australian Government's refusal to grant a trademark on our logo and the word mark ACA. We asked them to separate the two and only appeal for the logo.
- The Japan Tax Commission forms were filed with Amazon after consulting with our International Tax accounting firm. This was a mandatory requirement that would have shut our sales down in Japan had we neglected to do the filing.
- The Social media pilot project has been proceeding along with the efforts of the GM and a short term volunteer modifying the Daily Meditation. It posts automatically at 4am PT each day. We have not been able to recruit any volunteers to do this work and are planning to use some of the funds approved in the budget for the MLM Special Worker to pay for a social media expert to assist the staff in developing more posts that can be automatically scheduled ahead of time.

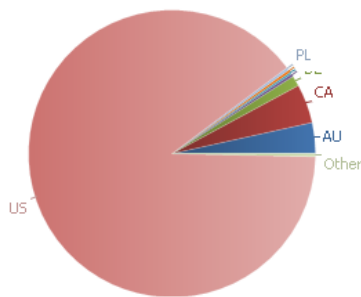
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- Performed the annual review of the Exec Secretary to the Board and the Warehouse Specialist who ships the books and other products from Signal Hill to customers worldwide.
- The new owners closed on the business park acquisition as scheduled two Fridays ago. We were informed the following week of a planned 43% increase for our leases that expire in July.
- We have continued selling our books on Ebay and have sold about 19 books thus far. It is proving to be more profitable to make sales there versus Amazon, but of course Amazon has much better reach so we will continue to do both platforms.
- Printing contracts were awarded to a printer in India for titles English language books totaling 35,000 units to be shipped to the US when completed.

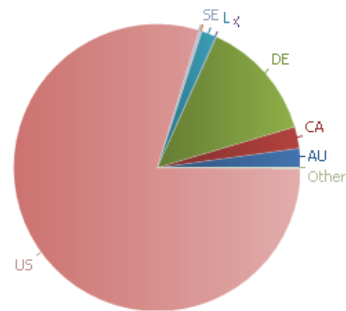
### Country Comparison Report

Date Range: 4/1/2023 - 4/30/2023

Total Sales by Country

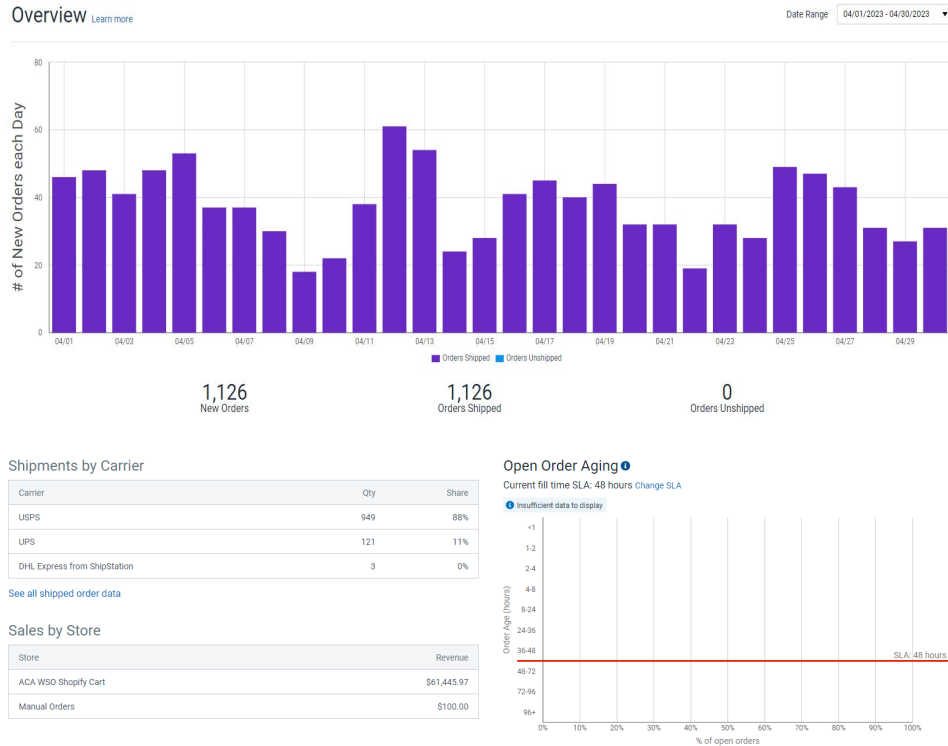


Items Sold by Country



Country	Abbrev.	Items Sold	Total Sales
Australia	AU	164	\$2200.45
Canada	CA	182	\$2760.83
Germany	DE	1027	\$739.50
Hungary	HU	4	\$211.47
Mexico	MX	6	\$143.18
Netherlands	NL	124	\$189.37
New Zealand	NZ	2	\$133.36
Poland	PL	5	\$203.16
Sweden	SE	22	\$0.00
Switzerland	CH	1	\$70.58
United States	US	5997	\$56413.41

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## Office Management Activities:

- Continued to perform field inspections of potential properties to relocate the office due to the planned 43% increase in the lease.

## Member Services/ Archives Activities:

- Stats for Emails, Calls to the Office, Event Postings, and Volunteer Hours
  - Emails Received: 407
  - Calls Received: 206
  - Event Postings: 30
  - Volunteer Hours: 51
- Sent out the April Traveler Newsletter, updated and on time

## Service Entity Stats:

Meeting	
Active Meetings	2612
Pending New Meeting Requests	6
Pending Update Meeting Requests	3
New Meetings last 90 days	184
Updated Meeting last 90 days	665
Not updated this past year	814

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Service Entity Stats: (cont.)

Intergroup

Total Intergroup	103
New Intergroup	0
Udpate Intergroup	1

Regions

Total Regions	2
New Regions	0
Udpate Regions	0