

WORLD SERVICE OFFICE REPORT

January 2024

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 4:00pm PST

Staff:

Bill Dalton, General Manager
Sylvia Meyer, 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
Sarah Oehl, Bookkeeper
Markus Sjoberg, Contractor for Publishing
Marion Makepeace, Translations Support Contractor
Pam Say, Publishing Support Contractor

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.

Sales Activities:

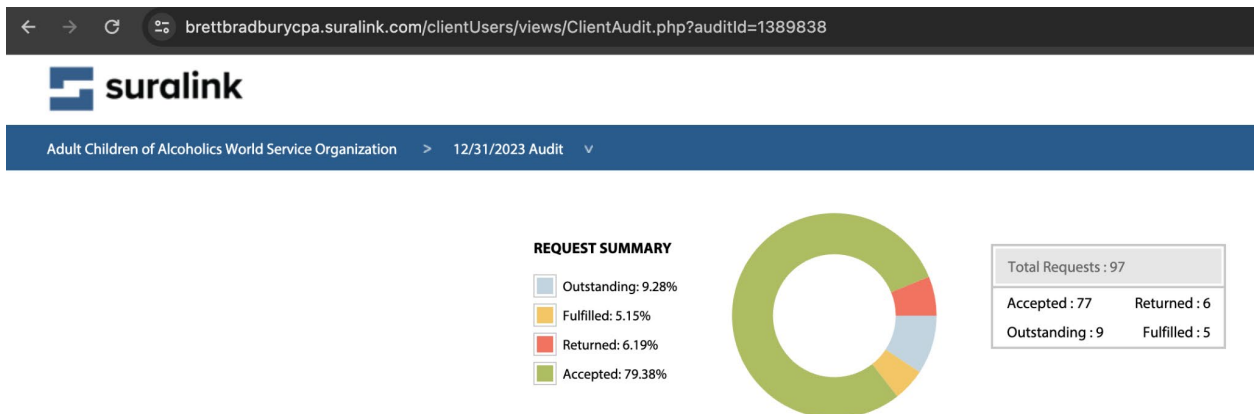
| <u>Books</u> | <u>Signal Hill</u> | <u>Amazon NA</u> | <u>Total</u> |
|--------------------------------------|--------------------|----------------------------------|--------------|
| Loving Parent Guide Spiral | 856 | 834 | 1690 |
| Big Red Book Hardcover | 779 | 546 | 1325 |
| Yellow Workbook Spiral | 753 | 772 | 1525 |
| Big Red Book Softcover | 305 | 358 | 663 |
| Laundry List Workbook Spiral | 304 | 190 | 494 |
| Strengthening My Recovery Softcover | 281 | 209 | 490 |
| Strengthening My Recovery Hardcover | 211 | 37 | 248 |
| Monthly Totals | 3488 | 2946 | 6434 |
| | | <u>Amazon & Apple</u> | |
| <u>E-Books</u> | 349 | 778 | 1127 |
| | | | |
| <u>Audio Books</u> | | 368 | 368 |
| | | | |
| <u>Booklets</u> | 1166 | | 1166 |
| | | | |
| <u>Tri-Fold Pamphlets</u> | 3490 | | 3490 |
| | | | |
| <u>Chips & Medallions</u> | 2539 | | 2539 |

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Highlights for the Month:

1. The audit work is progressing very well. We are working diligently with the auditor to provide documentation and answer questionnaires received from them. This has been a very time-consuming process for California staff, but we are staying on schedule. The auditor is set to meet with the General Manager and Controller separately this week to go into a deeper discussion about the organization's operations, policies, and procedures. The auditor is happy with the responses and the quality of the provided information. There have been 97 requests made ranging from a copy of the bylaws to the trial balance for the entire year and much more in between. 82 of the requests have been submitted and are either marked as accepted (77) or fulfilled (5) pending review by the auditor. There were 9 items outstanding and most of them could not be completed until the year end close was completed the end of January.

This is a screenshot of the auditor's working interface which WSO management are using to upload documentation and interact with him.



2. The 2024 budget was a large project during early January that culminated with the budget being adopted by the board last week. It is being input into Quickbooks so that budget variance reports can be created after the close in early-mid February.
3. We are expecting the 15,000 LPGs from India to arrive in Signal Hill next month. They have been in transit on the water for about a month and a half. We are going to print on 1250 Finnish Newcomer booklets to fulfill an order from Finland IG. We are preparing to print the Danish SMR and will be contacting the IG there to see if they wish to purchase any of them.
4. As mentioned last month we established an account on Kobo.com, the 4th largest eBook selling platform. We now have 25 eBooks uploaded and for sale on Kobo. Meanwhile on Russia's Litres platform we are just under 800 eBooks being sold to Russian members. We are working with the Russian Speaking Service Committee to facilitate a Print on Demand test of their BRB.

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5. We tried on our own to have three cases of copyright infringement resolved but did not receive a response to our requests. There were two reports of our Russian books being sold online on avito.ru and ozon.ru by a Russian member and a large non-registered ACA group was reported for infringement by making pirated pdfs of the LLWB and the Newcomer Booklet available to their members. These three instances were referred to our copyright attorney for legal action after staff emails went unanswered.
6. We established a translation management system task force from volunteers and staff to investigate the various systems and make a system recommendation for WSO to implement. The task force will meet over the next few months and develop user requirements as well as look at the technical requirements of the platforms.
7. We continue to update the pages on the acawsoec.org website with links to e-books and Amazon printed books as they become available. The home page is being revised on the test website now and will be ready for preview soon.
8. The HR attorneys are finalizing their revisions to the Employee Handbook and will deliver it before the end of the month. The handbook required more work than initially estimated as it was hosted in the ADP portal with updates added by ADP that were not put in the correct sections of the manual. We will do this update process differently going forward.
9. We have begun the design and layout of WSO's newest book "A New Hope". It is undergoing creative review in the publishing phase and is expected to be ready for printing before the end of the first quarter.
10. We investigated eBook workbooks having interactive ability and found this could be problematic as the comments inserted into the eBook by someone doing the work could not be saved to the eBook file due to DRM. We are still investigating this with eBook vendors as there have been several people raising this request.
11. We are working in translations to modify the procedures in place to get a translated book from the translation team to the printer. There is an extremely long and uncontrolled review period in the current process that prohibits many people from receiving an approved translated and published book in a reasonable time. We are meeting with the fellowships to offer alternative ideas about this process.
12. Our social media presence has been expanded to include Instagram since it integrates easily with Facebook and an experimental account is being set up on TikTok as that is the current platform that is engaging the most people with public awareness today. Preliminary results are positive. We are up to over 1,600 followers on Facebook alone.
13. We are implementing A+ content on our Kindle and Amazon listings. We have tried consultants in the past who simply could not make any progress on this matter. After doing extensive research with Amazon we learned we can create A+ in Kindle KDP listings and they will merge with our print

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listings when someone clicks on the KDP item. We have tested this concept on the Kindle LPG and it seems to hold true. We will continue to explore this and implement where we can.

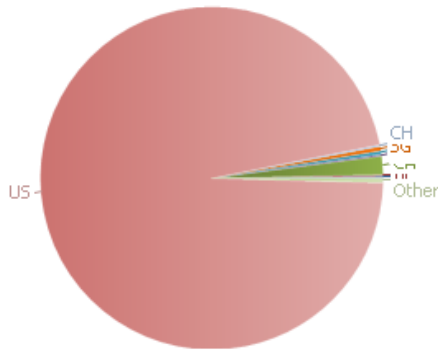
14. We interviewed 4 people for the bookkeeper position and made a decision to hire from those interviewed rather than continue with interviews. We screened over 35 applications/resumes to find these 4. We hired someone for the bookkeeper position who is already showing much promise in the way she interacts with the staff and the way she works. She graduated from Cal State Long Beach and is local to the area.

Statistics

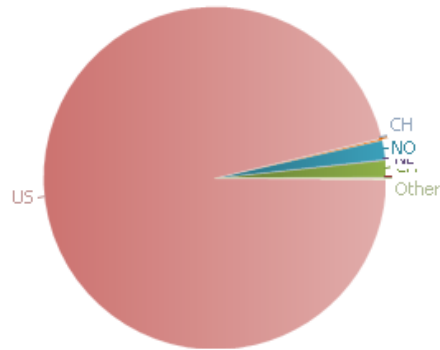
Country Comparison Report

Date Range: 1/1/2024 - 1/31/2024

Total Sales by Country

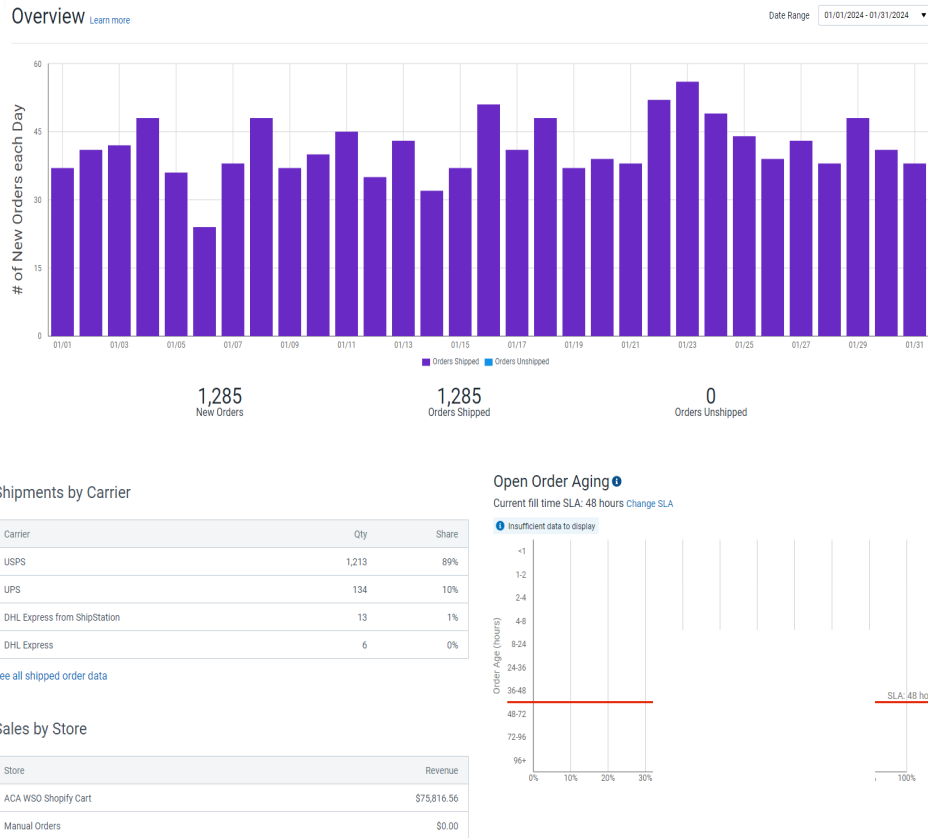


Items Sold by Country



| Country | Abbrev. | Items Sold | Total Sales |
|----------------|---------|------------|-------------|
| Australia | AU | 4 | \$154.84 |
| Belgium | BE | 4 | \$93.86 |
| Canada | CA | 122 | \$1332.74 |
| Hong Kong | HK | 2 | \$61.73 |
| Ireland (Eire) | IE | 1 | \$40.60 |
| Lithuania | LT | 2 | \$65.47 |
| Mexico | MX | 1 | \$39.16 |
| Netherlands | NL | 5 | \$118.26 |
| New Zealand | NZ | 1 | \$44.29 |
| Norway | NO | 140 | \$258.83 |
| Singapore | SG | 13 | \$313.09 |
| Switzerland | CH | 4 | \$119.62 |
| United Kingdom | GB | 2 | \$66.56 |
| United States | US | 7435 | \$73480.59 |

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Member Services/ Archives Activities:

- Stats for Emails, Calls to the Office, Event Postings, and
 - Emails Received: **387**
 - Calls Received: **188**
 - Event Postings: **13**
 - Volunteer Hours: **10.5**
- Sent out the January Traveler Newsletter, updated and

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Service Entity Stats:

Meeting

| | |
|----------------------------------|------|
| Active Meetings | 2703 |
| Pending New Meeting Requests | 1 |
| Pending Updated Meeting Requests | 0 |
| New Meetings last 90 days | 132 |
| Updated Meeting last 90 days | 575 |
| Not updated this past year | 1167 |

Intergroup

| | |
|--------------------|-----|
| Total Intergroup | 105 |
| New Intergroup | 1 |
| Updated Intergroup | 1 |

Regions

| | |
|-----------------|---|
| Total Regions | 2 |
| New Regions | 0 |
| Updated Regions | 0 |