

**The 13th Annual Debtors Anonymous
World Service Conference**

1999 Final Report

Craigville Conference Center, Craigville, MA October 9-13, 1999

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Confidential—full names used. Since this report is a *confidential* D.A. document, for members only, it contains members' full names and addresses. This is to facilitate communication within D.A., while respecting our Tradition of anonymity in *public* communications and with media (press, radio, TV, etc.)

1999 Board Report to the Conference

General Overview DA General Service Board:

This year the board has changed in its composition. As you know from 1998, seven new Trustees joined the board in 1998. As a result, we have been a relatively young board. Despite this the board accomplished a great deal.

Currency of Hope:

The recovery book, "A Currency of Hope" was published and distribution was started in May. The GSB has already ordered the second printing of the recovery book and was prepared to pay for it with a fully funded reserve.

DA General Service Board Face To Face Meeting:

The Board held a mid-year F2F meeting in May, 1999 in Scituate, MA. For the first time in six years, the entire board had the opportunity to visit the DAGSO coincidentally on the same day that the recovery book, "A Currency of Hope" was delivered. We met our then employee Jeri and thanked her for all her service.

DA General Service Office:

The board converted Jeri from a contract worker to part time office coordinator. In July, she found a full time job, so that the board hired Lucie G. to fill the office coordinator roll. Due to changes in our space needs, the Board decided to move the office across the hall into a larger office. In addition, the Board purchased a new computer and printer. The board also created an Office Advisory Committee, which is populated by local DA members from New England. Bea will be giving specifics on the operations of the office a little later.

Work of the DA General Service Board 1998-99:

DAGSB Finances:

The Board established a Finance Committee to assist the Treasurer in the development and management of the spending plan and reviewing financial policy. According to the N.Y. State Department Charities and Registration and the N.Y. State Department of Law, where we are incorporated, required that D.A. hire an independent New York CPA to review our 1998 Financial Statements. Hollie will provide Financial Information a little later.

Literature The Board approved with slight revision the Literature development process that the Lit. Committee created last year. The Board established a Publications Committee, which is responsible for literature, after it has completed the creation process. The Board approved and authorized "Notes for Newcomers" and "The Twelve Signposts" to go before the conference for Conference Approval.

New Committee Structure:

The Board created three new committees: a Long Range Planning Ad-Hoc Committee, which is chartered to develop a three year strategic plan for the board; a standing Office Committee, which is charged to provide support and advise on office issues and management; an Ad-Hoc Personnel Policy, to develop Personnel Policies for GSO employees; an Ad-Hoc By-Laws Committee, to revise and amend the DAGSB By-Laws originally written when DA was incorporated in 1986;

Debtors Anonymous General Service Board

Balance Sheet

As of December 31, 1998

	Dec 31, '98
ASSETS	
Current Assets	
Checking/Savings	
BOA Checking	11,704.51
BOA Savings	6,753.99
BOA/RB Account	13,548.67
Total Checking/Savings	32,007.17
Other Current Assets	
Cash Over/Under	118.62
Petty Cash	248.50
Prepaid Rent	300.00
Total Other Current Assets	667.12
Total Current Assets	32,674.29
Fixed Assets	
Office Equipment	
Office Equip	2,220.16
Office Equip - Accum Depr	-2,220.16
Total Office Equipment	0.00
Total Fixed Assets	0.00
Other Assets	
Inventory	
Audio Tapes	225.00
Pamphlets	9,506.21
Total Inventory	9,731.21
Rent Security Deposit	300.00
Trademark Costs	1,860.67
Total Other Assets	11,891.88
TOTAL ASSETS	44,566.17
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	998.22
Total Accounts Payable	998.22
Other Current Liabilities	
Fed/Fica/MC Payable	219.47
NYC Income Tax Liability	3.50
NYS Income Tax Payable	1.80
NYS Unemployment Tax	9.90
W&M Liability	943.00
Total Other Current Liabilities	1,177.67
Total Current Liabilities	2,175.89
Total Liabilities	2,175.89
Equity	
Fund Balance	9,395.61
Net Income	19,611.99
Opening Bal Equity	12,440.88
Prudent Reserve	941.80
Total Equity	42,390.28
TOTAL LIABILITIES & EQUITY	44,566.17

Debtors Anonymous General Service Board
Statement of Revenue & Expense
 January through December 1998

	Jan - Dec '98
Ordinary Income/Expense	
Income	
Contributions	46,974.33
In-Kind Cont	522.05
Interest Earned	232.21
Literature Sales	23,712.76
Other Income	265.00
Ways and Means	2,057.66
World Service Conf.	15,628.00
Total Income	89,392.01
Cost of Goods Sold	
Literature Costs	7,167.92
Registered Meeting Lists	0.00
Ways & Means Expenses	792.29
Total COGS	7,960.21
Gross Profit	81,431.80
Expense	
Bank Fees	163.00
Board Admin	9,869.18
Board Travel	5,843.78
Depreciation Expense	2,220.16
Fellowship Committee	92.98
Filing Fees	25.00
Insurance	293.00
Literature Committee	49.14
Office Admin	14,916.89
Payroll Expenses	4,733.03
Professional Fees	120.00
Public Information	2.75
RB Development	1,460.00
Real Estate Tax	348.58
Recovered Loss	-200.00
Rent	6,525.00
Resource Development Committee	327.61
Returned Checks	153.85
Utilities	163.46
World Service Conf Exp	14,712.40
Total Expense	61,819.81
Net Ordinary Income	19,611.99
Net Income	19,611.99

10/06/99

Debtors Anonymous General Service Board

Balance Sheet

As of June 30, 1999

	<u>Jun 30, '99</u>
ASSETS	
Current Assets	
Checking/Savings	
BOA Checking	-10.00
Gen-Op Checking	359.34
Gen-Op Savings	25,197.99
Reserves Savings Account	19,521.14
Total Checking/Savings	<u>45,068.47</u>
Other Current Assets	
Cash Advances	15.38
Cash Over/Under	118.12
Conference Advance	1,205.00
Petty Cash	261.10
Prepaid Rent	400.00
Total Other Current Assets	<u>1,999.60</u>
Total Current Assets	47,068.07
Fixed Assets	
Office Equipment	
Office Equip	2,220.16
Office Equip - Accum Depr	-2,220.16
Total Office Equipment	<u>0.00</u>
Total Fixed Assets	0.00
Other Assets	
Inventory	
Audio Tapes	243.00
Books	7,140.89
Pamphlets	5,620.35
Total Inventory	<u>13,004.24</u>
Rent Security Deposit	300.00
Trademark Costs	1,860.67
Total Other Assets	<u>15,164.91</u>
TOTAL ASSETS	<u><u>62,232.98</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,037.45
Total Accounts Payable	<u>1,037.45</u>
Other Current Liabilities	
Fed/Fica/MC Payable	880.30
MA State IncTax Payable	310.73
W&M Liability	1,127.75
MA Unem - MA Unemployment Tax	216.00
Total Other Current Liabilities	<u>2,534.78</u>
Total Current Liabilities	<u>3,572.23</u>
Total Liabilities	3,572.23
Equity	
Fund Balance	28,757.60
Net Income	16,270.47
Opening Bal Equity	12,440.88
Prudent Reserve	1,191.80
Total Equity	<u>58,660.75</u>
TOTAL LIABILITIES & EQUITY	<u><u>62,232.98</u></u>

Debtors Anonymous General Service Board
Statement of Revenue & Expense
 January through June 1999

	Jan - Jun '99
Ordinary Income/Expense	
Income	
Contributions	26,430.47
Interest Earned	445.36
Literature Sales	34,888.48
Other Income	220.00
Ways and Means	834.25
Total Income	62,818.56
Cost of Goods Sold	
Literature Costs	14,098.33
Registered Meeting Lists	112.38
Ways & Means Expenses	455.54
Total COGS	14,666.25
Gross Profit	48,152.31
Expense	
Bank Fees	89.90
Board Admin	5,424.71
Board Travel	5,615.09
Insurance	177.50
Office Admin	3,840.79
Payroll Expenses	11,539.99
RB Development	2,928.04
Real Estate Tax	460.02
Rent	1,700.00
Returned Checks	-9.21
Utilities	115.01
Total Expense	31,881.84
Net Ordinary Income	16,270.47
Net Income	16,270.47

**13th Annual DA World Service Conference Convocation
Tuesday, October 12 and Wednesday, October 13, 1999
Craigville, MA**

Opening and Roll Call (91 voters total/ 83 GSRs and 8 ISRs present)
12 Steps
12 Traditions
Tools
Preamble
Concepts
Announcements

Business of the Conference

Motion: Joanna R. voted to be a trustee on the General Service Board
M/P Motion passed unanimously.

Motion: Chris have her tenure on the General Service Board extended
M/P Motion passed; verbal majority,
no abstentions, 1 opposed.

Report of the Internet Authors Caucus, Kathleen M., Co-chair
Submitted and accepted by the Conference.

Report of the Intergroup Service Reps Caucus, Janice R., Chair
Submitted and accepted by the Conference.

Report of the BODA Caucus, Suzanne A., Chair
Submitted and accepted by the Conference.

Report of the Fellowship Communication Committee, Deborah O., Chair
Submitted along with Committee Spending Plan, 2000 and accepted by the Conference.

Report of the Internal Operations Committee, Chip B., Chair
Submitted and accepted by the Conference.

***Motion: That all literature sales, as soon as possible, be handled by the
General Service Office:***

M/P Motion passed unanimously

Report of the Public Information Committee, Herb M., Chair
Submitted along with Committee Spending Plan, 2000 and accepted by the Conference.

Motion to adopt an 800 telephone line

The Public Information Committee moves that the Conference adopt the use of an 800 number as part of the challenge to reach the still-suffering debtor, pending further research by the Public Information Committee (1) to add instruction, details and costs, and (2) to report to the General Service Board.

M/P Robert/Jenny Motion to refer to Committee passed
unanimously

Motion that DA complete a major update of our web-site

The Public Information Committee moves that DA complete a major update of the official DA web-site by/before the 2000 Conference pending availability of funds, to be determined by the General Service Board.

M/P

Robert/Jenny

Motion passed unanimously

The GSC wishes to thank the hundreds of Debtors Anonymous members who worked diligently to complete The Currency of Hope. This Committee has produced three audio public service announcements, now available on CD. Two are thirty seconds in length and the other is sixty seconds. These were played for the Conference. The committee report (included) reviews plans for distribution and use.

Report of the Literature Committee, Dan W., Chair

Submitted along with Committee Spending Plan, 2000 and accepted by the Convocation.

Motion to accept new literature as conference approved

The Literature Committee moves that "A Note for Newcomers" be accepted and designated as conference approved literature.

M/P

Motion passed

Motion to accept new literature as conference approved

The Literature committee moves that "The Twelve Signposts of a Compulsive Debtor" be accepted and designated as conference approved literature.

M/P

Motion passed

Report of the Conference Committee, Dave M., Chair

Submitted and accepted by the Convocation.

Motion for the DA World Conference 2002

The Conference Committee enthusiastically moves that the DA 2002 World Conference be hosted by New York City!!

M/S/P

Motion passed unanimously

Report of the Resource Development Committee, Kellie L., Chair

Submitted and accepted by the Convocation.

Motion to approve the concept of a 25th Anniversary Calendar

The Resource Development Committee moves that the conference approve the concept of the 25th Anniversary DA Calendar for the year 2001 as a fundraising tool and celebration of our 25th anniversary.

M/P

Motion passed

Please Note: As part of their report, each committee also made recommendations to the full DA World Conference. GSR's and ISR's are encouraged to review these reports for more detailed information regarding each committee's work and goals for FY 2000.

Caucus Reports

BODA Caucus — Report

The BODA Caucus was formed in 1998 in Seattle, Washington during the World Service Conference. It was formed to serve the needs of DA Business Owners, both in terms of viable representation in DA as a whole and to institute the production of conference approved BODA literature.

The 1999 Caucus had three basic issues:

- 1) To petition the Board to resolve the name of our branch of the fellowship as soon as possible and if we are unable to keep the acronym "BODA" to provide us with one from the group we submitted:
 - EDA – Entrepreneurs of DA
 - DABO/DAFBO – DA for Business Owners
 - BDA – Business DA
 - DBA – Debtors in Business Anonymous
- 2) To petition the Board to establish an individual Business Trustee from our community nominated by us and answerable to us.
- 3) To ensure that the creation and editing of Business Owners literature is handled predominately by members of our branch of the fellowship/

Results:

- 4) Michael F. has been nominated as a Business Owner trustee – with all appropriate documentation to the full blessing of the BODA Caucus.
- 5) The Literature Committee has welcomed us and agreed to make sure that our literature will be handled as we have asked.
- 6) We accept the decisions about our name with bated breath.

Intergroup Service Rep Caucus — Report

The ISR Caucus is formed to share information among Intergroup service groups and foster the establishment of new Intergroups. We wish to make ourselves available as a resource to Conference Committees as they work through issues of common concerns.

Three service positions have been filled:

Chair — Janice R., Capitol Area DA

Secretary — Darlinn E., Southern California

Treasurer — Joseph C., Great Lakes

As a first project, the Caucus has undertaken the task of developing a materials packet for individuals who wish to start new Intergroups. We anticipate that the packet will be completed in a short while. In addition to the packet, the Caucus will look at a way to geographically group Intergroups that facilitates face-to-face meetings scheduled periodically during the year and gives a greater opportunity for the sharing of ideas and sponsored activities.

We feel that through the ISR Caucus, we have the means to accept David's challenge to take DA to places where it does not exist today. We believe that more and stronger Intergroups will promote a willingness to start new DA groups; that concerns for the risk in starting new meetings will be lessened by the knowledge that an Intergroup is available with help and support, even though it may not be physically located close by.

INTERNET CAUCUS REPORT

October 12, 1999

The Co-Chairs elected by the DA Internet Caucus are Kathleen M. and Lorinda H-C.

The Caucus meeting on Monday was attended by approximately 30 members, including three Trustees and all members of the Public Information Internet Subcommittee, who are currently responsible for the official DA web site.

A few words about what forms of communication are encompassed by "the Internet" and how DA is or might be affected by them:

A. World Wide Web

1. Official DA Web site now published
2. Regional and intergroup web sites now operating or being planned

B. Email

1. Use for communication with GSO
2. Use for communication among DA trusted servants, such as Trustees, committee members and caucus members
3. Use by individual members to form DA discussion groups which function as DA groups
4. Use by experienced members to sponsor members who live in areas where there are currently no meetings

C. Online chat rooms

1. Used to form online conference sessions which function as DA meetings.
2. Used by members to give pressure relief meetings to members who live far from areas where there are meetings.
3. Used to form online conferences among board members, committees and caucuses.

D. Intranet site development -- This is a technology that will support the development of a secured site for use only by authorized DA members internally.

Some of the issues which have started to arise, related to internet uses are:

A. Violations of the Traditions

B. Copyright violation issues

C. Protection of anonymity

D. Fellowship concerns about the design and maintenance of the official DA web site

E. Developing a mechanism to insure that DA can use all available internet technologies to carry the message to the debtor who still suffers.

The Caucus had some discussion about whether we should attempt to change our operating structure from a Caucus to a Committee. We decided to continue as a Caucus for the next year, while we

discover how the internet issues develop.

For the past three years the issues of the DA web site have been handled by a very active and able subcommittee of the Public Information Committee. That subcommittee has also been considering some other internet related issues, up to the present time. At this Conference, the Internet Caucus and this PI Internet subcommittee have agreed that the subcommittee will continue to handle issues related to the web site and the Internet Caucus will start to address all other internet-related issues.

The Internet Caucus has established three subcommittees to start to examine the most critical issues:

- A. DA groups being formed in online chat room and email lists. These groups may benefit from the development of suggested guidelines for forming and running these types of groups; particular attention should be paid to advising the groups about the value of observing the DA Traditions, and comments about how these translate into this new medium.
- B. Intranet development. The development of a secured site for confidential internal communication will require the development of security procedures, will require more sophisticated technical development, and will probably require more significant funding than the other issues currently being considered by this Caucus.
- C. Internet Liaison. This subcommittee will communicate with liaisons from all of the other Conference Committees to insure that their needs related to this medium are being addressed.

The Internet Caucus makes the following recommendations to the Board and to the Conference.

- A. The Caucus strongly supports the PI Web Subcommittee request for funding to support the redesign and maintenance of the official DA web site.
- B. The Caucus recommends that the Conference Committee schedule two Caucus meetings, rather than one, at future Conferences, and that one of these meetings be at the beginning of the Conference, before the Committee meetings. The Caucus found that it was not possible to conduct enough of the important business of the Caucus during the single meeting time which had been scheduled.

Respectfully submitted,



Kathleen M.
Co-Chair



Lorinda H-C.
Co-Chair

Committee Reports

Fellowship Communications Committee
1999 DA World Service Conference

Chairperson: Deborah O., Secretary: Liz W., Treasurer: Sandy C.

Members: see roster

Items sent to the Fellowship Communications from the Open Forum included:

- 1) Having contact list at GSO for Debtors who do not live near meetings to have contact with other recovering debtors
- 2) Stress kindness for debtors who make mistakes
- 3) Spreading the word to the "larger world".
- 4) Long distance sponsoring list
- 5) Forming intergroups in regions
- 6) How to reach out to loners
- 7) International outreach/DA General Service Conference
- 8) Pen Pals DA couples
- 9) Start DA in new locations- (i.e. correctional facilities)

Items the group thought were priorities included:

- 10) Ways and Means
- 11) Registration of unregistered meetings
- 12) Meeting with Internal Operations
- 13) Spending plan
- 14) Role of Data Base

We immediately decided that stressing kindness to struggling debtors (2) and pen pals for DA couples (8) were not priorities for our group. Also decided that international outreach to get to World Service Conference (7) should be covered by Conference Committee and starting DA in correctional facilities (10) could be addressed by an article in Ways and Means.

The first order of business became a joint meeting with the Internal Operations Committee. Concerns brought up by members of Fellowship Communications Committee included the following: Seeing how we interact with each other as committees; discussing which committee would take the responsibility for the database; dealing with getting unregistered meetings registered; what the Internal Operations Committee needs from our committee; and the interplay between the two committees.

What was quickly apparent that both committees were talking about many of the same issues. These issues included Ways and Means, Role of Database and Outreach to isolated groups. The difference in duties is that the Internal Operations Committee was more responsible the smooth running of the General Service Office while the Fellowship Communications committee was more responsible for the communications within the fellowship of DA.

Internal Operations Committee members brought up the issue of being able access information by zip codes or area codes at the General Service Office so that information could be accessed about the nearest meeting to someone even if that meeting was in another state. It was added that people often call by phone card and staff having only 30 seconds to access meeting information for that person. It's not necessarily fair for one person to carry the message. Language and accessibility issues were also brought up as issues. Using some kind of software to do this and checking to see AA does this were explored as possible solutions.

Currently the Fellowship Communications Committee has the responsibility of compiling the database and making it available to the General Service Office. It was suggested that maybe Internal Operations would want to take over responsibility for the database. The Internal Operations Committee made it clear that the money was available in the DA 2000 Spending Plan for a data intake person and training. There is also now the computer capability for the database to be maintained by the General Service Office. There is work in process on procedures in place to help the office person.

The following issues were also brought up by committee members: developing lists of people willing to take phone calls, developing/getting literature sent to loner groups, more clarity on the roles of different committees. It was decided that the groups would go back to their committees and work on visioning what each group's roles would be.

Ways and Means: General Service Board owns the trademark but it has been delegated to this committee to publish. The current editor, Aarhon, needs to relinquish her duties after the December issue. Joseph W. was nominated and voted in to become the new editor. *for 10 issues.*

Database: We recommended the Data Base be moved to Internal Operations for better management and more efficient updating. A transition plan for turning over the database was discussed. Issues brought up included staff training, report creation, inputting information, definition of data elements/fields, procedures manual, and a mechanism for a web page link if needed. Discussed developing a short term plan for quality control and turning the data base over to internal operations. Suze and Gene H. agreed to form a subcommittee to establish a 3-6 month plan for dealing with the transition. Gene H. will write the transition plan.

Unregistered meetings registered: Ways of doing this included personal contact, GSB Board Call, Ways and Means, using the Internet as a tool and a mailing to the intergroups. Discussed forming an as yet unnamed campaign to work toward getting unregistered meetings registered. This would include an article and announcement in both GSR newsletter and Ways and Means, asking every member to encourage an unregistered meeting to register, making use of DA web pages and listservers, and sending a letters to intergroups.

Regionalization: The committee sees defining regions as an important piece to the work of DA as a whole. We are working in collaboration with the Conference Committee and Intergroup Caucus to come up with better established regions. Discussed possibilities for breakdowns for regions and how a regional structure could be used.

Outreach: Discussed creating forms for speaker list, long distance sponsoring list, and have representation at Internal Operations Committee, Conference Committee, and the Internet and Intergroup Caucus to discuss issues where our responsibilities overlap.

Spending Plan 2000: We established and submitted a spending plan for the year 2000.

Internet Caucus: In speaking with the caucus we discussed different ways of working together. These include being able to download a form online to subscribe to Ways and Means, and the possibility of updating on line with pin number with group number. Also discussed the possibility of setting up some kind of pop-up map for meeting information and some way of getting speakers and sponsors through the Internet.

Regions: We learned that the Conference committee would like a survey to get other people's opinions about how regions should be set up. We discussed the possibility of coming up with a survey to get other people's input concerning regions and agreed to work on this. Sarah and Deborah will be developing the survey to be sent to the membership.

These committee members will serve as liaisons for the following committees: Internal Operations-Gene H., Internet Caucus-Joseph W., Resource Development Sandy C., Conference Committee-Sarah F., Intergroup Caucus-Liz W. Subcommittees include Data Transition: Gene and Suze, and Regionalization: Deborah and Sarah.

Recommendations:

- 1) We recommend that each individual here take the personal initiative of encouraging registration of one unregistered meeting and carry on David's challenge of carrying the message.
- 2) We recommend that group registration be an annual event and be included in the new meeting packet. We would like to see the form be more visible at the conference making it easier to re-register your group.

(Rearranged Order as presented by Chip to the Conference.)

INTERNAL OPERATIONS COMMITTEE REPORT

WE ACCEPT THE CHALLENGE AS PUT FORTH BY THE CONFERENCE CHAIR TO DEVELOP THE PROGRAM OF DA IN AREAS THAT IT CURRENTLY DOES NOT EXIST. THESE ARE THE STRATEGIES THAT WE HAVE DEVELOPED TO HELP THE FELLOWSHIP AND ITS MEMBERS MEET THAT GOAL.

1. FELLOWSHIP AWARENESS OF THE GSO

WE ALSO RECOMMEND THAT FELLOWSHIP AWARENESS OF THE GSO AND ITS RESPONSIBILITIES TAKE THE HIGHEST PRIORITY THROUGH VARIOUS METHODS INCLUDING BUT NOT LIMITED TO AN ENHANCED VIDEO PRESENTATION, PHOTO BOARD, OPEN HOUSES, VOLUNTEER RECRUITMENT AND OTHER EVENTS. AND REQUEST THE GSB PUBLICATION COMMITTEE REVISE AND REPRINT CURRENTLY EXISTING CONFERENCE-APPROVED PAMPHLETS REGARDING THE GENERAL SERVICE OFFICE AND THE CONFERENCE SHEET.

WE RECOMMEND THE GSB WORK TOWARDS INCLUSION OF A GENERAL SERVICE OFFICE STAFF PERSON AT EACH WORLD SERVICE CONFERENCE.

2. THE I/O COMMITTEE SUPPORTS THE GSO STAFFING RECOMMENDATION OF TWO PART-TIME STAFF

TOTALING 40 HOURS AS INDICATED IN THE PRELIMINARY YEAR 2000 SPENDING PLAN. BASED ON THE PRELIMINARY SPENDING PLAN FOR THE YEAR 2000 THE I/O COMMITTEE SUPPORTS THE DIRECTION OF INCREASED STAFFING AND SERVICES PROVIDED BY THE GSO.

3. CENTRALIZATION OF GSO FUNCTIONS

THE I/O COMMITTEE REGARDING THE CENTRALIZATION OF GSO FUNCTIONS AND SUPPORT, THE I/O COMMITTEE LOOKED AT THESE ITEMS:

FELLOWSHIP COMMUNICATION
BOOKKEEPING

THE DATABASE AND A NUMBER OF IT'S POSSIBILITIES

THE WEBSITE AND E-MAIL POSSIBILITIES

LITERATURE FULFILLMENT

NEWSLETTER MAILINGS

BULK MAILINGS

AND WOULD RECOMMEND THAT THEY ALL BE CONSIDERED FOR REVIEW BY THE GSB LONG-RANGE PLANNING COMMITTEE. NOTE THAT THE FELLOWSHIP COMMUNICATIONS COMMITTEE IS IN THE PROCESS OF STRUCTURING A TRANSITION OF THE DATABASE TO THE GSO WITH APPROPRIATE SAFEGUARDS AND UPDATES AND THE DEVELOPMENT OF A PROCEDURES AND TRAINING MANUAL.

4. ORDERING OF LITERATURE

WE DISCUSSED, OUR RECOMMENDATIONS WERE THAT INVENTORY SOFTWARE BE PURCHASED BY THE GSB. THAT LITERATURE SALES FORMS BE MADE MORE CURRENT AND DATED, AND REFLECT CURRENT PRICING AND DISCOUNTS. (INCLUDING THE EDITIONS ON THE WEBSITE). AND WE FURTHER RECOMMEND THAT ALL NECESSARY SYSTEMS BE IN PLACE PRIOR TO TAKING ON THE TASK OF FULFILLMENT.

4A. QUANTITY.

THE I/O COMMITTEE MOVES THAT ALL LITERATURE SALES AS SOON AS FEASIBLE, BE HANDLED BY THE GSO.

4B. DISCOUNTS

WE RECOMMEND THAT THE GSB PUBLICATIONS COMMITTEE REVISE THE BOOK ORDER FORM TO STATE "LIMITED GIFT EDITION" TO IMPROVE HARD COVER SALES OF "CURRENCY OF HOPE".

5. OA/PRC

5A. IN ORDER FOR THE OA/PRC TO FUNCTION BEST AND SERVE THE GSB, THE OFFICE AND THE FELLOWSHIP WE RECOMMEND THAT THIS ADVISORY COMMITTEE HOLD 1-2 PRESSURE RELIEF MEETINGS PER YEAR AND A MINIMUM OF ONE SELF INVENTORY.

5B. WE SUPPORT THE CONTINUED DEVELOPMENT OF THE PERSONNEL POLICY TO AID IN THE HIRING AND EVALUATION OF PAID OFFICE STAFF IN ORDER TO INSURE GOOD BUSINESS PRACTICE.

5C. THE OA/PRC SHOULD BE CHARGED WITH THE DEVELOPMENT OF A QUESTIONNAIRE OR SURVEY TO DETERMINE HOW THE OFFICE IS MEETING THE NEEDS OF THE FELLOWSHIP AND REQUESTS SUGGESTIONS FOR IMPROVEMENT.

6. JOINT WORK WITH OTHER COMMITTEES.

WE ARE NETWORKING WITH THE OTHER COMMITTEES, SPECIFICALLY, FCC, PUBLIC INFORMATION, RESOURCE DEVELOPMENT. TO EXTEND THE HAND OF DA TO THE DEBTOR WHO STILL SUFFERS. AND HOPE THAT THIS WORK CONTINUES THROUGHOUT THE FELLOWSHIP.

7. FREE AND LOW COST PACKAGES TO NEWCOMERS

RECOMMEND TO LIT COMMITTEE THE COMPLETION APPROVAL AND PUBLICATION OF CURRENT MATERIAL FOR NEWCOMERS. AND THAT A SPENDING PLAN BE CREATED TO INSURE ITS HAPPENING.

8. I/O COMMITTEE RECOMMENDS THAT CURRENTLY EXISTING NEWSLETTERS,

WAYS AND MEANS, DA'S RECOVERY NEWSLETTER AND BOARD CALL DA'S SERVICE NEWSLETTER BE USED TO CARRY GSO INFORMATION AND CONCERNS TO THE FELLOWSHIP.

9. FOREIGN LANGUAGE

IN RESPONSE TO REQUESTS FROM THE FELLOWSHIP WE URGE THE GSB TO CONTACT OTHER FELLOWSHIPS TO SEE HOW THEY HANDLE REQUESTS FOR TRANSLATIONS INTO LANGUAGES OTHER THAN ENGLISH AND ACCESSIBILITY TO THE HEARING IMPAIRED.

10. HISTORIAN/ARCHIVIST

IN STUDYING, THE ISSUE OF A DA HISTORIAN/ARCHIVIST COMMITTEE MEMBERS RECOGNIZED THE IMPORTANCE OF COLLECTING AND MAINTAINING ACCURATE HISTORICAL RECORDS, AND DOCUMENTS. TO THAT END WE WOULD LIKE TO SEE HISTORIAN/ARCHIVIST, FULFILL THESE DUTIES. WE WOULD ALSO LIKE TO SEE AN IMMEDIATE REQUEST TO THE FELLOWSHIP FOR THESE ITEMS OF HISTORIC INTEREST TO BE SENT TO THE GSO. TO CATALOG AND FOR STORAGE AND SAFE KEEPING.

Respectfully submitted,

Jeri F.

10/31/99

Public Information Committee
Presentation to Convocation
October 13, 1999

Herb's Opening Remarks:

I want to introduce to you the hardest-working individuals I have had the honor of meeting in my three years working on the Public Information Committee.

1. First, editing and typing day and night to revamp our International Public Information Manual, Carole L., Darlinn B., Cynthia F., Sarah M., Alex F., and Carolyn A.
2. Organizing distribution of our Public Service Announcement, Garry N., Tracy C., Betty L., and Darlene B.
3. Planning our Outreach: Sarah M., Carolyn H., Marie S. and Mark D.
4. Strategizing for the DA Website: Yvonne T., David A., and Kim G.
5. Special thanks to our stalwart secretary, Heidi F.

Public Information Committee accepts and intends to lead the challenge of bringing DA to places it isn't: states like Ohio and Florida, cities like Denver and Phoenix, and places like prisons and courtrooms. To carry the message throughout the English speaking world, last year in Seattle we committed to producing a Public Service Announcement to be distributed to radio stations. Your Trustees have already approved three of them, and here they are! (PSA spots play)

PSA Sub-Committee

1. We now have (2) 30-second and (1) 60-second public service announcements for DA on a CD.
2. CDs cost \$5 to duplicate.
3. The 23 copies we have here at the conference will be distributed to reps. from different areas of the country.
4. The board has already agreed to give us funds immediately to make and ship 25 more copies to the General Service Office. (~~\$162.50~~)
5. We will make 100 more copies of the PSAs and send them to the General Service Office if the spending plan is accepted.
6. Price: there will be a suggested donation of \$6.50 per disc to cover our cost and shipping. No one will be refused for lack of funds, as long as it is for the purpose of radio airplay.
7. We have composed a letter to radio stations to accompany the PSAs.
8. In order to communicate with GSRs and ISRs who are not present today, we have written a "Public Service Announcement" about the PSAs to go in Ways and Means, Board Call, and the various Intergroup newsletters.
9. We ask all of you to help the debtor who still suffers by disseminating this PSA throughout your communities.

**Here is the report from the
Outreach Sub-Committee**

Our task was to:

1. Research the feasibility of having an 800 number in order to meet the Board's challenge to reach out the "still suffering debtor," wherever he or she may be. Other PI sub-committees have developed ways to do this outreach. Having easy access to DA (via an 800#) complements their work.

We did limited research on having a live answering service. The inability to control the quality of responses as well as the potential costs of such a service, led us to conclude that a live service was not feasible at this time.

We researched 3 major 800 # services. The one we chose offered the most competitive rates and monthly charges.

We decided to attempt to control costs by:

- a. having the 800# answered solely by automation;
- b. limiting the outgoing greeting and incoming response to 2 minutes altogether.

Recommended response time for requests will be:

- a. 2 business days for brochures
- b. 1 business day for a return call

The potential extra work for GSO could be supported by additional office staff.

Using past figures provided by the Internal Operations Committee of the Board of Trustees, we projected costs based on 125 incoming calls per month at 2 minutes per call = 250 minutes per month. Our best guesstimate is that 80% of the calls originate out-of-state and 20% in-state. Using rates from the plan we selected, we arrived at a total cost of \$36.25 per month. Using economies of scale built into this plan (which addresses the potential growth in DA) and multiplying past figures 2.6 times brings the numbers to 260 out-of-state calls and 65 in-state calls for \$55.05 per month.

2. Develop suggested outreach packets for GSRs and ISRs to use specifically in outreach to professional, hospitals and institutions. This packet would be part of the Committee reports sent to ~~WSC~~ attendees (including the Board) and mailed to all registered ISRs and GSRs who were not in attendance at the WSC.

The cover letter reads (in memo form):

To: All DA ISRs and GSRs

From: Public Information Outreach Committee

Re: Suggested sample packet to send to Professionals, Hospitals and Institutions for purpose of outreach

At the October 1999 World Service Conference, the Board of Trustees challenged us to reach out to the "still suffering debtor" wherever he or she may be. In that spirit, we have enclosed a sample packet for your to use for outreach to professionals, hospitals and institutions. This packet contains a sample letter and a brief history of DA. Please use the packet along with any other pertinent information, such as a meeting list.

Our experience has shown us that enclosing multiple meeting lists in the mailing is successful. Also, repeated mailings keep DA fresh in the recipients' minds and ensures that the information is current.

4. Research how other 12 Step Fellowships handle outreach to hospitals and institutions. Carolyn H., our Professionals and Institutions Contact, will handle this investigation and will bring the results to the Committee next year.

Manual Update Sub-Committee

At the close of this convocation, you will each receive a copy of our newly revised "International Public Information Manual for Debtors Anonymous." The earlier editions of this manual have been board approved throughout the history of DA. We hope the board will approve these revisions. This document is intended to assist groups and representatives to uphold the traditions while effectively communicating with the media, professionals and institutions.

Internet Sub-Committee

Recommendations

The Public Information Committee recommends that Internet access be available at the next and all future conferences for presentations and for contact with the DA website.

It is recommended by the Public Information Committee that wherever the DA WSO address and phone number are noted, that our Internet address (URL) also be included.

The Public Information Committee recommends that each DA committee have a liaison to our Internet sub-committee.

We also wish to place the name of Carolyn H. from Seattle, in nomination for a position on the Board of Trustees. Carolyn is a long time member of our Committee, and is fully qualified to serve in this capacity.

Motions

The Public Information Committee moves that the Conference adopt the use of an 800 number as part of the challenge to reach the still-suffering debtor.

The Public Information Committee moves that DA complete a major update of our website by October 2000.