

# NEWSLINE

This issue of the *WSO Newslines* is a special edition, summarizing the *1995 WSO Annual Report*. This year's annual report was somewhat different than reports issued in previous years. While it included all the facts and figures that are traditionally part of any organization's annual report, most of the report was devoted to communicating in a more friendly and accessible way about what we do at the WSO and, most importantly, what that means to you as a member of NA. It has become abundantly clear to us that our reporting hasn't always been effective. The things we really want to tell you have sometimes been lost in a deluge of detail. So this year's annual report and this issue of the *Newslines*, will be more reader-friendly—we hope. We welcome your comments about this special issue.

## OUR MISSION

One of the first orders of business for most service organizations is to define its mission. Why does the organization exist? Who does it serve? What are its goals? Why is it important?

Once written, a mission statement becomes the guiding force by which an organization develops its principles and makes its decisions. For instance, a company that manufactured food or medicine might develop a mission statement that included a pledge to safeguard the health of its customers. In the event that one of the company's products *might* be contaminated, the company would be compelled by its mission statement to recall that product—despite financial consequences. Such a decision would reflect the company's commitment to its mission statement.

All of us at WSO—each member of the board of directors and each member of the staff—are dedicated to making the fulfillment of our mission a reality. We will strive to keep this mission in the forefront of our minds as we go about our tasks.

*The mission of the World Service Office, Inc., is to provide the services and support that facilitate the continued growth and development of the Fellowship of Narcotics Anonymous worldwide.*

*In support of this mission, the WSO is committed to the following:*

- *NA's philosophy and principles as contained in NA's Twelve Steps, Twelve Traditions, Concepts of Service, and fellowship-approved literature.*
- *Fiscally sound and effective decision making.*
- *Quality management, defined as:*
  - ◊ *a constant effort to strive for improvement;*
  - ◊ *a commitment to remain a reliable, dependable, and stable resource for our customers; and*
  - ◊ *suitable facilities and equipment*
- *Providing an environment of honesty, integrity, mutual trust, and respect.*

## OUR BUSINESS PLAN AND GOALS

Writing a mission statement is like deciding on a destination. Having a business plan and a set of goals and objectives in place is like having reliable transportation to your destination. You might get to your destination without reliable transportation, but it's sure to take longer and it will

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**Copy and distribute the *Newslines* as widely as possible, or order a free subscription.**

**Care to comment? Write *WSO Newslines*, Box 9999, Van Nuys, CA 91409 USA, or call (818) 773-9999, or visit our web site at <http://www.wsoinc.com>.**

probably cost more along the way. With our limited resources, developing a business plan was crucial. In preparing to move forward with our business plan, we researched other not-for-profit organizations and found that some of the problems we are facing—tremendous increases in the cost of raw materials that in turn affect our cost of merchandise, shrinking resources combined with a greater demand for them, and working for and with a volunteer system that changes frequently—are not uniquely ours.

Some of the solutions we have sought, while not uniquely ours either, have put us in the forefront of not-for-profit organizations. We have kept our communications, record-keeping, and other technology current. Our organizational structure is team-based. For the past two years, we have been in the process of a comprehensive training and retooling program. While it's good to know that WSO is on the leading edge of business practices in many ways, it's even better to know that we'll probably stay there through our efforts to develop a business plan and follow a quality assurance program.

Our business plan is based on the principles laid out in our mission statement, and it enumerates various goals and strategies for accomplishing those ends. We consider our business plan a "work in progress," meaning that our goals and plans ought to always reflect what is most essential to our fellowship's growth and development. As our fellowship grows and needs new things, so will new goals be set. The goals we have set so far are:

- Develop and fully implement an office-wide quality-assurance program by 1999.
- Establish and maintain an adequate operating reserve within the next five years. (For now, we are looking at a ninety-day reserve. Also in this area is the need to look at alternative sources of revenue for world services.)
- Establish a set of standards for communication, both internal and external, and set up goals for their accomplishment.
- Research and develop a program for new product development and an effective sales and marketing plan that would benefit both the WSO and the end user.
- Examine periodically, perhaps annually, various policies including pricing structure, sales policy, licensing, and other special agreements.

Reduce the ratio of personnel and cost of merchandise expenses to sales income (total income less discounts) by approximately two percent each within the next five years.

### **SERVICE DELIVERY: WATERING NA'S ROOTS**

The term "grassroots" is used to refer to the foundation or source of an organization. In NA, that's the groups and

local service committees. No matter what is going on in NA as a whole—discussions about changing the steps and traditions or the service structure—the WSO must continue to provide services to the grassroots. Individual members, group service representatives, area service representatives, regional service representatives, convention chairs, committee members, and group secretaries are contacting their World Service Office on a regular basis for answers to their questions. The questions are not always easy, and our replies are not always simple, but we do our very best to answer them all in a courteous and timely manner.

One of the questions we are asked most often is, "Where's the meeting tonight in \_\_\_\_\_?" Our answer to this question is usually to give the caller the local NA phoneline number. Anyone who has noticed how often meetings start, fold, or move in his or her own area knows why we would be uncomfortable providing specific meeting information. Instead, we maintain an annually updated phoneline directory. We can be reasonably sure that the telephone numbers we provide from the phoneline directory are accurate. On the following page are charts depicting the number of registered meetings in NA from 1983 to 1995.

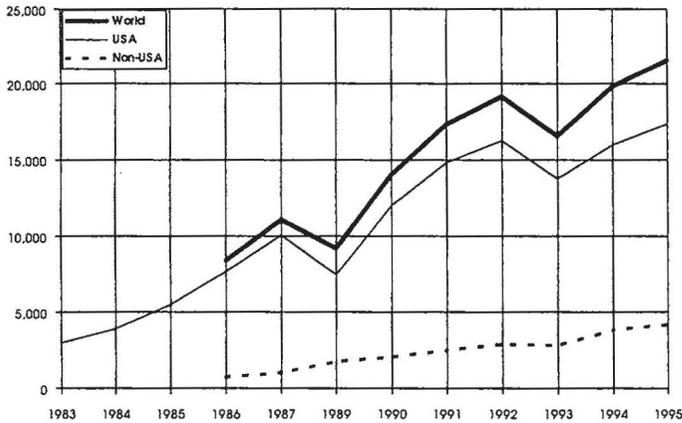
#### **You also asked us about . . .**

It hasn't been any great surprise to us that NA members most often want to know about things that affect them as individuals or their groups. The minutes from, say, the 1982 World Service Conference, are available to any member who wants them, but you seem to call us more often for other things. A sample of those things includes:

- behavior in and around the meeting place
- theft or misuse of NA funds
- violence
- disharmony caused by racial tension
- child care and related issues
- prescription medication
- methadone
- special interest meetings
- banking and taxes
- liability insurance for groups/events
- NA language and our relationship to other twelve-step fellowships
- isolated or incarcerated members and groups
- fellowship interaction with the public

Despite the fact that issues such as these are affecting the most basic levels of our fellowship, the issues themselves are anything but simple. As our fellowship grows in numbers, it also grows in diversity. We have a huge amount of resource material, ranging from WSB bulletins to handbooks to NA fellowship-approved literature, available to help answer your questions.

**NA MEETINGS, 1983-1995**



**A WORLD OF RECOVERY NEEDS WORLD-CLASS SERVICE**

**Recovery spoken here**

**Wir sprechen genesungssprache**

**Ici se parle le language du rétablissement**

**Aquí se habla el lenguaje de recuperación**

One of the most exciting aspects of NA's growth is the many languages that are now spoken in our worldwide fellowship—thirty-nine of them to be precise. Not surprisingly, our members want to call the WSO and speak to someone in their own language. So far, we are able to accommodate our members who speak Spanish, French, and German. It may be some time before we are able to add staff who speak other languages, but when we think where we were five years ago, we're delighted with the progress we've made. Five years ago we weren't translating the world convention flyer into seven languages. In fact, we weren't routinely translating anything into languages other than English. If we received a phone call from a Spanish-speaker, the receptionist would dispatch someone to run and get one of our customer service staff members, interrupting whatever she was doing, to serve as interpreter. Compare this to our recent fellowship development trips to South America where we brought along a Spanish-speaking staff member to translate!

Several of our staff members are taking language classes, and all of our staff are working with a raised consciousness about the needs of non-English-speaking members. When we prepare a report in English that will be translated, we are careful with our English usage, avoiding slang and other hard-to-translate phrases. If the need exists, we are sending communication out to be translated before sending it to the recipient.

Unfortunately, of those thirty-nine languages that our members are using to share recovery, only about a third have published material. The goal of the World Services

Translation Committee is to ensure that each one of those languages has at least one informational pamphlet: IP #1. Our staff is helping fulfill that goal by working with the WSTC. This means receiving drafts from local translation committees, keying them into our computer, corresponding with LTCs, proofreading, and coordinating the logistics of it all. WSO staff saw through the production process 183 items in fourteen languages in 1995. By the end of 1995—amongst other languages—we had NA literature being translated into Amharic, French, German, Hebrew, Italian, Maori, Oriya, Portuguese, Spanish, Swahili, Swedish, Tagalog, and Urdu.

**Many languages, more cultures**

NA recovery is quite elastic. It can stretch around and encompass languages and cultures as diverse as those that exist on this planet. No matter what country, how big or small, how industrialized, or what the economy, the therapeutic value of one addict helping another is still without parallel. Still, we sometimes have trouble communicating because of what has come to be known as "NA speak."

"NA speak" can be defined as a word or phrase that either has no meaning outside our fellowship or a very specific meaning inside our fellowship. Our fellowship development trips in recent years have brought this problem to light. In response, our staff are tuning up their awareness of American NA jargon in both spoken and written communication.

**World service support**

The World Service Board of Trustees and the World Service Conference are occupied with projects that ultimately serve our groups and members. Office staff coordinates the work associated with those projects, arranging conference calls, taking minutes at meetings, keeping track of board and committee decisions, drafting communication, etc. The largest projects in recent years have been the world services inventory and the WSB fellowship development plan and bulletin development. Of course, we always staff the annual meeting of the World Service Conference.

**WSO-Europe**

1995 was a year of many changes for WSO-Europe, our branch office in Belgium. First of all, it became apparent that if we were to continue the operation in Europe in a financially responsible and efficient way, we would have to downsize. That meant trimming some of the services we were providing and dissolving the European Branch Operations Committee (an advisory body created by the WSO board a few years ago). Because of the steps we took to reduce costs, we were able to secure a new, larger facility for WSO-Europe that should meet our needs into the next century.

### WSO-Canada

Our operation in Canada saw a change in staff last year. Early in the fall of 1995, we were notified that Brian, our employee at WSO-Canada, would be relocating and had to leave the office. With his help, we were able to hire both a replacement, Heidi, and a back-up staff person who will be available for emergencies and vacation periods. Heidi has instituted several new filing and tracking systems and upgraded the telephone answering system. With these new systems in place, our service from that branch is even better.

### The largest single event in NA

The World Convention of Narcotics Anonymous, no matter where it's held, is the one place where NA's diversity is really represented. Unlike the World Service Conference, members attending the world convention are not always familiar with services provided by their WSO. Because we think it's very important to remedy this situation, we will begin staffing the world convention much like we staff the WSC. We will have a mini-WSO on site beginning with the world convention in St. Louis, providing virtually all the basic services provided by our office in Chatsworth. You can drop by and see if your group is registered, update your mailing address or trusted servant information, and order literature.

## FREE LITERATURE

Since the time the WSO basically operated out of the trunk of someone's car, we have provided free or low-cost literature to NA communities. Usually, we try to provide it at a lower cost before sending it for free, but sometimes the economic conditions in the region are such that the average worker (if one is lucky enough to have a job) is making the US equivalent of \$3.00 a week.

NA is springing up all over the world. Fifteen years ago most of our available free literature was given to members or groups in North America. Because the bulk of those communities are now healthy, self-supporting areas and regions, much of the available literature goes outside North America.

Lest you think that we are just tossing literature around to anyone who asks, let us reassure you that isn't the case. Our budget for gratis literature has always been pretty small. Often, we are able to do no more than offer a few books and a handful of IPs as a gesture of support. Still, it's something, and with your support we'll be able to continue this practice and assist communities until they are able to support themselves.

## WHAT'S ALL THIS STUFF TO READ?

Your WSO is responsible for two—no, make that two and a half—kinds of communication.

1. Communication between world services and the fellowship we serve.

2. Communication between NA as a whole and the public.  
½. Computer communications with the fellowship and the public.

### One of our most pressing concerns: How to communicate with you more effectively

We edit and sometimes write, typeset, print, and mail ten different magazines, newsletters, and official reports for world services: *Meeting by Mail*, *Reaching Out*, *Conference Report*, *Conference Digest*, *Conference Agenda Report*, *PI News*, *H&I News*, *WSO Newsline*, *The NA Way Magazine*, and *NA Update*.

Two world service newsletters support the recovery of isolated addicts. *Meeting by Mail* is just what it sounds like: an NA meeting conducted by the NA Loner Group, a service of the WSO. Its members write to each other and share in the "meeting." Loner Group members are usually either disabled or chronically ill and therefore unable to get to regular meetings, or addicts living in a part of the world where no NA meetings take place. *Reaching Out* is similar, except that it is produced for incarcerated members.

Three world service periodicals assist NA's conscience-building and decision-making processes. The *Conference Report* contains detailed reports from world-level trusted servants to WSC participants and regional service committees. The *Conference Digest* is a four-page summary of the *Conference Report*, written so that it can be understood by anyone in the fellowship who is interested in world services. It is automatically distributed to regional and area committees, and is also available to any other member who asks for it. The *Conference Agenda Report* presents all the business and supporting material that will be discussed at the annual meeting of the WSC.

Three periodicals help local committees and groups serve more effectively. The *PI News*, published twice yearly, contains articles of special interest to area and regional PI committees. The *H&I News*, published twice yearly, serves the same purpose for area and regional H&I committees. The *WSO Newsline*—which you're reading, so you know what it is—is published four times a year.

### Planned redesign of periodicals program calls for consolidation of some periodicals

Two years ago, we completed a periodicals study that analyzed the effectiveness of our periodicals program. To get the information we needed for this, we asked a number of questions: Who was the audience for each of the periodicals? How familiar is the fellowship as a whole with each of the periodicals? How much of an overlap is there on the mailing lists for these periodicals? How can we make our periodical program more useful to more members? To address the last question, a plan to consolidate the *Newsline*, the *Conference Digest*, the *PI News*, and the *H&I News* into one quarterly newsletter, which will then be distributed to the *Newsline* mailing list.



# WORLD UNITY DAY

Saturday, 31 August 1996

WCNA XXVI 1996

We are aware that many people have experienced difficulties with the telephone connections for past Unity Day calls. For this year's call, we have changed the telephone carrier and the type of phone service to provide a significantly more reliable connection. We encourage you to be a part of this unique opportunity.

Narcotics Anonymous will observe WORLD UNITY DAY on Saturday, 31 August 1996, at the 26th World Convention of NA in St. Louis, Missouri, USA. One free telephone link-up is available to all regions outside of the United States to participate in the Unity Day Celebration and hear the entire Saturday night meeting.

We encourage you to plan events for this day which remind us that together, as a world-wide fellowship, we can ensure that no addict seeking recovery need die without a chance to find a better way of life.

The information and registration form you will need to join in the telephone link-up is on the opposite side of this flyer. The celebration will begin at 7:30pm (19h30) Central Daylight Time (01h30 European Daylight Time). We will then join together to say the Serenity Prayer at 8pm (20h00) Central Daylight Time (02h00 European Daylight Time).

*Please join us and join the world!*

*Show Me How to Live*

# World Unity Day Telephone Link

Narcotics Anonymous will celebrate World Unity Day on Saturday, 31 August 1996, at the 26th World Convention of NA to be held in St. Louis, Missouri, USA. We invite everyone to be a part of the celebration. The celebration will begin at 7:30pm (19h30) Central Daylight Time (01h30 European Daylight Time). We will then join together to say the Serenity Prayer at 8pm (20h00) Central Daylight Time (02h00 European Daylight Time).

Regions can join the celebration of World Unity Day on a two-hour telephone hook-up to the World Convention and hear the Saturday night speaker meeting. To join in the worldwide celebration, please complete the form at the bottom of the page, and mail it to World Unity, in care of the World Service Office. All registrations MUST BE RECEIVED no later than 1 August 1996.

When filling out the registration form you must provide your phone number as contact person and your Unity Day hook-up phone number. Your Unity Day hook-up number is the phone number that the telephone company will call to tie you into the Unity Day celebration. Upon receipt of your registration, we will send you a written confirmation. The confirmation letter will also outline details about the call and information about what to do if you experience problems during the call.

If you have additional questions, feel free to call the World Convention helpline at (818)773-9999 ext.#203. We hope you will be with us for this celebration of recovery.

----- CUT AND MAIL -----

## Complimentary World Unity Day Registration Form

The phone link is for \_\_\_\_\_ region.

Your Name: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Your Telephone Number:(        ) \_\_\_\_\_

Your Unity Day Hook-up Telephone Number:(        ) \_\_\_\_\_

Mail to:

**World Unity Day**

PO Box 9999

Van Nuys, CA 91409-9099 USA

**WSO (818)773-9999 ext.#203**



# PRODUCT INFORMATION UPDATE



## NEW PAMPHLETS

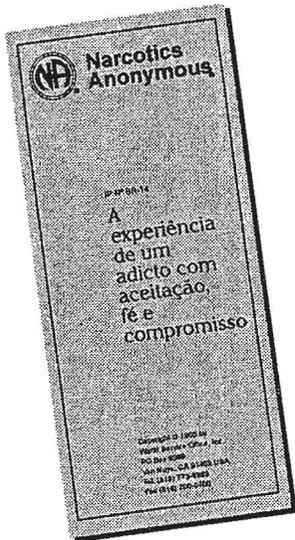
HEBREW IP# 1

### מיהו, מהי, למה ואיך

*(Who, What, How, and Why)*

contains a basic description of the NA program, including the text of our Twelve Steps and Twelve Traditions.

Item no. HE-3101 ISBN 1-55776-269-4  
**US\$0.18**



BRAZILIAN IP #14

### **A experiência de um adicto...**

*(One Addict's Experience with Acceptance, Faith, and Commitment)*

One recovering addict describes his introduction to Narcotics Anonymous and his journey through NA's first three steps.

Item no. BR-3114 ISBN 1-55776-254-6  
**US\$0.18**

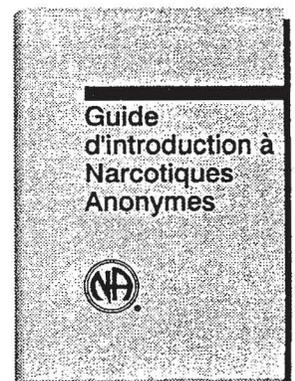
## FRENCH INTRODUCTORY GUIDE AVAILABLE AT THE END OF JUNE

### **Guide d'introduction à Narcotiques Anonymes**

*(An Introductory Guide to Narcotics Anonymous)*

contains the chapter on the NA's Twelve Steps from our Basic Text, plus ten of the NA pamphlets most commonly given to new members to explain our program.

Item no. FR-1200 ISBN 1-55776-270-8  
**US\$1.60**





# LARGE PRINT IP'S #11, 16, 22



## ***Sponsorship***

is a vital part of the NA program, where an experienced member guides a newer member. This introductory pamphlet helps provide an understanding of sponsorship.

Item no. EN-XLP3111 ISBN 1-55776-266-X  
**US\$0.23**

## ***For the Newcomer***

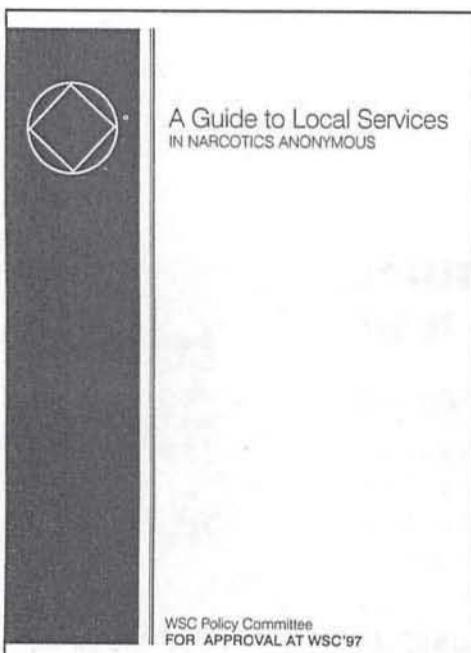
provides an explanation of the basics of the NA program for addicts attending their first meeting.

Item no. EN-XLP3116 ISBN 1-55776-286-6  
**US\$0.18**

## ***Welcome to Narcotics Anonymous***

reinforces the message of the pamphlet, *For the Newcomer*, assuring the addict who has just arrived in NA that he or she can learn "To live drug-free a day at a time..."

Item no. EN-XLP3122 ISBN 1-55772-276-8  
**US\$0.18**



## **FOR APPROVAL AT WSC'97**

### ***A Guide to Local Services in Narcotics Anonymous***

Item no. EN-2111. ISBN 1-55776-246-5.  
**US\$5.80 each**

## **SPEAKER TAPES ARE NOW SPECIAL-ORDER ONLY**

Based on a decision made at WSC'96, speaker tapes will no longer be routinely stocked in inventory. Since they will be available only on a special-order basis, please allow approximately three weeks for delivery.

The board is concerned about *The NA Way Magazine*. A significant amount of resources, both human and financial, are devoted to this publication, yet it has a subscriber list of only about 5,300. The board believes strongly that the fellowship would be better served by redirecting both the financial and human resources currently devoted to the magazine to other areas, yet it also recognizes that any action concerning the magazine can only be undertaken with conference approval. Watch for further reports about *The NA Way*.

### **Hello public! NA is here and it works!**

The World Service Office has always had a part to play in NA's public relations. When an addictions professional, a government official, a minister, a schoolteacher, a student, or a concerned community member wants information about NA, they often end up calling or writing the WSO. That's PI at its most basic. But we've done far more than that. In 1987, we hired an "external PI" coordinator to open a WSO branch office in the New York metropolitan area. His assignment was to link NA, as an international society with the United Nations and with national and international drug-related organizations headquarters in New York City. However, that work was discontinued in 1989, and the office was closed. Our involvement with the UN and most other organizations was suspended, and even more alarmingly, the massive participation of local PI committees in addiction-related professional conferences (most of which was coordinated through the WSO) dwindled and finally almost stopped.

Ironically, just when our public relations work had reached its lowest point, interest in PI among world-level trusted servants was steadily increasing. The idea of producing a video aimed at professionals was advanced by the WSC PI Committee at WSC'92. At the 1993 WSC, the WSC PI Committee was given the go-ahead to conduct an NA membership census, but the world services inventory about to begin, no funds were allocated to carry it out. Also at WSC'93, a new "Public Relations Statement of Purpose" was approved. Associated with the statement of purpose was a roughly outlined five-phase plan for developing a public relations program for NA. Again, all of the money and the trusted servants needed to move forward with this project were tied up in the world services inventory. Little was to further develop NA's world-level public relations for the next two years other than approving the completed video, *Just For Today*, at WSC'94, and publishing the first issue of *NA Update*, a newsletter for professionals.

However, as the initial two-year study phase of the inventory neared completion, WSO management began looking at other priorities, needs that would have to be filled as staff that had been assigned to the inventory became available. Public relations was near the top of the list, so a staff member was given a new assignment:

- Study and document what had been in world-level public relations up to that point.
- Get to know the major organizations dealing with addiction-related issues.
- Develop a plan for world services to help NA carry our message to professionals and, through them, to still-suffering addicts around the world.

Working with the World Service Board of Trustees External Affairs Committee, staff carried out this assignment, completing a draft of a public relations work plan that the EAC reviewed at its January 1996 meeting. Revisions were made, and the plan was approved by the full World Service Board. The plan includes objectives and strategies such as securing reliable information about NA groups, meetings, and members; developing cooperative relationships with professionals; establishing basic media contacts; and providing coordination and training material on H&I and PI service work.

### **WSO on the World Wide Web**

WSO set up its web page in January, and the page has been the center of quite a lot of activity ever since! The site includes a product catalog, a list of NA phonenumber numbers, information about the world convention in St. Louis, WSB bulletins, material about NA's copyrighted property and how it may be used, the *Newsline*, and selected articles from *NA Update*. We've been online for a very short time, and we're still evaluating the benefits of having a web site. The following information isn't meant to lead to any sort of conclusions; it is presented only for your information and because we think you'll find it interesting.

- In its first sixty days, the web site was accessed by people from 2937 different Internet addresses.
- Of those accessing the list of phonenumber numbers, more than a third sought information for NA communities outside North America.
- One-fourth of the documents "hit" or accessed were those posted specifically for professionals.
- The article on how to start an NA meeting from *NA Update* was hit three times as frequently as other *NA Update* articles and downloaded even more often than looked at visually.
- When articles from *NA Update* were hit, users downloaded them ninety-one percent of the time. The average for everything else was forty-four percent.

## PRODUCTION, DISTRIBUTION, AND CUSTOMER SERVICE

How does a new item, such as the eighteen-month keytags approved at WSC'94, or a new translation, such as the Spanish-language version of *Just For Today*, go from a motion on the conference floor or a local translation committee to an inventory item in our warehouse? The production department guides each one through a process that has an incredible number of steps, verifying accuracy and meeting deadlines along the way. To complicate matters, there's always dozens of items in various stages of production at any given time. Coordinating all of this is a big job, requiring careful orchestration. If one item is delayed by a writer's failure to meet a deadline, a printing error, or any other problem, the whole flow of production is thrown off course and must be righted somehow.

We were without a production coordinator for almost ten years, and during that time production was handled by three members of the management staff. Hiring a production coordinator, and forming a production department in October 1994 has greatly increased our efficiency. We've looked at a variety of ways to reduce costs associated with production, including research into the value of changing vendors. We discovered that it isn't prudent to change over to a vendor who may offer a marginally lower cost, while in the process sacrificing a long-term stable relationship with a vendor we trust. We believe that streamlining our production processes and training our staff to decrease errors and duplication of effort is the most effective means at hand to lower costs.

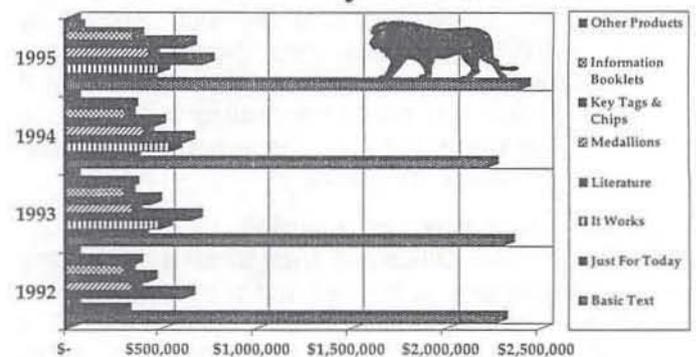
### Customer service and quality assurance

As we reported in the most recent issue of the *Newsline*, we are planning on conducting regular surveys of our customers so that we can constantly improve the quality of our service. We have taken several steps toward improvement as of this writing. The Asset Management Team, which is responsible for customer service and accounting functions at the office, has recently had six training sessions. Team members have made efforts to speed up credit card processing, and have begun double-checking larger, more complex orders before they are shipped. Efforts have been made to update the addresses in the customer database, although the accuracy of this list is mostly beyond our control due to the constant turnover of trusted servants who buy literature for groups and areas.

### Basic Text sales and WSO income

WSO has one major product: the Basic Text. Many expected that the two new book-length pieces, *Just For Today* and *It Works: How and Why*, would reduce our reliance on the Basic Text for operating income. However, the percentage of our book sales attributed to the Basic Text has not reduced significantly. In 1992, it was 88.2%; in 1995, the percentage was 72.3%.

## Plot of Sales By Product Line



### Where does the money go?

The proceeds from our text fund two basic things. One is literature distribution through the WSO, area and regional service offices, and non-fellowship distributors. Removing or reducing the current discounts would result in higher prices being charged by our non-fellowship distributors. Their distribution is mainly to treatment centers and correctional facilities. Most area or regional offices exist primarily on the margin between their discounted Basic Text purchase price and the amount for which they sell the book. Without a discount, many area or regional offices would no longer be able to support their own distribution efforts. While the WSO could begin to distribute literature to the groups and areas that these offices serve, it would mean a higher number of smaller orders being filled by the WSO.

Even assuming that the WSO could provide more cost-effective distribution, this would still mean that the overhead costs would increase at the WSO and the current discount level would not be saved in its entirety.

The other item that our current literature proceeds support is the services provided by the WSO to the fellowship and the conference. Most of this annual report is devoted to providing an accurate picture of the scope of these services. Besides extensive support to the conference's boards, committees, and activities, the most rapidly expanding demand for services from the WSO comes from members and groups. As we've mentioned before, the WSO receives about 7000 written requests a year and even more phone calls from members seeking assistance with group, area, and H&I and PI issues. This does not include the numerous other types of requests regarding translations, legal issues, questions about our periodicals, and the thousands of calls and pieces of mail that come through our shipping and customer service departments.

**Impact of a low-cost text on WSO income**

Some motions in this year's *Conference Agenda Report* request a low-cost text that contains only the first 103 pages of the Basic Text. The anticipated sales price would be the same as the translated Basic Texts that are considered "works-in-progress," due to the fact that they are only book one. The price for them is currently \$5.25. The cost of merchandise for this item would be approximately 25% less than the Basic Text. The production cost would range from \$1.10 to \$1.65, depending on the quantity ordered. Because the title and substance of this book would be the same as the Basic Text we currently sell, we believe that we would have to offer customers the same discount rate we allow on other literature purchases, averaging out at 26%. Hence, the discount expense per unit would be about \$1.37. Income available from each book would be about \$2.23 at best.

For many of our customers, the low-cost text would be essentially the same as the text they currently purchase at a much higher price. If all the Basic Texts sold in 1995 had been low-cost texts, WSO income would have been reduced by approximately \$580,000. However, we do not expect the impact of a low-cost text to be this extreme, since many NA members and other customers will continue to buy the current Basic Text. We would expect that some percentage of NA members would purchase one of the low-cost versions and, at some future point, purchase the Basic Text.

We are fairly certain that our non-fellowship customers, who represent approximately 30% of all sales, would quickly begin ordering low-cost texts instead of Basic Texts. If our single largest customer had bought low-cost texts rather than Basic Texts in 1995, the resulting income reduction would have been approximately \$230,000. That kind of reduction, all by itself, would have translated into something like a 3% (\$180,000) net annual loss in 1995.

Now that we have provided some of the financial information, what does all of this mean? In fairness, we must tell you that we do not believe the full impact of low-cost text sales would be felt immediately, but we have no way of telling how long it would actually take. We have not done any exhaustive research on what would have to happen, but we are relatively certain that, at the very least, we would have to reconsider any and all services we offer that are not income-producing. In the final analysis, the World Service Office could cut facilities, equipment, and personnel back to the point where we only print, stock, and fill orders for existing NA literature. This would be a very different kind of World Service Office than the one developed under the fellowship's guidance since 1982.

We are here to help ensure that the Fellowship of Narcotics Anonymous can continue to grow and develop worldwide. In addition to providing a central production and distribution point for our literature, we provide services aimed at helping to maintain unity as we strive collectively to fulfill our primary purpose as a fellowship. As the Basic Text and our by-laws state, we serve you and we serve at your direction. We are certain that whatever decisions you will make in this area will be ones that serve the needs of our worldwide fellowship.

**WORLD CONVENTION UPDATE**

Rooms at the world convention are going fast! As of 25 May, the hotels that still have rooms available are: Hampton Inn Union Station, Hyatt Regency Union Station, Marriott Pavilion, and Adams Mark. Once these hotels are sold out, we will attempt to find overflow space at other properties; however, these are likely to be near the airport, which is about a twenty-five-minute drive from the convention center.

There are still tickets available for the Jazz Breakfast, the Friday Comedy Show, and the Saturday live concert.

For the most current information (updated weekly) about availability of hotels and tickets for paid events, please call our convention infoline at (818) 773-9999, ext. 120.

The twenty-sixth world convention promises to be an unparalleled experience in fellowship, unity, and fun. See you there!

**WSO FINANCIAL SUMMARY**

PERIOD	SALES	EXPENSE	NET
January 1996	\$474,772	(357,856)	116,916
February 1996	\$348,233	(422,694)	(94,461)
<b>TOTAL YTD 1996</b>	<b>\$823,005</b>	<b>(800,550)</b>	<b>22,455</b>
MONTHLY AVG.'S	SALES	EXPENSE	NET
1996 avg. YTD	\$411,503	(400,275)	11,228
1995 avg. months	\$494,871	(488,124)	6,746
1994 avg. months	\$472,048	(458,475)	13,573
1993 avg. months	\$458,917	(434,239)	24,678
1992 avg. months	\$406,237	(396,044)	10,193
1991 avg. months	\$357,328	(378,230)	(20,902)
1990 avg. months	\$370,665	(401,011)	(30,346)
1989 avg. months	\$430,504	(418,339)	12,165
1988 avg. months	\$358,694	(345,069)	13,625
1987 avg. months	\$278,405	(266,618)	11,787
1986 avg. months	\$217,415	(201,148)	16,267
1985 avg. months	\$138,265	(128,124)	10,141
1984 avg. months	\$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. The 1994 figures are adjusted to reflect actual year-end closing figures.

# WORLD CALENDAR

## Canada

**British Columbia:** 10-11 Aug.; Camp Bananarama; Camp Nassichuck, Powell River; info: (604) 483-2131; 5452 Maple Ave., Powell River, British Columbia V8A 4N1

2) 23-25 Aug.; Oh-Yah-Man '96 Campout; info: (604) 832-3718 or (604) 833-4837; Oh-Yah-Man, Box 23, Salmon Arm, British Columbia V1E 4N2

**Nova Scotia:** 2-4 Aug.; 7th Nova Scotia Area Convention; Truro; info: (902) 477-1983; Box 65, Central Halifax, Nova Scotia B3J 2L4

**Ontario:** 12-14 July; North Western Ontario Area Convention; Thunder Bay; info: (807) 345-6936 or (807) 768-0879

2) 20 July; NA Family Recovery Days Boat Cruise; Midland Dock, Midland; info: (705) 538-0672; Box 29030, Barrie, Ontario L4N 7W1

## New Zealand

**North Island:** 20-22 Sept.; Aoteroa New Zealand Regional Convention; Flock House Estate, Bulls; info: Box 133, Palmerston North, New Zealand

## Norway

**Vest Agder:** 16-18 Aug.; Norwegian NA Convention; info: 47/38095521; NA-Kristiansand, Postbox 58, 4601 Kristiansand S, Norway

## Portugal

**Lisbon:** 26-28 July; 13th European Convention and Conference; Centro Cultural de Belem, Lisbon; rsvns: Hotel da Torre 351/1/3636262, Hotel Atlantico 351/1/4685170, Hotel Estoril Sol 351/1/4868541, Pensao Setubalense 351/1/3636639;

## United Kingdom

**West Midlands:** 9-11 Aug.; United Kingdom Convention; Birmingham Metropolitan Hotel, National Exhibition Centre, Birmingham; rsvns: 44/121/7804242; info: 44/171/2729040 or 44/171/7300009; UKCNA-10, c/o NA Helpline, 38 Ebury Street, London SW1, England

## United States

**California:** 28 July; Bay Cities Area Rockfest '96; Wilson Park, Torrance; info: (310) 325-3776 or (310) 542-1546 or e-mail: bigdaddy@winteractive.com

2) 10 Aug.; Southern California Region presents NA's 43rd Birthday Celebration, Bren Events Center, UC Irvine Campus; info: (714) 824-5050

**Connecticut:** 27-29 Sep.; United Shoreline Area Spiritual Weekend, Enders Island, Mystic; info: (860) 767-3299; USANA Spiritual Weekend, Box 354, Centerbrook, CT 06409

**Florida:** 4-7 July; 15th Florida Regional Convention; Grenelefe Resort, Haines City; rsvns: (813) 422-7511; info: (813) 874-2300; FRCNA-15, c/o RSO, 2940 W Columbus Dr., Tampa, FL 33607

2) 9-11 Aug.; Uncoast Area Convention; Holiday Inn Sunspree, Daytona Beach; rsvns: (800) 767-4471; info: (352) 338-7929 or e-mail: mikek@gnv.fdt.net; UCACNA, Box 12151, Gainesville, FL 32604

**Georgia:** 8-11 Aug.; Midtown Atlanta Area Convention; Radisson Hotel, Courtland & International Blvds.; rsvns: (800) 333-3333 or (404) 659-6500; info: (404) 753-5206; MACNA, Box 17557, Atlanta, GE 30316

**Hawaii:** 12-14 July; Maui Gathering, Camp Keanae; info: (808) 879-6412; Maui Gathering, Box 3002, Kahului, HI 96732

**Idaho:** 12-14 July; Southern Idaho Region Serenity in the Wilderness; Chemeketan Campground, Sawtooth Recreational Area, Stanley; info: (208) 467-9910; HDASCNA, Box 9291, Nampa, ID 83652-9291

**Illinois:** 12-14 July; Honest Beginner's/Joliet Area Camping Trip; White Oaks Campground, Utica; info: (708) 759-2593 or (815) 755-9058

**Iowa:** 5-7 July; Iowa Regional Convention; Holiday Inn and Convention Center, Waterloo; rsvns: (319) 233-7560; info: (319) 233-2906; IRCNA, Box 1886, Waterloo, IA 50704

**Kentucky:** 20-22 Sept.; Western Kentucky Area Campout; info: (502) 443-5874; Box 2866, Paducah, KY 42002

**Maine:** 20-22 Sep.; Southern Maine Area Conv.; Notre Dame Spiritual Center, Alfred; info: (207) 832-5129; Box 5309, Portland, ME 04101

**Massachusetts:** 19-21 July; Western Massachusetts Area Convention; Springfield Marriott; rsvns: (800) 228-9290 or (413) 781-7111; info: (413) 536-2468; WMACNA, Box 5914, Springfield, MA 01101

**Michigan:** 4-7 July; Michigan Regional Convention; Flint Radisson; rsvns: (800) 333-3333; info: (810) 545-2179; Box 7116, Novi, MI 48376

**Minnesota:** 16-18 Aug.; 2nd "Just For the Weekend" Campout; Whispering Pines Campground, Houston; rsvns: (507) 281-4923; info: (507) 289-4104; Campout, 220 13th Avenue SE, Rochester, MN 55904

**Missouri:** 29 Aug. - 1 Sept.; 26th World Convention of Narcotics Anonymous; St. Louis; info: (818) 773-9999, ext. 200; WCNA-26, Box 9999, Van Nuys, CA 91409

**Nebraska:** 20-21 July; Eastern Nebraska Area Convention; Airport Ramada Inn; rsvns: (800) 999-1240; info: (402) 330-6090; ENNA, Box 3937, Omaha, NE 68103

2) 16-18 Aug.; Wyo-braska Unity Days; Camp Kiwanis, Riverside 200, Scottsbluff; info: (308) 783-2370; Box 262, Minatare, NE 69356

**Nevada:** 19-21 July; 5th California-Arizona-Nevada Area Convention; Riverside Resort, Laughlin; rsvns: (800) 227-3849; info: (520) 763-9734; CANAC, Box 21975, Bullhead City, AZ 86439

**New Hampshire:** 19-21 July; Seacoast Area Campout, Freedom Under the Stars; Camp Wakuta, Freedom, New Hampshire; info: Campout, Box 682, Dover, NH 03821

**New York:** 26-28 July; Northern New York Regional Conv.; Wells College Campus, Aurora; info: (716) 467-1234; Box 1425, Rochester, NY 14603

**North Carolina:** 4-7 July; Carolina Regional Convention; Holiday Inn Four Seasons, Greensboro; rsvns: (910) 292-9161; info: (910) 282-6689

2) 19-21 July; 3rd New Hope Area Convention; Omni Durham Hotel; rsvns: (800) THE-OMNI or (919) 683-6664; info: (919) 409-3190; NHACNA, Box 25043, Durham, NC 27702

3) 27-29 Sept.; Central Piedmont Area Convention; Holiday Inn, Jake Alexander Blvd. South, Salisbury; info: (704) 663-0560 or (704) 637-9027; CPANA, Box 1294, Mooresville, NC 28115

**Ohio:** 12-14 July; 1st Dayton Area Convention; Days Inn South, Dayton; rsvns: (513) 847-8422; info: (513) 274-3380 or (513) 252-5840; DASCNACC, Box 578, 3470 Salem Ave., Dayton, OH 45406

2) 19-21 July; GLASCNA North Coast Recovery Roast; Tri-County Kamp Inn; 17147 GAR Highway, Montville; info: (216) 481-8353

3) 16-18 Aug.; Gateway to Freedom; Holiday Inn, Westlake; rsvns: (800) 762-7416 or (216) 871-6000; info: (216) 486-6644; Tri-Area Convention, Box 999, Shaker Heights, OH 44120

**Oregon:** 16-18 Aug. 1996; Campout & Fish Fry; Canal Creek, Waldport; info: Newport NA Fish Fry, PO Box 2071, Waldport, OR 97394

**Pennsylvania:** 2-4 Aug.; Unity Weekend; Brookdale Campground, Meadville; info: (814) 336-3527; Box 1281, Meadville, PA 16335

**Puerto Rico:** 26-28 July; Puerto Rico Regional Convention; Condado Plaza Hotel, San Juan; rsvns: (800) 468-8588 or (809) 721-1000; info: (809) 274-0488; Unidos Podemos, PO Box 362313, San Juan, PR 00936

**South Carolina:** 16-18 Aug.; Carolina Regional Awareness Weekend; Ramada Inn, Clemson; rsvns: (800) 288-2828 or (803) 654-7501; info: (704) 566-1974; 1327 Beeman Pl. #9, Greensboro, NC 27408

**Tennessee:** 5-7 July; 5th Annual Fourth of July Campout; Cookeville; info: (615) 520-0996

**Texas:** 5-7 July; Houston Area Convention; Houston; rsvns: (800) 465-4329; info: (713) 473-7367; HACNA, Box 7649, Houston, TX 77270

**Tennessee:** 16-18 Aug.; Unity in the Mountains; Kingsport Inn, Kingsport; rsvns: (423) 247-3133; info: (423) 357-7464; MACNA, Box 5609, Johnson City, TN 37603

2) 2 Sept.; Greater Smokey Mountain Area Unity Day; Panther Creek State Park; info: (800) 249-0012 or (423) 453-3924

**Utah:** 19-21 July; Utah Regional Convention; Weber Memorial Park, Ogden; info: (801) 489-1321; URCNA, Box 994, Springville, UT 84663

**Vermont:** 16-18 Aug.; Back to Basics Campout; Wallingford; info: (802) 773-5575

**Virginia:** 9-11 Aug.; 10th Almost Heaven Area Convention; 4-H Education Center, Front Royal, Virginia; info: (304) 274-1522; CCC, Box 3329, Martinsburg, WV 25410

**Wisconsin:** 9-11 Aug.; Kettle Moraine Area Campout; Camp Y-Koda, Sheboygan; info: (414) 458-7078; Box 1022, Sheboygan, WI 53082

**Wyoming:** 27-29 Sept.; Convention on Unity; Rawlins; (307) 875-5867; info: CUNA, Box 325, Green River, WY 82935