

# NEWSLINE

### COMMERCIAL USE OF NA TRADEMARKS

We recently mailed Intellectual Property Bulletin #5, which outlines the terms for using NA trademarks for commercial purposes, to all the vendors listed in our files. We included with the bulletin a vendor request form. We consider vendors to be anyone who makes use of fellowship intellectual property for commercial purposes.

Vendors who wish to reproduce any of the NA trademarks in the design of jewelry, clothing, or other items must first request permission from the World Service Office. Permission must be obtained and renewed annually.

Any vendor who has not received this information should call Anthony Edmondson at the World Service Office to request it.

### NEW SALES POLICY

The new literature sales policy for the United States and Canada has been distributed to our customers and went into effect 1 January 1994. The board of directors would again like to express its gratitude to all of the members, groups, areas, and regions who provided input during the development process. Questions about the new sales policy should be directed to Bob Stewart at the WSO.

### WORLD CONVENTION CORPORATION UPDATE

The host committee in Baltimore is working hard to make the Twenty-Fourth World Convention of Narcotics Anonymous a success. Registration flyers for WCNA-24 are in the process of being printed and distributed. Please note that this year all housing arrangements must be made through the Housing Bureau in Baltimore. Using the housing form requires attendees to indicate preferences, one through five. In this way if your first choice is not available your reservation will be processed at your second choice, and so on.

Arrangements have been made with a travel provider to have discount airfares with several of the major airlines.

The flyer will contain information about how members can take advantage of this service. It is important to note that such arrangements do not just benefit the traveler but also benefit the fellowship by helping WCC to reduce its operating expenses.

Because this will be the last world convention in this zone for approximately twenty-two years it is expected to be the largest world convention ever. More specific information about the activities will be published in the next issue of the *Newsline*.

### AUTOMATED TELEPHONE SERVICE PLANNED FOR FIRST QUARTER OF 1994

Due to the exponential increase in incoming calls in recent years--218 calls per day on the average--WSO is installing a voice mail system on several of its incoming telephone lines. The system will offer the caller the option of being transferred directly to a specific team or individual within any of the WSO buildings. The specific telephone lines chosen for this service will be published as soon as we make the final decision. As this issue of the *Newsline* was prepared, several options were still being considered. We felt that waiting a few more months would give us the opportunity to choose a phone system that would best serve the needs of our fellowship.

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#### WORLD SERVICES INVENTORY

If you haven't sent in your survey responses to the world services inventory, please do so now. The deadline was 28 January 1994.

## PRIORITY FOR 1994: INTERNAL MANAGEMENT AND OPERATIONS FOCUS

In January 1993, the WSO Management Team began an evaluation of WSO operations and internal priority setting. This evaluation was undertaken as a result of our growing concern about our ability to handle both WSO basic services and the work assigned to us by the World Service Conference.

The problems really began in 1990, when we shifted substantial staff and financial resources to the special projects department. This department was formed to handle the development of *A Guide to Service*, the *Twelve Concepts for NA Service* booklet, *It Works: How and Why*, and *Just For Today: Daily Meditations for Recovering Addicts*. These long-standing projects became the main thrust of our efforts at the WSO. Many staff members, although not formally assigned to the special projects department, devoted a great deal of time to coordinating or supporting the editorial work for these projects.

At the same time, sales of our only major piece of literature began to level off, resulting in an unremitting financial slump. We couldn't afford to add staff to fill in the vacancies left by those who were reassigned to special projects, nor could we replace staff members who resigned during this period.

For the eight years prior to 1990, we had built up our basic services to the fellowship. We were able to provide general information about a variety of concerns, help developing communities set up services, train our new staff properly, and facilitate fellowship workshops on conventions and setting up local service offices. Even correspondence requiring detailed information in response usually took no more than a week for us to answer.

All of this began to receive less attention in 1990. At the same time, Narcotics Anonymous began to grow in leaps and bounds outside North America. For the most part, we have risen to challenge of communicating in several languages, and upgrading our operational procedures in order to process the high-tech projects coming our way. However, the more we responded to WSC needs and priorities, the less attention we have been able to devote to the fellowship as a whole and our internal business, management, and operational needs.

Our complement of forty-two staff members could easily be kept busy just answering correspondence and telephone calls, maintaining the database, producing and distributing literature, handling our accounts, organizing world service mailings and setting up conference calls, planning the world convention, producing routine reports to the fellowship as well as our periodical publications, and facilitating the translation of NA literature. However, we believe our responsibilities extend far beyond doing the bare minimum.

One of WSO's primary roles in the past has been to bring a worldwide fellowship together, mostly by sharing experiences with developing communities as they go through various stages of growth. In the past few years,

our face-to-face contact with developing NA communities has not been adequately supported. Consequently, many of those communities are unaware of what is going in NA outside their communities. They end up developing services in isolation. Because our awareness and understanding of the problems these communities are facing has decreased, we are unable to provide adequate services to them. We believe these communities deserve more assistance from us than form letters and general information.

We have not lost our sense of responsibility to the fellowship. We are as committed today as we have been in the past to provide needed services to the Fellowship of Narcotics Anonymous. We simply believe that if we don't begin to focus some attention on ourselves, our ability to keep up with the ever-increasing demands for service will continue to diminish.

In the coming year, we need to search for, hire, and train two new team leaders. We need to search for, hire, and train one new coordinator. We need to provide training for the three staff members we've recently hired. In addition to these staffing needs, it is essential that we develop, approve, and implement a new personnel policy and staff evaluation procedures. We must develop, approve, and implement a training plan for our existing staff so that they can learn the management and technical skills required by our work. We need to continue our search for a new facility so that all of our operations can be under one roof. All of these responsibilities will take a considerable amount of management's time.

We are also concerned about the state of our most basic service responsibilities: the production and distribution of NA literature, the development of our regular publications, administering the Fellowship Intellectual Property Trust, translation work, and group services. We cannot continue to devote attention to these important responsibilities only when a crisis develops.

What makes our situation so difficult is that we would like to support everything: WSC priorities, fellowship priorities, our own needs. However, we simply cannot afford to neglect our management needs for another year.

We are hopeful that we will receive the support we need so that we can again do the job that the fellowship has asked us to do.

## WSO-EUROPE

We are pleased to announce the hire of an operations manager for the European branch office of WSO. Jonas Von Stedingk, an NA member for eight years, speaks French, Spanish, Swedish, and English. He comes to us with broad-based experience in business management, having run his own company in South America and taught business administration in a secondary school.

Jonas will evaluate operations at WSO-Europe, refine current policies and procedures so that they are specific to a European business, interact with the European Branch

Operations Committee of the WSO board, and make recommendations for future plans and projects at WSO-Europe. His primary responsibility in the first quarter of 1994 is to establish contact with literature distribution committees in each country served by WSO-Europe. Please join us in welcoming Jonas to the WSO staff.

### DATABASE MAINTENANCE

Our database lists some 20,000 names and addresses for regions, areas, groups, individuals, and professionals. They are grouped and cross-indexed in several ways: common language; area-, regional-, and world-level trusted servants; recipients of our various publications, etc.

We have two full-time staff who devote approximately ninety labor-hours to updating and maintaining our database each week. We consider database maintenance to be near the top of our basic services priority list.

Despite the attention we devote to this responsibility, we continue to encounter problems keeping addresses current--particularly for groups. Quite often over the years, we've had mail returned from an active area service committee due to the temporary closure of its post office box. This usually happens during a turnover in trusted servants when responsibilities are shifted, sometimes resulting in the service committee overlooking the PO box payment. Groups that receive mail through their GSR often do not re-register when a new GSR is elected; again, we receive return mail.

Please help us keep our operating expenses down by notifying us of any changes in address for your group, area, or region.

### Non-US group registrations increasing

We are pleased to report that non-US group registrations have increased twenty to thirty percent over the past few months. Several countries have sent us information for every group within their borders. The NA community in Brazil sent a list that took two data-entry clerks an entire week to enter. We've drawn two conclusions from this upswing: one, NA is growing outside the United States; two, those groups consider it essential to register with the WSO.

### PRODUCT INFORMATION

#### New! Large print Basic Text

A large print Basic Text is now in stock. Item #XLP1101. \$8.80.

#### Editorial standards implemented

The WSO Publishing Team has completed the task of implementing editorial standards on the Little White Booklet, *Behind the Walls, An Introductory Guide to Narcotics Anonymous*, *The Group Booklet*, and all of our informational pamphlets.

Approved by the WSO board two years ago, the completion of this project has been postponed due to the greater importance of completing our two book-length projects and overseeing their production.

Editorial standards do not involve conceptual changes. They are as follows:

1. Consistent capitalization. This means that proper nouns such as NA Fellowship will always appear with initial capitalization.
2. Correct punctuation.
3. Agreement in time. This means that verb tenses will be consistent when referring to the same period of time. For example, "When I called my sponsor, she suggests that I write," would be changed to read "When I called my sponsor, she suggested that I write."
4. Agreement in number. This means that the pronoun will agree with the subject. For example, "The newcomer is sometimes scared at their first meeting," would be recast in the plural, "Newcomers are sometimes scared at their first meeting."
5. That/which. There are specific rules for using *that* and *which*. Incorrect usage has been corrected in the above-mentioned publications.

Questions regarding editorial standards should be directed to the editorial staff of the WSO Publishing Team.

#### Conference Agenda Report

The 1994 *Conference Agenda Report* has been mailed to all conference participants. This report contains all reports and business to be dealt with at the 1994 World Service Conference. NA members, groups, and service committees can purchase copies of the CAR by using the clip-out order form on page 4 of this issue of the *Newslines*.

### WSO FINANCIAL SUMMARY

PERIOD	SALES	EXPENSE	NET
January 1993	629,764	(499,100)	130,664
February 1993	306,464	(332,922)	(26,458)
March 1993	552,309	(512,567)	39,742
April 1993	412,340	(357,183)	55,157
May 1993	345,633	(364,810)	(19,177)
June 1993	546,196	(489,598)	57,598
July 1993	420,104	(392,432)	27,672
August 1993	354,095	(357,110)	(3,015)
September 1993	633,876	(543,660)	90,216
October 1993	466,273	(414,575)	51,698
November 1993	321,087	(344,980)	(23,893)
December 1993	516,590	(591,313)	(74,723)
<b>TOTAL YTD 1993</b>	<b>5,504,731</b>	<b>(5,199,250)</b>	<b>305,481</b>
MONTHLY AVG.S	SALES	EXPENSE	NET
1993	458,728	(433,271)	25,457
1992	\$406,237	(396,044)	10,193
1991	\$357,328	(378,230)	(20,902)
1990	\$370,665	(401,011)	(30,346)
1989	\$430,504	(418,339)	12,165
1988	\$358,694	(345,069)	13,625
1987	\$278,405	(266,618)	11,787
1986	\$217,415	(201,148)	16,267
1985	\$138,265	(128,124)	10,141
1984	\$69,126	(50,687)	18,439

Figures reflect combined WSO-Van Nuys, Canada, and Europe income statements for respective periods. "Sales" shows undiscounted total income plus other income. Discounts are included in the figures totaled in the "expense" column. 1992 and 1993 Canada and Europe data were converted into USA dollars each month at rates reflecting market conditions at the time accounts were closed.

**CALENDAR**

**UNITED KINGDOM**

**ENGLAND:** Apr. 8-10; 5th London Convention; Holland Park School, London; LCNA-5, PO Box 1980, London N19 3LS

**UNITED STATES**

**ARKANSAS:** Mar. 12-13; 1st Northwest Arkansas Area Convention; Fort Smith; info (501) 783-2766; rsvns. (800) 356-7046; Convention Committee, PO Box 23, Lowell, AR 72745

**CALIFORNIA:** Feb. 11-13; 3rd San Diego/Imperial Regional Learning Conference; info (619) 469-6490; SDIRLCNA, PO Box 16505, San Diego, CA 92176

2) Feb. 11-13; 2nd Central California Regional Convention; info (805) 566-1261; CCRCNA-2, 1409 Kuehner Dr. #116, Simi Valley, CA 93063

3) Mar. 3-6; 16th Northern California Regional Convention; Oakland; rsvns. (800) 338-1338; NCCNA-16, PO Box 3592, Danville, CA 94526

**FLORIDA:** May 27-30; 4th Gold Coast Area Convention; Pompano Beach; info (305) 832-9518; GCNA-4, Box 23325, Ft. Lauderdale 33307

**GEORGIA:** Mar. 31-Apr. 3; 13th Georgia Regional Convention; Atlanta

**HAWAII:** Mar. 25-27; 10th Gathering of the Fellowship on Oahu; info (808) 676-7763; Oahu Gathering Committee, Box 75271, Honolulu 96836

**ILLINOIS:** Feb. 18-20; 3rd Rock River Area Convention; Rochelle, IL; info (815) 967-9010 or (815) 626-7210; RRCNA-3, PO Box 1891, Rockford, IL 61110

**INDIANA:** Feb. 26; Multiregional Service Learning Day; Fort Wayne; info (219) 422-0825; NEIASC, PO Box 12737, Fort Wayne, IN 46864

2) Mar. 4-6; Indiana State Convention; Indianapolis; ISNAC, PO Box 17106, Indianapolis, IN 46217-0106

**KANSAS:** Apr. 8-10; 11th Mid-America Regional Convention; Great Bend; info (316) 343-7740 or (913) 823-3854; MARCNA-11, PO Box 242, Salina, KS 67402-0242

**LOUISIANA:** May 27-29; 12th Louisiana Regional Convention; Alexandria; rsvns. (318) 442-9000, (800) 523-9724; LRCNA-12, PO Box 762, Montgomery, LA 71454

**MARYLAND:** Apr. 8-10; 8th Chesapeake/Potomac Regional Convention; Ocean City, MD

**MASSACHUSETTS:** Mar. 4-6; Just For Today Group Cape Cod Convention; Hyannis, MA; info (508) 540-4505 or (508) 563-5715; JFTCCC, PO Box 590, N Falmouth, MA 02556

**MICHIGAN:** Mar. 31-Apr. 3; 2nd Detroit Area Convention; info (313) 361-4214; rsvns. (800) 228-3000; DACNA, Box 241221, Detroit, MI 48224

**MINNESOTA:** Apr. 22-24; 1st Minnesota Regional Convention; Saint Paul; info (612) 926-7341; MNNAC-I, PO Box 14152, Minneapolis, MN 55414-0152

**MISSOURI:** Feb. 18-20; Cabin Fever Prevention Convention; info (314) 496-3752 or (314) 642-0175; CFC, Box 7114, Jefferson City 65109

**NEW HAMPSHIRE:** Mar. 12; 2nd Multiregional Learning Day; Fitzwilliams; helpline (603) 432-0166; Learning Day 2, PO Box 1752, Portland, ME 04108

**NEW MEXICO:** Mar. 25-27; 5th Rio Grande Regional Convention; Albuquerque; info (505) 836-2329; rsvns. (505) 869-6574; MG, 13 Church Road, Peralta, NM 87042

**NEW YORK:** May 20-22; 9th Greater New York Convention; info (718) 398-0012; rsvns. (800) 431-3850

**NORTH CAROLINA:** Feb. 5; Twin City Area Unity Day; Winston-Salem; info (910) 924-8990

2) Mar. 18-21; 7th North Carolina Capital Area Family Reunion; Raleigh; info (919) 231-8104; rsvns. (919) 872-2323; NCCAFRNA-7, PO Box 818, Carrboro, NC 27510

3) Apr. 22-24; Greater Charlotte Area Convention; hotel (704) 525-8350 or (800) 847-7829; Bound for Freedom, 1620 S Boulevard #A, Charlotte, NC 28203

**OHIO:** May 27-19; 12th Ohio Convention; Cincinnati vicinity; info (513) 820-2947; OCNA-12, PO Box 0541, Cincinnati, OH 42501-0541

**PENNSYLVANIA:** Feb. 4-6; 10th Mid-Atlantic Regional Learning Conference; Redding; info (610) 375-9724; rsvns. (800) 383-9713; MARLCNA-10, PO Box 6233, Wyomissing, PA 19610

**SOUTH CAROLINA:** Feb. 25-27; Just For Today 5; Hilton Head Island; info (803) 791-9591; rsvns. (803) 699-0717; JFT-5, PO Box 23534, Columbia, SC 29224-3534

**WASHINGTON:** Apr. 15-17; 9th Washington/N Idaho Regional Convention; Spokane; rsvns. (800) 547-8010; WNIRCNA-9, PO Box 9245, Spokane, WA 99209

**WISCONSIN:** Apr. 15-17; 9th Mid-Coast Convention; Delavan; info; MCC-9, PO Box 1621, Janesville, WI 53545

**INSIDE WSO**

**New staff members**

On 1 December, Carol Kenney, an NA member from Michigan, was hired to work with the conference services team. Her primary assignment will be to coordinate the activities of the WSC Literature Committee and serve as a resource to area and regional literature committees.

Also joining our staff is Debbie Goss, who was hired 11 October to assist the conference services team with PI, Outreach, and H&I.

**Reassignments/promotions**

Julie Kirkpatrick, most recently a project coordinator working primarily with the WSC Literature Committee, has been promoted to join the administrative team. She will assist our division directors with administrative work.

Jeff Gershoff, who for years coordinated travel plans for staff and trusted servants assigned to travel on NA's behalf, has recently been promoted to project coordinator. He will work primarily with group services.

Carl Prescott, a longtime employee, has been promoted to project coordinator. He will continue working with the

WSC PI Committee as well as helping fulfill all responsibilities of the team.

**WSO staff in New Orleans for world services meeting**

From 27-30 January the world services community met in New Orleans, Louisiana, USA to conduct self-assessments of their respective boards and committees. Nineteen WSO staff members attended the meeting to record notes, provide logistical support, and participate in self-assessment sessions throughout the weekend. The other seventeen staff members remained in Van Nuys to maintain normal WSO operations.

**1994 CONFERENCE AGENDA REPORT ORDERS**

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