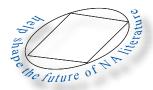
What's happening in NA World Services that you may want to know...

We hope you will continue to forward this page by email, or copy it for interested members, your ASCs, and 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.

- To receive *The NA Way*, you now need to sign up; a new subscription can be created anytime. The October issue was the last issue sent automatically. Please sign up for e-sub (cost effective!), paper, or bulk subscriptions at www.na.org/subscribe. Please pass on this information.
- The Service System webpage is online and has all material distributed since the conference, plus background reports and an update with shortened session profiles for local workshops. There is also a link there to a project discussion board. We held many workshops in the US and a variety of other locations. Thanks to the many members who participated, and to delegates who have been hosting local workshops. Please forward your input by 31 December 2010. Updates will be posted online as they are available: www.na.org/servicesystem.
- If you are a current conference participant or were one during the 2008-2010 cycle, please sign up for the conference participant bulletin board at http://disc.na.org. This board can be viewed by any interested member. We have a lot to talk about this cycle.
- We have continued to reduce expenses across the board; the World Board is helping in these efforts by cancelling our March meeting. We continue to ask for your financial support in providing services that help carry the message worldwide. Please see the members' contribution portal at www.na.org/?ID=donation-external-index.
- WCNA 34 is being held in San Diego in September 2011. Registration is scheduled to go on sale 3 January 2011. The flyer will be posted in late December. You can check for information about this event at www.na.org/wcna.
- "Living Clean" The third and final review and input period for the remaining chapters of "Living Clean" is happening now through 31 December 2010. We hope you are reviewing the material. The approval draft will be ready in April 2011.
- We have several new products. The Spanish Sixth Edition Basic Text is available now. A commemorative edition will be available in late December. We currently have two new tri-plate medallion colors in stock: pink/pearl and black/silver. A new gift edition and a special numbered commemorative edition of It Works: How and Why will be available by the end of the year.



Help shape the future of NA recovery literature a literature survey about where we should focus future efforts is currently out and posted at:

www.na.org/litsurvey

THE DEADLINE IS APRIL 2011.



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



OUR VISION, OUR FUTURE

A NEW CONFERENCE CYCLE UNFOLDS

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This conference cycle ushers in opportunities for change. Many of us have heard that when we get into recovery, we need to change everything.

when we get into recovery, we need to change everything. Change is ongoing in our personal lives, our recovery, and definitely in service. We find change is necessary for increased effectiveness in our efforts and sustained growth of our worldwide fellowship. We are reflecting on these thoughts as we plan what work can be accomplished this cycle. One of the ways we are considering a different approach to contribute to the financial welfare of NAWS is to have a four-day meeting in January 2011 and then cancel our March meeting. Additionally, we are re-examining our attendance at workshops and zonal forums; we may not be able to accept every request, yet we will provide members with session profiles and workshop materials to help them be successful. Our times are changing and we are changing to meet these times.

We held our initial meeting of this conference cycle 29-31 July 2010 in Chatsworth, California. Our agenda was ambitious, with a focus on the Service System Project. We spent half a day discussing the Service System Project, its timeline, charge, next steps, and what we desire from the workshops. In our second board meeting, 21-23 October 2010, we spent a day and a half refining the session profiles based on input from three previous workshops. Our goal in all of the workshops we participated in was to gather input, but more importantly, to create a common understanding of the proposals in their current form. We see this as the only way to proceed down this path together. More information about the Service System Project and next steps are included in this *NAWS News*.

The Living Clean Workgroup completed their second round of review and input with 160 pieces of input. The workgroup met 16-18 September 2010 to consider the input and revise the chapters. The final chapters and Preface for the final review period, 1 October to 31 December 2010, are out and being workshopped. We are enthused by those who have participated in the submission of source material as well as those who provided feedback with chapter review. We sense this book will be reflective of our members' experience in recovery. April 2011 is the date for release of the approval draft.

With our current reality and with two large projects continuing into this cycle, the only new workgroups we have created are for *Reaching Out* and *The NA Way*.

We do not expect either workgroup to meet face to face this cycle. We will be creating the WCNA 34 Workgroup in 2011.

With our corporate responsibilities in mind, we conducted stringent review of our current financial status. Our financial picture is serious; our financial health is more delicate than it has been in a long time. Both sales and contributions are markedly decreased compared to past years. Some members may have noticed that we did not print a NAWS News after our July board meeting; this issue offers a report from both of our meetings to date this cycle. In making our decision about NAWS News, we took into consideration expenses for planning and mailing information on the Service System Workshops, reporting needs in addition to the Service System Project, fiscal prudence, and diminishing resources. We will continue to clearly and dutifully inform members about our need for funds during our interactions in workshops and through our communication vehicles. NA is a worldwide fellowship with a mission close to all of our hearts. We believe our newly adopted vision statement guides us in our goal to make recovery available to every addict in every corner of the world, and we need your continuing support.

We welcomed our new board member, Inigo, from Spain and elected our Executive Committee for the upcoming cycle. Ron M is our chairperson, Ron B is our vice-chairperson, Ron H is our treasurer, and Franney J is our secretary. We thanked Jim B for his leadership during the last cycle and are grateful that he remains a member of the board. We were also very pleased to formally seat Mary, Muk, Piet, Ron B, and Ron M for their second terms on the board.

FISCAL UPDATE

"...we begin by asking for help..." is a phrase from our Basic Text. We have cut expenses to the bare necessities and we are looking at 58 days of operating revenue. We will be clearly and humbly articulating our financial condition in our interactions with members, and continuing to seek monetary contributions. Everything we do is focused on carrying our message of recovery worldwide, and our ability to forward our vision seems precarious. We understand regions may be experiencing similar challenges, yet we are asking members who are able to give to give more to the addict who does not know recovery is possible. We are embracing the "pay it forward" philosophy of members of the South African fellowship-to contribute so the next addict can experience the gift of recovery. Many of us enjoy buying a coffee beverage which may cost \$5. Now, if a member was willing to forego that treat



once a week and invest in our vision, that person would have \$260 in a year to freely give to help carry the message. Multiply that by each and every member of NA, and we would have an abundance of funds to ensure every addict seeking recovery has that opportunity.

We will be following through with a suggestion from the Business Plan Group which is to create a more interesting portal on the website as the entry for the contributions page. By better providing information about what NAWS does on your behalf with these funds, we will try to connect with how this enables us to "Invest in our Vision." We members can contribute through the portal on na.org or in Euros directly to WSO-E. Members who may have ideas are encouraged to contact us: worldboard@na.org

At no time like this current moment, the tone and tenor of "together we can" seems to ring true. We at NAWS are doing more together with fewer resources and still delivering a similar level of service. We were able to cancel our March board meeting because our projects allowed us to push much of the work for this meeting to our January and June meetings. Since WSC 2010, four staff members have left NAWS to pursue other opportunities. At the present time we have no plans to replace them. We wish Portia, Andrew, Jamie, and Bob well in all they do. Bob Stewart was the "oldest" employee we had, having been at the WSO for over 26 years. His recovery and experience will be missed.

Additional financial information will be available in our annual report which we expect to release in January 2011.



Much has happened since we last reported in NAWS News about the work of the Service System Workgroup. The workgroup met three times since the conference, once with the EC and once with the board as a whole. Information has been revised from what we presented to the conference, a webpage for the project has been launched (www.na.org/servicesystem) and five US workshops and several shorter workshops in other countries were held. Now we are collecting input on the proposals in preparation for revising them again in 2011. Here are some highlights of the ground we've covered and where we expect to be by WSC 2012.

The Executive Committee spent a day with the Service System Workgroup in June to discuss revisions to the Service System Proposals the board presented to the conference. Many of you (we hope most of you) have seen that revised material by now. We used the input we received from WSC participants to simplify the framing of the proposals. The

information is basically the same, but we think the revisions make the information easier to understand and to present.

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Atour joint meeting with the workgroup, we also talked about the areas we felt needed further discussion or where there are questions we have not yet answered. Since that time, many of these answers have begun to come through our more recent work on the processes, people, and resources portions of the service system. We have started talking about planning processes and leadership development processes, for instance. These ideas, together with the input on the current proposal drafts, will get factored into the revisions to the proposals in 2011.

During our July board meeting, we reviewed the revised materials and achieved broad agreement on the changes in the proposals. A revised and reformatted version of the service system proposals report was mailed to conference participants, posted on the Service System Webpage (www.na.org/servicesystem), and discussed at numerous workshops.

We held five weekend-long US NAWS workshops:

- 17-19 September in Dearborn, Michigan
- 24-26September in Dallas (Grapevine), Texas
- 15-17 October in Oakland, California
- 29-31 October in Baltimore, Maryland
- 29-31October in Orlando, Florida

We also had sessions about the service system proposals in several places internationally (and California):

- Guadalajara, Mexico: Mexico Occidente Regional Convention
- Israel: European Delegates Meeting
- Culver City, California: Hispanic Area Convention
- Honduras: Honduras Regional Convention
- Chandigarh, Punjab, India: SIRSCONA workshop
- · Siliguri, West Bengal, India: NERF workshop
- Toronto (Mississaugua), Ontario: Canadian Assembly and CCNA (RD-led)

During our October board meeting, we spent a day with the workgroup to discuss some of what we heard at those workshops as well as some of the workgroup's initial ideas about processes. This wasn't a decision-making meeting for us, just a chance to meet jointly and begin talking about some of the ways the proposals could be improved after the end of the year. We will meet with the Service System Workgroup again in January. At that time, we'll have received all of the input from local workshops and begin making decisions about revisions to the proposals.

We have tried to help those of you who are holding locally based workshops. We released a session outline and PowerPoint for a 90-minute to two-hour workshop. Both of these are available on the Service System webpage: **www.na.org/servicesystem**. We encourage everyone to send us any input from local workshops or from interested members. We've posted an online form to make it as easy as possible to send us input, but we will take it in whatever form it arrives: online form, email, fax, or post. We are grateful for your efforts and your ideas.

Many of you have expressed anxiety about the time frame involved in communicating these ideas, getting input, and revising the proposals. We want to reassure you that 31 December does not represent the end for input on this project or even on the ideas contained in the current proposals. All of the input we've heard so far indicates that the revisions to the proposals will most likely involve refining and adding to these ideas, not rejecting them in their entirety and issuing a radically different set of proposals. The process of developing these ideas is more of an evolution than a revolution, and if you are putting on a local workshop late in the year, you need not worry that you will be talking about information that will become irrelevant in a short period of time. Further, if you are gathering local input, that input is useful even if it comes after the deadline and can't be factored into this set of revisions. Work on a local level will not be wasted even if it's at or after the end of the year.

We've talked within the board and with the workgroup about the time table for this project and what seems realistic to discuss and decide upon at the 2012 World Service Conference. Most likely, what we will be publishing in the 2012 *Conference Agenda Report*, for discussion and decision at the conference, is a set of "agreements in principle," not unlike the resolutions voted on at the 1996 conference that led to the restructuring of world services. Pending the conference's decision on those agreements, we expect to need a project for some sort of transition group to lead us into the next stage in this process of change. We are not trying to rush this process, and we continue to welcome your input.

We realize with our current direction for "agreements in principle" that may be offered at WSC 2012, the WSC seating component of the service system is involved. We have been functioning under the premise of coming to WSC 2012 with a proposal for seating. The discussions at WSC 2010 seemed pretty clear that people are not in a rush and want adequate time for discussions. To separate seating from an entire service system is not practical and will detract from our goal of developing a system for effective service provision. We are taking this opportunity to inform you that we will be engaging conference participants in a discussion of what should happen when the current moratorium expires at the close of WSC 2012. The current moratorium states we will only consider regions not resulting from a regional split for seating at the conference.

If you haven't yet visited the Service System webpage, we hope you will. In addition to the proposal report, the page also contains:

- A two-page essay on he background of the project
- A formatted version of A Vision for NA Service, adopted at WSC 2010
- The discussion board for the project
- Downloadable copies of the material distributed for WSC 2010
- Material on the project published in previous reports
- Session profiles and PowerPoints from the workshops in the US
- An abbreviated session profile and PowerPoints for shorter local workshops
- An online form to use to give input on the proposals

Most of these materials are now also posted in Spanish.

WSC RELATED INFORMATION

Election Survey

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During our October meeting, we met with the Human Resource Panel for initial discussions about the election survey we will develop for conference participants. This survey idea originated at WSC 2010, and conference participants fully supported the move in this direction. We anticipate the survey being the vehicle to provide us with information that we can quantify for ongoing dialogue about electing qualified candidates. In our initial discussion, we talked about the areas of information we want conference participants to provide to us about the elections process, and the types of survey questions that may give us beneficial feedback. We considered guestions to assess conference participants' understanding of the elections process, questions about trust in the process and candidates offered, and questions centered on voting. We are beginning to form a base for the survey; we will continue to report our efforts in developing this survey for conference participants.

We also had unanimous support at WSC 2010 to experiment with alternative methods for considering regional ideas, in lieu of regional motions in the 2012 *CAR* or in new business at the conference. We also had a committed motion made earlier in the week that called for the same idea. We have a small workgroup of board members currently working on ideas that we will forward to you after our January meeting. In the meantime, we certainly welcome your ideas.



According to the conference's direction, and as was reported in the last NAWS News, we initiated The NA Way subscription transition process. Automatic distribution of the paper NA Way Magazine to groups, trusted servants, and service bodies ceased with the October 2010 issue. We also implemented the conference's recommendation to purge the existing database of individual paper subscriptions, which has been completed.

We announced this in a two-page spread in both the July and October issues of *The NA Way*. The information will also be included in issues throughout 2011 to ensure that everyone is aware of the changes. We reconfigured the subscription webpages and process to make it easier for our members to access and request subscriptions at **www.na.org/subscribe**. We strongly encourage those

with Internet access to choose the electronic version, and we will continue to enhance that version in order to offer e-subscribers a more valuable product. In addition, we developed a system to request multiple-copy subscriptions on behalf of subcommittees and groups.

Looking at our current figures, it appears that many may have not yet taken the opportunity to e-subscribe or to resubscribe to continue your paper subscription. Delay no longer; take action now will ensure the fellowship's recovery journal reaches you!

We also continue to provide *The NA Way* in Russian and Farsi (by e-sub only).

We need your help in getting the word out in your local NA communities. Please take the time now to subscribe for your January *NA Way Magazine*.

NA Way Magazine Subscriptions

	September 2010			Current		
	Paper	Email	Total	Paper	Email	Total
English	35,236	9,581	44,817	2,347	11,234	13,581
French	453	118	571	260	150	410
German	238	79	317	15	81	96
Portuguese	1,554	288	1,842	94	384	478
Spanish	2,447	520	2,967	104	593	697
All Languages	39,928	10,586	50,514	2,820	12,442	15,262

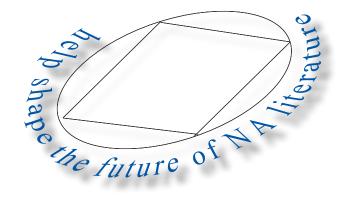
2010 NA Literature Survey

WE NEED YOU

TO PARTICIPATE IN THE LITERATURE SURVEY!

As many may recall, we handed out a draft literature survey at the conference we asked participants to offer comments on the survey. In turn, we incorporated those comments to develop a revised survey. Additionally, there was a question from a delegate about the survey approach; we gave the draft survey to a statistician team (an outside resource) for their comments and improvement ideas. Their suggestions were factored into the survey which has been released to members.

This survey is online at www.na.org/litsurvey now through 1 April 1 2011, for a total of six months. Members can complete it online or mail/fax their responses to us. We would like your help with informing members of this opportunity to provide valuable input toward the development of our next piece of recovery literature. We anticipate using the results from this survey during the scanning phase of our strategic plan for the 2012-14 cycle.



PUBLIC RELATIONS

Our initial event of this conference cycle was the International Society of Addiction Medicine (ISAM) conference in Milan, Italy, where NAWS presented to fifty physicians in attendance at the workshop. Even though a majority of the physicians



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stated that they "knew about" NA, we learned that many of them probably meant they had heard of us. This became evident from their questions about meetings, language, and sponsorship. NAWS had an exhibit booth; Italian members were present and helped us. They were able to meet physicians from Italy and made contacts they had not yet been able to establish.

NAWS was accorded the opportunity to meet the president of the American Society of Addiction Medicine (ASAM), who in turn, introduced us to a medical researcher from New York, who was former president of ASAM and board member of ISAM. This physician proposed that he survey members of NA. He had surveyed two AA conventions and reported his findings in medical journals and in plenary sessions at various conferences. This researcher's goal is to illustrate NA's credibility to physicians who, in turn, will hopefully refer their addict patients to NA.

The physician researcher's proposal, along with his survey instrument and published articles, were presented to us. We discussed his proposal and decided to move forward. This seemed like a win-win opportunity. We would learn more about ourselves to help us better carry the message of recovery to members and potential members, and we would gain the prospect of having the NA program presented to physicians by a physician at a medical conference. We are in the planning stages with conference calls and proposals. We look forward to updating you about this project.

A benefit derived from attending the ISAM conference was our ability to participate in a PR workshop in Rimini, Italy, with *PR Basics*, which was recently released. This booklet contains basic information about public relations, taken from the *Public Relations Handbook* and reformatted. We learned from the Rimini workshop that we need to add depth and callout quotes for the traditions, on thopics such as self-support and cooperation. We are working on this slight modification to the booklet and it will be available to members soon. We hope you take the time to visit **www.na.org** to see what *PR Basics* has to offer for effective service delivery. While you are on the website, please take a look at the updated *H&I Basics*.

We are working on a European Membership Survey. We are able to separate European responses from the

2009 membership survey, and are in the process of creating a survey containing that information for European members to use in their PR efforts. We realized that the convention in Barcelona had many members from Europe in attendance, which usually does not happen at a world convention. The PR efforts throughout Europe made this a practical decision, and one to enact now before the numbers from Barcelona became outdated.

An update from the PR representative from Madrid seems to illustrate the pluses of dedicated public relations with continued follow-up. Some members in Madrid have upcoming meetings with previously hard-to-reach government agencies and with (rare in Spain) Twelve-step friendly psychologists who focus on drug addiction. Their efforts are beginning to show return; ten new addicts attended a meeting because a professional referred them to NA. To help gauge results of their follow-up activities and to help ensure no one meeting is overwhelmed, Madrid groups compile information, anonymous for the individual member, about the referral source. Also, they are studying ways to accommodate new members at all the groups rather than just at the largest and oldest meeting, and to encourage existing members to attend small groups with more capacity for growth. At the same time, the fellowship in Madrid is completing a members' survey to be able to supply professionals with the requested local data, and toprovie an internal tool to measure future growth. PR in Madrid has created a theme for themselves, "Follow-up, follow up, and more follow up." This helps propel them forward through frustrating times.

LIVING CLEAN

The review and input period for Chapters Three, Four, and Five ended on 30 June 2010. There were 845 downloads of the draft material from our website and 3,867 views. We have received a total of 160 pieces of input on those chapters. The input came from individuals, groups, and service committees who read and reviewed the draft material. Suggestions ranged from word choices to topics that were perceived missed in the draft. We extend our gratitude to every member who participated in this process and offered their thoughts regarding the book. Overall, there is a sense of positive energy about the book.

The final two chapters and the Preface are out to the fellowship for review. The deadline for that review period is 31 December 2010. We realize that some will question having the deadline right in the middle of a holiday season, but this is the only time frame that will work for the scheduled publication of the Approval Form of the book in April 2011.

The approval form draft will be titled "Living Clean: The Journey Continues." We have used this working title throughout the development of the book and asked for your



ideas. Having heard very little about this, we think members identify with this title and, just for today, this will remain the title of the book.

Again, the final review and input is now through 31 December 2010.

We want to extend our heartfelt thanks to the members of our fellowship who have shared their experience, strength, and hope with us regarding living clean. Members sent their experiences to us via email, on discussion boards, in workshops at local events or conventions, by postal mail, and by audiotape. Your sharing affected the direction and structure of this book. We have reached a point in the development of the text where it would be challenging to consider additional material. Again, we thank you for your participation in the process that is bringing this book to life.

WORLD CONVENTION UPDATE

WCNA34 – In the Spirit of Unity

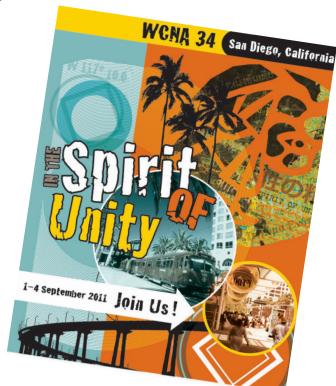
1-4 September 2011 ~ San Diego, California

We feel the world convention fever: that frenzy of activity that brings us all together in a spirit of celebrating our recovery in NA! We have chosen our theme, "In the Spirit of Unity," which rings with a commonality of purpose: carrying the message of recovery worldwide to addicts.

We are continuing with the approach that seems most responsible for us: to plan according to pre-registration numbers. The current requirements at the San Diego Convention Center specify that attendees wear a badge to be in the building, which seems to further support the direction that we have embraced. We know this may be surprising to many, particularly our members in the Western US who are not used to the need to register or preregister, but requiring registration to attend seems to be the only reasonable and responsible thing to do, as we have reported previously. Wearing and displaying a registration badge for building access seems to be the current trend in many convention centers in various locales. We encourage members to register early. Currently, we have established a fixed capacity for 16,000. We will still have on-site registration, yet it may be limited with the fixed capacity. We are encouraging members to pre-register to ensure their ability to attend the world convention and participate in this recovery celebration. We have the desire to increase the 16,000 fixed capacity; yet, pre-registration needs to indicate additional space is needed.

We have outsourced some components of this convention, including housing. Accommodations information will be available by the end of December. Watch your mail for the flyer and check for additions in the world convention area at www.na.org/wcna for the latest WCNA 34 information.

We have begun to consider entertainment and program. We will be trying to have a blues lunch, comedy show, and jazz lunch; these seem to be program activities that members enjoy. We will be requesting volunteers for convention support, reaching out to members in Arizona, Nevada, and California including Baja Son. Khalil J, who is a member of the Business Plan Group and who has extensive meeting management experience, will serve as point person for the WCNA workgroup. We believe San Diego is truly a wonderful setting for a celebration of our recovery, and hope you will join us.



HUMAN RESOURCE PANEL

Greetings from your Human Resource Panel! We would like to start by introducing the 2010-2012 Human Resource Panel. As you know, the HRP consists of four panel members, two of whom were elected at the 2010 WSC. Serving on the panel this conference cycle are returning members Valerie D and Margaret H-M, and new panel members Pat P and Mark W.

Our first meeting for this conference cycle was held 21–23 October. We spent the meeting doing some orientation and team-building. Then we took up the task of discussing and evaluating our work toward goals from the past cycle so that we can consider our focus for this cycle. Like the World Board, but on a much smaller scale, we are using the planning cycle approach to help us focus our efforts, improving wherever we can.

As many of you know, planning can be exhausting work, but is well worth the effort. The result is that we have some specific goals and approaches for this cycle.

As one goal, we believe we can strengthen our procedures through further development of the RBZ process. As a review, the RBZ process allows regions, the World Board, and zones to forward potential candidates for our consideration. Last cycle we asked those service bodies a few questions about their candidate(s) and their process for forwarding them. Our first try at this had mixed success and we will be revising some of the questions this cycle. We are also pursuing the idea of posing some similar questions to the home region of any traditional candidates. In this way we are hopeful of gaining a local perspective for all of the candidates in our process.

Regarding references, sometimes we are put in the uncomfortable position of contacting a candidate's reference only to find that they were not aware that they were being used by the candidate in this way. This also places the reference in a potentially awkward spot. We have decided that if we are faced with that situation this cycle, we will not interview the reference. If you are asked to forward reference information, please inform the references you choose that we will be contacting them for an interview.

On another note, as a trial, we have adjusted our panel leader's term to match the conference cycle. In other words, our panel leader will serve a term starting at our first meeting and ending at WSC 2012. In this way, the most experienced members of the HRP are able to offer their leadership and newer members are able to grow and learn from that leadership. You may remember we reported that back in June. We received no objections, so we have moved forward and will let you know how it goes. With that said, we want to thank our most recent panel leader, Margaret H-M for her leadership over the past 18 months, and welcome Valerie D as our incoming panel leader.

We are fast approaching some important deadlines. Spring 2011 will be here before you know it and so will the start of the HRP nominations process, including the RBZ submission process. We will be sending detailed information about this along with the applicable forms to all those service bodies able to participate.

As mandated by Conference policy (and outlined in *A Guide to World Services*), we will be contacting all of those members who have not submitted or updated their World Pool Information Form in the last three years, asking them to update it or they will be removed from consideration in the upcoming WSC 2012 nominations process. The deadline for these WPIF updates will be 31 August 2011.

Currently there are 1110 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 2010-2012

Travel requests (considered by quarter):

- **15 November** for January–March
- 15 February for April–June
- 15 May for July-September
- 15 August for October-December

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WCNA 34 1-4 September 2011, San Diego, California

