What's happening in NA World Services that you may want to know...

We hope you will continue to forward this page by email, or copy it for interested members, your ASCs, and your RSCs. We continue to encourage people to obtain e-subs to *The NA Way* and *NAWS News*.

This helps us to communicate more effectively and control distribution costs.

- Living Clean: The Journey Continues, our newly approved book-length piece of Fellowship-approved recovery literature, will be available in hard and softcover October 2012. Both will be sold for \$8.75. A limited numbered commemorative edition will be released in December priced at \$30.
- Technology News: We hope you have checked out the improvements to www.na.org. It has been radically restructured and we have gotten positive feedback from members. We also now have a mobile friendly version of the website. Check it out! We will have a free smart phone app for finding a meeting and receiving Just for Today readings released at the same time. We will eblast those who have subscriptions to the daily JFT posting and/or NAWS Updates when they are available.
- We will have an (unenhanced) electronic version of the Basic Text available by the end of September at a cost of \$8.90. *Sponsorship* and *It Works* are in the works for electronic publication. They will be available for sale on Amazon and the iTunes store with links on our website.
- In response to input at WSC 2012 a new Conference Participant Bulletin Board will be launched by 1 September. It will be for conference participants only (those who attended WSC 2012 and any elected participants since). This will be a private board which is password protected, delivers notice of posts, and is mobile friendly. We will eblast all eligible members when it is live. The more fellowship-focused boards will not be created until later in the year and will include the Service System Project, Issue Discussion Topics (Group Conscience, Delegation, and Accountability; Collaboration; and Supporting Our Vision), and the Traditions Book project plan.
- Service System: We are actively soliciting communities who want to test any components of the proposed system GSUs, LSUs, etc. The more help we can have translating the ideas in the proposals to actual practice on a local level, the easier it will be for us to frame a transition plan to present at WSC 2014. If you are interested in working with us to "field test" the thoughts and ideas please contact worldboard@na.org. This is a "together we can" project and we hope you will help us take these ideas off the drawing board and into real life. Updates will be posted online as they are available: www.na.org/servicesystem.
- Our other upcoming projects for this cycle, framing a Traditions Book plan, and review of *An Introduction to NA Meetings* will not begin until later this year. Information will be sent out following our October meeting.
- WCNA 35: As we celebrate 60 years of recovery (our diamond anniversary) at this world convention in Philadelphia, we will certainly be living the theme, "The Journey Continues." Early registration packages will be available in late 2012. We will notify you prior to the actual sale date, or visit www.na.org/wcna for updates.
- We would like to expand our focus for the online webinars we've begun to do and we need your help. The areas of service we would like to bring together are conventions, H&I, and PR. But we do not have contact information for most of the people who are doing this type of service. If you would like to join us and discuss issues and solutions with others who are serving in these areas, please send your name, email address, trusted servant position, and region and/or area to events@na.org for conventions; Handl@na.org for H&I trusted servants; and PR@na.org for PR/PI trusted servants.
- Financials: Has each of us ever considered what is meant by "support services"? We all go to meetings, and many of us have participated on H&I panels, noticed PSAs on television, and attended conventions. Now, what does it really take for every service to happen? Each of us has a responsibility to contribute, and to help other members learn how financial contributions help ensure that services continue to be provided around the world and in our backyards. Let us be inspired by our primary purpose and take action to financially contribute through our portal at www.na.org/?ID=donation-external-index.

Go to **NAWS News** at www.na.org/?ID=reports-nawsnews-nawsmain



INSPIRED BY OUR PRIMARY PURPOSE

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A NEW CONFERENCE CYCLE IS MOVING FORWARD

We experienced a productive, ambitious, and at times breath-

taking first board meeting of this cycle, on 11-14 July in Chatsworth CA. To begin our week, the newly elected board members had a day aimed at new board orientation to help familiarize them with internal guidelines, procedures, and general board member function and activities. Our second day was termed "reboot," which in essence is starting again as a new board. With eighteen board members, we are newly formed, blending experience with newly elected members and solidifying as a board. In this daylong session, we affirmed our values and ground rules, and discussed how we accomplish our work with a focus toward functioning as a strategic board. Additionally, we identified team values and discussed measurement of goals and results, sense of shared leadership, and focus for this cycle. Our primary project focus will be the Service System Project as the board is serving as the workgroup. We talked about what we need to accomplish this cycle related to the service system including field testing each element of the proposed system in various settings (urban/rural). We also identified discussions we still need to have about issues that are not fully fleshed out in the service system proposals, such as literature distribution or the role of zones.

Issue Discussion Topics for this cycle received focus on Thursday. We have three topics for the cycle: Supporting Our Vision; Group Conscience, Delegation, and Accountability; and Collaboration (Principles before Personalities). We used the small group process to brainstorm ideas for these sessions and desired outcomes. IDTs seem to have value for members and for the board with the feedback from the regions. We will notify you when we post the session summaries and session profiles on www.na.org.

We spent time reviewing our fiscal picture as of 31 May 2012. Even though we are acutely aware that regional contributions are markedly down this fiscal year, we also had the reality check that recovery literature sales, in particular the Basic Text, are substantially down. Since this is a broad systemic issue throughout our fellowship, we believe our best course is to maintain our streamlined approach and continue to ask for financial contributions to support services.

E-publications and apps were discussed as well as their rollout times and prices; launch of the new conference

participant board and function of the new NAWS website rounded out our technology discussion. We decided on a theme for WCNA 35 which will be held in Philadelphia (the last US WCNA for five years) – "The Journey Continues." Sixty years of growth and thirty-five world conventions later, we are experiencing a continuing journey, making this theme an ideal fit.

In closing out our truly motivated initial meeting of the cycle, we reviewed WSC 2012 (what went well and how we can improve), discussed zonal workshops for the cycle and how we envision the partnership we anticipate forming, and reviewed the charges associated with the project plans that received WSC support. Additionally, we needed to decide on term lengths for the eleven elected board members. Some of you may recall from the WSC that eight board members will serve for a six-year term; the election of eleven board members meant three would serve four-year terms. Term lengths were decided by drawing from a hat. Eight sixyear medallions were placed in the hat and three four-year medallions were added to the hat. The three members who drew four-year terms are Paul C, MaryEllen P, and Tali M. We also elected our leadership for the cycle. Ron B, is serving as Chairperson, Franney J, is serving as Vice-Chairperson, Arne H-G is serving as Treasurer and Jim B is serving as Secretary.

FISCAL UPDATE

The theme for this conference cycle is "Inspired by Our Primary Purpose." We hope that this theme helps to stimulate and motivate us in carrying the message of recovery. Yes, to carry the message of recovery in NA requires money.



Opening a new group requires money; translating and sending literature to emerging communities anywhere in the world involves money; and providing services to members necessitates money. At times we tend to squirm in our seats at the mention of the word money or we may choose to be an ostrich and put our heads in the sand. None of us were ever served by the denial of reality. When the message was carried to us, we began looking at the reality of our lives.

The reality today with providing services to a global fellowship is a need for each and every member, group, area, and/or region to financially contribute. We seem to love to hear how addicts in East Africa or Siberia are hearing the message of recovery yet that is not a free service. As you well know, literature translations and fellowship development cost money.

Some may think "I put money in the basket and I am done"; how would your life be if your predecessors had thought they were done in the early years of NA? Others may think "world gets money from literature sales so there is no need to financially contribute." While on one hand it is true that

world does get money from literature sales, yet on the other hand that does not absolve any of us from personal responsibility to pay our own way and pay it forward.

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At this time, we need to report that literature sales are dramatically down, particularly sales of the Basic Text. We need to continue to ask for financial contributions. We certainly do not like saying "no, we cannot attend your service workshop; no, we cannot give you literature for your event; no, we cannot translate that piece of literature..." We believe if everyone gave their own fair share which may be \$5 for one, \$500 for others, and even \$5000 for another, we may be able to start saying yes more often. We are inspired by our primary purpose yet to fulfill our ability to carry the message worldwide we need money. Please contribute through our portal at www.na.org/?ID-donation-external-index. For members who desire, there is the ability to set up a recurring monthly contribution; we have offered this feature at the request of members.

SERVICE SYSTEM

As most of you (perhaps all of you) already know, all of the resolutions related to the Service System Project passed at WSC 2012 and all of the straw polls were supported, though some by a narrower margin than the 2/3 that a policy motion would require. The conference also approved the plan to continue work on the project for the cycle ahead. At this board meeting, we focused on what that means for us specifically over the course of the next two years. What service system tasks do we need to accomplish before the next conference?

First we talked about the reality that for us, a "two-year" cycle really amounts to a 15-month window to do most of the work from conference to conference. This July was the first meeting of the new board, and we will be approving material for the 2014 Conference Agenda Report during the 2013 October meeting. In essence, we have less than a year and a half to get most of the work done to be prepared for the decisions and discussions at the next conference.

With the recognition of time constraints, we earnestly began to map out the road ahead of us. The project plan passed at WSC 2012 explains:

...what we hope to present to WSC 2014 is a better description and definition of components of the proposed system as well as a transition plan that describes ways to get from where we are to this new system – one that is accomplished in stages to allow for continuity of services.

At this meeting we discussed the need to translate the "theory" of some of the ideas in the proposals to actual "practice" in order to accomplish those goals. We think one of the best ways to do that is to actually field test the ideas

described in the service system proposals. We know some communities are already experimenting with implementing parts of the service system proposals, and we are putting out a call for any other communities that may be interested. If you think your community might like to form Group Support Units or implement a Local Service Unit-style planning assembly or try out any of the other ideas in the service system proposals let us know. We'd like to be able to test all of the components of the proposals to whatever degree possible. Of course, forming a group forum for all of the meetings in a neighborhood is a different undertaking than, say, reuniting regions so that they can cover the geographic area of a state. We recognize that, given our short time span and the fact that we are not in the implementation stage of the project, what we are calling "field testing" will vary from place to place and depend on the component we are testing. For instance, we hope to discuss what unifying on a state level might look like with some regions and to gather information from other regions that already span a state and are testing some of the processes like CBDM or planning. It may not be possible, however, to actually field test a regional reunification. We won't know for sure what we can include in a field test until we talk further with the communities involved. Look for more information in NAWS News to come.

In the meantime, we will be having further discussions on aspects of the service system proposals that need to be fleshed out or developed in further detail. Our list of topics includes:

- How to meet the needs of border communities as well as communities with particular ethnic, language, or cultural considerations
- Literature distribution, fund flow, and costs
- RSOs, other service offices, incorporated bodies, and conventions
- Options for very large or very small state/nation/ provinces
- The role of zones in a new system
- WSC seating criteria

Let us know if there's something not on this list that you feel needs further explanation in the service system proposals. We will be devoting part of each board meeting to these discussions. In addition, we know that, in general, we need to explain ideas in simpler language so that the proposals are easier to understand. We've heard you asking for that and we are working on it. Please continue to write or call with any

questions or concerns. It feels like it has taken years for us to get a better-than-usual start at informing the fellowship about this project and we'd like to maintain the momentum this cycle.



WSC APPROVED PROJECTS

In addition to the service system (yes, our plates are full), we reviewed the additional charges from the WSC approved projects; these charges were in the 2012 Conference Approval Track. We highlighted our discussion and direction for each project charge below.

Fellowship Issue Discussions

We mentioned earlier that there will be three IDTs for this cycle. At this meeting we framed the topic material and we will be reviewing drafts of this material and session profiles prior to fellowship distribution. We would like these widely discussed by members and desire feedback on these topics. Once again, the topics for this cycle are: Group Conscience, Delegation, and Accountability; Collaboration (Principles before Personalities); and Supporting Our Vision.

Traditions Book

This book is a two-cycle project plan. Initially, we will use technology and other methods to capture input from our members. We will be discussing a frame for our next steps at our October board meeting.

Public Relations

Much of what we call Public Relations is already captured under essential services in the NAWS budget. This project calls for conducting focus groups for medical and research professionals. We aim to hold one PR focus group this cycle and have targeted spring 2013 as a possible date.

An Introduction to NA Meetings

The board is reviewing this service pamphlet prior to the October meeting. At our next meeting, we will plan for the fellowship review and input period and consider the time needed for revisions so an approval draft version will be included with the 2014 Conference Agenda Report so that it can hopefully become an NA Fellowship-approved IP.

Trusted Servant Support and Development

This project is a continuation of discussions from past cycles about leadership development. We see this third priority project as supporting our trusted servants with pieces that accompany the service system project. By developing some of the resource "basics" for this project, we can help improve local efforts to support trusted servants and service leaders.

These projects represent a fair amount of work, and there are still ongoing responsibilities for reporting and gathering feedback, fellowship development and travel, along with the other ongoing NAWS work. Our ability to achieve these tasks, as we frequently report, is contingent on the available staff and financial resources.

ZONAL PARTNERSHIP

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In our recap of WSC 2012, the session Role of Zones was discussed. Our impression from this session was that zones were willing to partner with world services to hold workshops for local members; some of the conference participants in this session seemed to be open to the idea of providing Friday evening and a full day Saturday for world services workshops. In our review, we noted that participants appeared open to attracting local members to the zonal meetings. We see these workshops as a great avenue to impart information about the Service System, to dispel rumors, and to collect feedback from the RDs and members. As we have previously stated "together we can" is a prevailing attitude this cycle.

In addition to a Service System Project focus, we saw zonal workshops may be a good opportunity to discuss fellowship

development locally. Many of us associate fellowship development with far away countries, yet it is applicable locally. For example, many areas in the US are strong in the cities yet how do we help with rural communities; this could be considered a fellowship development question. Of course, there are many OTHER PRODUCTS other topics such as planning or public relations or local service delivery that could be part of a work-

> shop agenda. Our goal is to collaborate with the delegates and create a planning partnership for these workshops.

> Since we are ever mindful of expense and lack of money, we realized that we need to consider the minimum amount of time we need on a zonal agenda and decided that we need a minimum of 6-8 hours. We recognize this may mean a shuffle of the zonal business agenda and we are hopeful zones are willing. Additionally, we see this may also involve a cultural shift; by that we mean, zones willing to invite members (current trusted servants, former trusted servants and general NA membership) and choose a locale that can accommodate increased attendance. This action may require additional funds for increased room space and providing for lunch. We are open to discussing costs associated with member attendance and perhaps helping to defray some of those costs to zones. In order to accomplish a partnership, we are aware of the need to communicate in a dialogue. Even when we have laid out our desires, dialogue helps everyone in the conversation to realize their goals. We truly look forward to working with zones this cycle; please feel free to contact us at worldboard@na.org.



FELLOWSHIP DEVELOPMENT

During the board fiscal session, we talked about fellowship development. The basic elements outlined below are critical to success; by success we mean our ability to carry the message of recovery to communities throughout the world. Our discussion at this meeting centered on item number four – ongoing support.

- 1. Planning and communication
- 2. NA message in the local language and culture
- 3. Public relations relationships with treatment, healthcare, government, education, etc.
- 4. Ongoing support in the form of face to face interactions, whether by board members, staff, world pool members, or local trusted servants
- 5. Presence of a loving Higher Power

When we hold workshops and interface on a regular basis, with planned follow up, emerging communities tend to thrive and flourish. Our desire is to forward fellowship development plans and activities in communities who need our interaction and we are optimistic resources will allow.

OUR WEBSITE AND NEW MOBILE WEBSITE

Our new and improved website was launched 15 June. If you have not visited the site recently, we encourage you to do so and see the improved functionality. Our initial survey indicated strong support for the improvements. We addressed most of our concerns in the revisions but are still waiting for a response from Google to address some of the issues with maps.



The mobile version of our website **m.na.org** is also up and running. The mobile website is designed for smartphones,

not tablets, and contains a simplified version of the website. Those visitors who wish to view the full website have that option available as well.



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WEBINARS

Some members may have heard that we have been hosting online webinars for Regional Service Offices and more recently for Step Writing Committees as part of Sponsorship Behind the Walls. These webinars offer the opportunity for information exchange and discussing solutions for common issues. We are looking to expand webinars to cover conventions (areas and regions), Hospital and Institution Committees (H&I), and Public Relations/Public Information Committees (PR/PI). In order to be able to provide this service, we need members to sign up. Please send us your name, contact information (email address), trusted servant position, and your region, as well as ideas about what you would like to see discussed, to:

- Events@na.org for conventions
- **Handl@na.org** for Hospitals and Institutions
- PR@na.org for Public Relations/Public Information

We are excited about the prospect of being able to offer this service and connect trusted servants with others who perform the same service in their respective communities.

For members whose interest is the Service System, you will not be left out of an opportunity to dialogue. Please watch your email updates for detailed information about the Service System and avenues of discussion.

ELECTRONIC PUBLICATIONS, MOBILE APPS, CONFERENCE PARTICIPANT BOARD...

Our efforts with technology continue to evolve in an exciting way. We are currently working on electronic formats – used on computers, smart phones, ebook readers, and tablets – of the Basic Text, which we are beta testing. We plan to launch distribution of electronic versions of literature through commercial portals, Amazon and iTunes, while we continue to explore the issues surrounding digital rights management and electronic fulfillment. The ePub version of the Basic Text and *Sponsorship* will be available by the end of September. We are also currently working on the electronic version of *It Works: How and Why* and hope to have it available around the same time. Note that these are unenhanced versions of the books. When we are ready to develop enhanced versions of texts, we will announce that in advance of publication, as decided upon at the last conference.

The pricing for the electronic format of the Basic Text had to be set differently because of the policies of the portals we will be using. As a result of their policies, the price for the online version will be US\$8.90. We have had a policy that all formats of a book are priced the same but some portals require a 20% discount from the price of the paper version of a book. Since this will be our initial experience with electronic formats, we will be watching and monitoring closely; we cannot accurately forecast any effect on our print literature. We are optimistic that members will continue to want print literature while some may prefer the electronic publications. As we continue in our development and other books become available in this format, we will publish availability and pricing on www.na.org and include it in our NAWS Updates.

We are still working on mobile apps that will incorporate the *Just for Today* daily meditations and a meeting locator, in the Android and iOS (iPhone/iPad) platforms. We plan to release these by the end of September.

We are continuing to explore the possibility of a NAWS Facebook page, but we have not yet come to a firm decision on this. There is currently no way that we are aware of to prevent comments on posts or to make those who "like" the page entirely invisible to others. Our desire was to create an information portal with push-only information and full protection of our members' anonymity. We will discuss the issue further at our October meeting.

We are busy revising the conference participants' bulletin board to ensure a greater level of functionality, the ability to use it on mobile devices, and to receive posts automatically. We will send welcome emails to all conference participants who attended WSC 2012, as well as any newly seated or current RDs and RDAs who were not at WSC 2012, with more details. We plan to go live no later than 1 September.

These upcoming, sweeping changes are exciting and have high potential for serving the fellowship. For up-to-date news about what is happening in our technology corner, we invite you to visit NAWS' IT blog at www.naws.org/IT/. This is a blog maintained by NAWS Information Technology staff and contains information about IT projects, as well as other items of interest to the fellowship's webmasters and those who follow NA technology closely.

WORLD CONVENTION UPDATE

WCNA 35 – 29 August – 1 September 2013 Philadelphia, Pennsylvania, USA

THE JOURNEY CONTINUES

Our theme speaks to our experiences with recovery and acknowledges our new book, *Living Clean: The Journey Continues.* WCNA 35 celebrates our journey of 60 years of growth and freedom. We may have been considered "diamonds in the rough" in our early years; today our brilliance shows with thousands of members recovering in 129 countries. Our road to freedom from active addiction has not been an easy one, yet celebrating our journey and our freedom together as a worldwide fellowship in Philadelphia is likely to be a worthwhile accomplishment for all who attend.

We realize that attending the world convention requires planning ahead; we are in our early stages of planning as well, and one of our objectives is pre-registration. Philadelphia will be a registration-only event. Pre-registration helps us to be more responsible with meeting space. Philadelphia with its proximity to many cities in the northeast should be a celebration for thousands of addicts. We encourage you to register early and to make your travel arrangements early.

In our planning we are looking at various hotel venues which offer mid-range hotel rates; we did experience hotel attrition in San Diego and we learned from that experience which hotels seem to attract members. We are striving to offer various hotels with a range of rates for Philadelphia. We aim to have an early bird registration and hotel package rate for a fixed period of time. We encourage members to book in the NAWS room block; this will be the last world convention in the US for five years. Celebrate with old friends and make new friends in one of the NAWS hotels room blocks. We have contracted with all hotels near the convention center; hence, we will not be offering any busing to meetings.

We will make registration flyers and accommodation information available as soon as possible and anticipate having registration available late in 2012. Watch your email for the flyer availability and check the world convention area of www.na.org for the latest WCNA 35 information.

Many members in and around the Philadelphia 'corridor' may have an interest in serving on the WCNA 35 workgroup. We are using the term 'corridor' to recognize Philadelphia's proximity to many Northeast communities. Should you be interested in serving, please write to the worldboard@na.org by 31 October 2012 with your name, contact information and service experience. We look forward to working with you!

We believe Philadelphia is truly a fantastic setting for a celebration of our recovery, and hope you will join us.

FROM THE HUMAN RESOURCE PANEL



We would like to start by introducing the 2012-2014 Human Resource Panel. Serving this conference cycle are returning members Pat P and Mark W, and new panel members Lib E and Dave J. Our first meeting for this conference cycle was held 19-21 July. We spent the meeting doing some orientation and team-building, and then took up the task of discussing and evaluating our work toward goals from the past cycle, and considering what we want to focus on this cycle. Like the World Board, but on a much smaller scale, we continue to use the planning cycle approach to help us focus our efforts, improving wherever we can. The result is that we have some specific goals and approaches for this cycle.

Our first focus is the RBZ (Regions, World Board, Zones) recommendation process. As some background, the World Service Conference created a process by which those RBZs mentioned above can forward candidates to the HRP for our consideration. It allows those service bodies to consider members for potential nomination to the World Board, Cofacilitator, and the HRP, and send those names along. It is important to note that this is not a nomination, but rather a recommendation. The RBZ process foregoes the HRPs initial screening and ensures that the RBZ candidate will receive an interview.

In an effort to help everyone to have ample time to participate in the RBZ recommendation process, one of the changes we are making this cycle is to initiate the process at the very first opportunity. We will send out our announcement to RBZs in early September of this year, a full six months earlier than previous cycles.

We recognize the value this "local" vetting has added and we encourage all members who are interested in being considered for service to the WSC to also consider an RBZ recommendation. In support of this, we will contact eligible members of the World Pool to be sure that they are also aware of the RBZ process.

We also discussed making some changes to our vetting process, identifying as early as we can, those members who are most likely to be nominees. We are mindful that being a candidate can take an emotional toll, and as members move through our process they are asked to respond to questions and offer information. All of this takes their time, energy, and commitment.

There are two areas of focus. The first is based on recovery background. A few cycles back the WSC asked us to ask all candidates a few personal recovery questions that seem to be critical for election. The first asks "Do you have an NA sponsor? If no, please elaborate." and the second asks "Have you worked all Twelve Steps of NA? If no, please elaborate." In past cycles we have asked these questions of candidates after they have passed through our blind screening process. Our intention is to move these to the very beginning, placing them on the World Pool Information Form.



The second area we discussed is service background. Our understanding is that the WSC finds service background paramount in being considered for service to the WSC. A member must have some history of local service leadership in NA, or World Services exposure, to be able to be a viable nominee. With that as a foundation, we will use the current service history information to identify those members who have served in leadership at the local level, or in some capacity for World Services.

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Our intention is to use these two approaches to move forward only those members who are most likely to be nominated and excuse those who are not, at the earliest opportunity.

For the first time since the initiation of the World Board, the WSC has filled every seat on the board. And with the election of eleven board members at WSC 2012, there will be only two board members whose current terms end at WSC 2014. Remembering that our guidelines require that we forward no more than two nominees for each available seat, we will be nominating no more than four members for those World Board positions at WSC 2014. So while we are working hard to improve our process, we are also mindful that there are very few opportunities for members to be nominated this cycle.

On another note, we are adapting the trial from last cycle, adjusting our panel leader's term. For the current conference cycle, each of our returning panel members will serve as panel leader. Pat P will serve the first half of the cycle, and Mark W will serve the second half. In this way each of the most experienced members of the HRP are able to offer their leadership.

Currently there are 921 members in the World Pool. The World Pool Information Forms are available on our website at www.na.org, or by calling or writing NA World Services.

As always, your input and comments are welcomed and we encourage you to contact us at **hrp@na.org**. Again we thank you for your support and we look forward to reporting more as the cycle progresses.

CALENDAR FOR 2012-2014

Travel requests

(considered by quarter)

15 August for October–December

15 November for January–March

World Unity Day 1 September 2012

WCNA 35 29 August-1 September 2013 Philadelphia, PA



Regions Around the World

Over 61,800 Weekly Meetings Worldwide

