

WORLD SERVICE OFFICE REPORT

January 2025

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

Marcin Czop, IT Administrator

Trish Irelan, Board Executive Secretary

David Kang, Amazon E-Commerce Specialist

Sarah Oehl, Bookkeeper

Markus Sjoberg, Contractor for Publishing

Marion Makepeace, Translations 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	776	720	1496
Big Red Book Hardcover	712	552	1264
Yellow Workbook Spiral	754	627	1381
Big Red Book Softcover	302	328	630
Laundry List Workbook Spiral	375	149	524
Strengthening My Recovery Softcover	274	220	494
Strengthening My Recovery Hardcover	237	50	287
A New Hope	696	134	833
Monthly Totals	4172	2779	6951
		<u>Amazon & Apple</u>	
<u>E-Books</u>	429	721	1140
<u>Audio Books</u>		318	318
<u>Booklets</u>	1523		1523
<u>Tri-Fold Pamphlets</u>	3288		3288
<u>Chips & Medallions</u>	2990		2990

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Highlights for the Month:

- We had an unusually busy January with book sales selling almost 7,000 books through the World Service Office and Amazon. The norm was in the 5,000 range. Orders increased to an average of 70 orders a day about a 30% over last year. This increase required us to hire someone part-time to assist with picking, packing, and shipping in the warehouse to meet the 48 hour shipping time.
- The 2024 audit work by staff continued and significant progress has been made since last month. About half of the pending items were completed in January. There are approximately 40 areas the staff sent to the auditor for the audit. We are on track to send the items to the auditor on the schedule he has established. Finance staff have been doing a great job meeting the timeline on top of the year end close.
- The office received the fireproof storage cabinets at the headquarters and set them in place. They weigh 700 pounds each and required careful placement to not damage the laminated flooring. The archives volunteer who has been coming to the office weekly for going on two years to sort through and catalog the records will place most of the items in the cabinets while staff are putting the early editions of our books in them. WSO was able to get a significant discount after letting the manufacturer know about our mission.



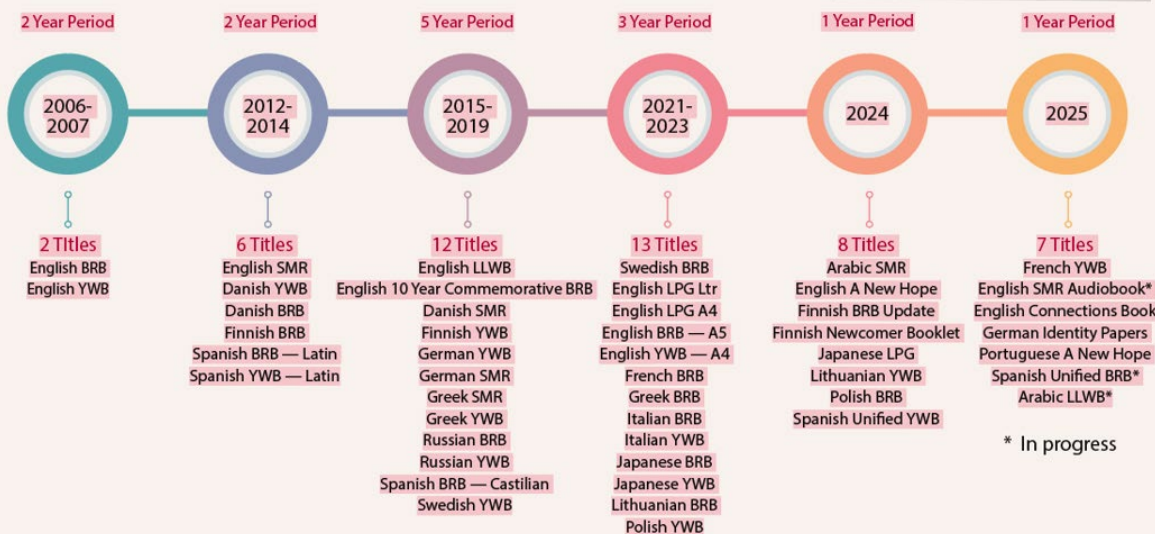
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- There are currently 80+ ACA WSO publications in the translation process. There are translations active in about 30 languages. We are continuing to see an increased demand for more translation support. We have begun testing several Translation Management Systems to assist WSO in getting translations to publishing status much faster than we have been using the manual methods. There are too many translators and documents to manage effectively with manual methods.
- WSO staff finalized the new Connections book typesetting and presented it to the writer team and Publishing team. We are on for a 1st quarter worldwide launch of the new book.
- The office created new videos for each of the English Amazon book listings. Research has shown that video added to the listings significantly increases visibility and sales.
- The donor management software program was implemented by the IT Manager by the end of January as planned to allow for the back-end processing to take place as recommended by the auditor. The front end still requires some work to make it more usable by donors.
- Below is a chart that shows the evolution of ACA WSO's book and eBook production since the Big Red Book was first published in 2006. We are pleased to make this available to the fellowship so they can visually see the amount of work that is being done around the world by everyone involved in Translations and Publishing. In the first 9 years after the BRB was published there were 20 titles printed. In the last 3-1/2 years since August of 2021 there have been 28 titles published with dozens more in the pipeline to be published. Awesome job everyone!

WSO Book / Digital Book Publications

Facilitating ACA's 5th Tradition of Carrying the ACA Message

BRB	Big Red Book
YWB	Yellow Workbook
SMR	Strengthening My Recovery
LLWB	Laundry List Workbook
LPG	Loving Parent Guidebook
ANH	A New Hope Workbook
CON	Connections

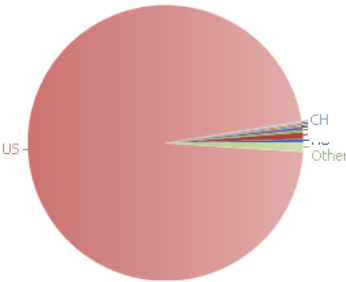


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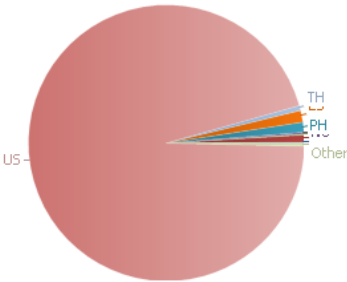
Country Comparison Report

Date Range: 1/1/2025 - 1/31/2025

Total Sales by Country



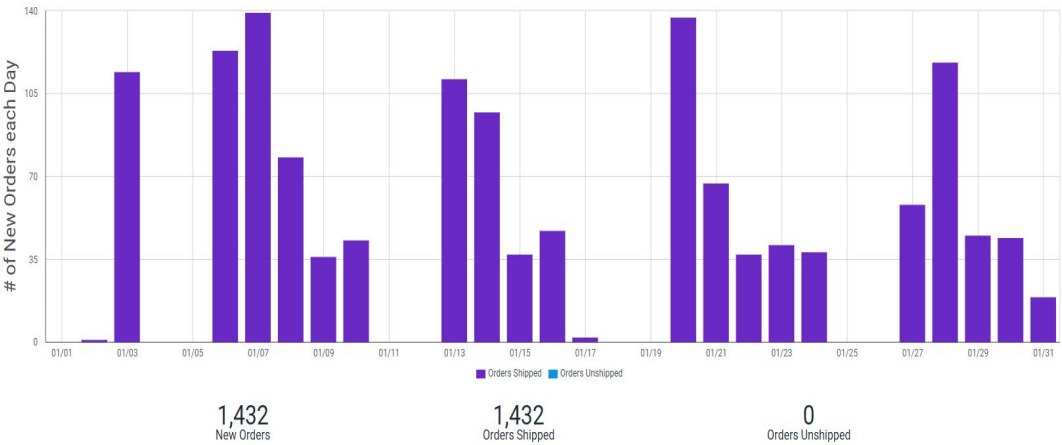
Items Sold by Country



Country	Abbrev.	Items Sold	Total Sales
Australia	AU	12	\$423.93
Belgium	BE	6	\$164.96
Canada	CA	85	\$670.63
Colombia	CO	2	\$62.21
Denmark	DK	3	\$82.76
Finland	FI	3	\$81.51
France	FR	1	\$48.26
Germany	DE	12	\$219.67
Japan	JP	1	\$50.23
New Zealand	NZ	10	\$151.38
Norway	NO	20	\$309.00
Philippines	PH	120	\$172.44
Spain	ES	140	\$189.33
Switzerland	CH	7	\$214.98
Thailand	TH	60	\$92.14
United Kingdom	GB	3	\$140.45
United States	US	9749	\$82985.85

Overview [Learn more](#)

Date Range: 01/01/2025 - 01/31/2025



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Member Services/ Archives Activities:

- Stats for Emails, Calls to the Office, Event Postings, and Volunteer Hours
 - Emails Received: 525
 - Calls Received: 183
 - Event Postings: 16
 - Volunteer Hours: 15
- Sent out the January Traveler Newsletter, updated and on time

Service Entity Stats:

Statistics

Meeting

Active Meetings	2761
Pending New Meeting Requests	2
Pending Update Meeting Requests	0
New Meetings last 90 days	114
Updated Meeting last 90 days	492
Not updated this past year	1216

Intergroup

Total Intergroup	104
New Intergroup	0
Update Intergroup	0

Regions

Total Regions	3
New Regions	0
Update Regions	0