



AREA 11 DELEGATE'S REPORT

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Area 11 General Service Committee

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69th General Service Conference:

It seems like an eternity since I have written a report to the membership of Area 11 since returning from the Conference. I have had the honor of being asked to give a mini report back to 4 of the 10 districts so far in June and 3 others scheduled for July and August. The feedback I have been receiving on all aspects of the Conference process has been extremely positive and supportive, including the Delegate's Survey, the Pre-Conference Assembly, the Spring Assembly and the mini-report backs have also been very well received. I appreciate all the love and support from Area 11 and its membership! There are still a few districts I have not heard from, so please let me know if you would like me to come to see you!!!

In early June, I was able to attend NERF (Northeast Regional Forum) where the staff, trustees and non-trustee directors reported on and answered many questions about the General Service Office and topics wide ranging from the ERP system, the App, Literature, Archives, Finances, Publishing, Grapevine and more. There was so much information and great enthusiastic questions, comments and feedback from you guys!

As we wait for the final report from the 2019 Conference, I would like to update you on items that I had to leave out of the report back from the Spring Assembly due to time in addition to the actions taken on the strategic plan by the GSB Chair, Michelle G. One of these actions was the communications audit completed by Impact Collaborative and reported at the 2017 Conference. The goals identified by the General Service Board to improve communication both inside A.A. and to the world at large are outlined on the next page. This will give you an idea, along with the day to day maintenance, the scope of tasks being performed to improve, streamline, be inclusive and more efficient.

BREAKING NEWS:

The new ERP system is going live beginning Monday, August 5. In preparation for this please share with your fellow members that:

1. Literature orders will not be accepted between July 22 and August 5. This includes online, phone, fax or written.
2. Recurring online contributions will need to reenter credit or debit card information after August 5.
3. No updates to records including FNV will occur during this time.

For updated meeting schedule and answering service information, visit our website at www.ct-aa.org.

Panel 69 Committee Highlights

ARCHIVES:

A.A.W.S. Archives has produced a service piece entitled Archives Checklist – A quick guide for local A.A. archivists – A quick guide for local A.A. archivists on getting started, collection processing, storage, maintenance, security, outreach and more. (F221). Print a PDF copy from www.aa.org

TRUSTEES:

The Northeast Region has elected a new Northeast Regional Trustee to serve from 2019-2023. Francis G. from Area 30 Eastern Mass was elected to serve in this position. If you attended NERF in Tarrytown, NY in early June, Francis chaired the entire weekend as his first official duty as our NERT!

AAWS Highlights

Regional/International Events

Regional Events:

Area 30 will host the 61st Annual ICYPAA at the Boston Marriot Copely Place, August 22-25, 2019. Pre-registration is \$35. Visit ICYPAA.org for more information, to pre-register and book your hotel.

2020 International Convention:

Registration for the 2020 International Convention will open on September 9, 2019. You can view updates on aa.org. New this year is a video invitation that is available on the aa.org website: https://www.aa.org/pages/en_US/international-convention-2020

UPCOMING AREA 11 EVENTS:

ROMPIENDO FRONTERAS

Saturday, July 20, 2019

Hamden Plain United Methodist Church
15 Church St., Hamden

9am-3pm

****NOTE: DATE HAS CHANGED FROM SUNDAY 7/21 TO SATURDAY 7/20****

BUS TRIP TO GSO

Friday, September 6, 2019

Contact Matt K.; alt-delegate@ct-aa.org
to reserve your seat

AREA 11 CONVENTION

September 27-29

Red Lion Hotel

100 Berlin Rd., Cromwell

Pre-Registration \$20 through 9/13

FALL ASSEMBLY- TBD

Much of the board's focus 2018 has been on communication, a key component of the board's strategic plan. One of the particular sub-goals is to improve the effectiveness of our communications to the different populations we serve. We also have a goal of identifying new places and audiences where the A.A. message of hope can be shared. We see the link between effective communication and reaching new groups of suffering alcoholics with our message of hope. Finally, in the communications area we are committed to being more effective with all the service constituencies we serve, be it, as some examples: areas, individuals, boards, committees and office communications. The goal of the strategic plan led us to work with Impact Collaborative (IC), a professional communications firm, on a comprehensive communications audit. The '80s are over; the digital era is here. How do we use the giant colossus of communication to talk to each other and to reach the still-suffering alcoholic? Immediately following the Conference last year, an Ad-Hoc committee began the process of evaluating the recommendations contained in the communications audit. This committee was able to review and categorize in a general way the recommendations and to provide some direction relative to ongoing discussion among the various A.A. entities involved and to develop some priorities to present to the General Service Board. Since then, and following additional meetings dedicated to discussion of the audit and what we might do, the General Service Board, the General Service Office and Grapevine have begun the development of a three-year strategic communications plan that will be our road map for how we will move forward to enhance our ability to reach the still-suffering alcoholic. Along the way, we also hope to improve communication up and down the service structure. These are the two key work items for the coming year: create a three-year communications plan and develop a plan for a communications hub which will coordinate external communications and be charged with overseeing the implementation of the three-year plan. The plan will include such things as protocols for Class A presentations with professionals; media plan to reach alcoholics in underrepresented populations; protocols for public relations messaging to the general public and friends of A.A.; and development of digital tools to reach the service structure. The GSB has developed an informal grid of work undertaken by committees and boards in support of the plan objectives. The board, through its committees, is working on seven goals. The first goal is that we will model inclusivity and acceptance in accordance with the Third Tradition. Each trustee's committee with staff secretary is inventorying its relevant pamphlets and other materials to suggest what might need to be updated to be more welcoming. The International Conventions/Regional Forums committee and staff are looking at the presentations, handouts and email blasts with an eye toward being welcoming to all. They are also taking a close look at all the materials that will announce our International Convention to the world. The second major goal for the board is to work on our relationships with professionals — being friendly with our friends. The trustees' C.P.C. committee and staff have been working on identifying new nonprofit groups that might want to hear about A.A. The Grapevine outreach coordinator is working with C.P.C. to see how Grapevine publications and services may complement the information provided at professional conferences that we attend. The Corrections committee is looking at the training programs for corrections personnel to see if there is any way we might make presentations to them about what A.A. is. The Board recognizes local committees do great work, but at the national level the Board and staff may be able to open doors that thus far have remained closed. The third goal is effective communications. The fourth goal is identifying new places and audiences to bring the A.A. message of hope. Under this goal we are also looking at whether we might embrace more direct sponsorship of countries with emerging A.A. services. Our fifth goal relates to improving internal communications among the three boards. We also have an objective to study the current size and composition of the General Service Board and each of the affiliate boards including the rotation schedule to find the most effective model to support our mission. Our sixth goal is for the General Service Board to act as a role model in promoting the importance of our Tradition of anonymity as expressed in the Eleventh and Twelfth Traditions. Finally, our seventh goal speaks to the financial health of the three boards and the office. — Michelle G.-GSB Chair

Please feel free to copy this report and circulate it as needed within A.A. Groups and A.A. Service Committees.

Matt K.

Area 11 Alternate Delegate, Panel 69
alt-delegate@ct-aa.org

John D.

Area 11 Delegate, Panel 69
delegate@ct-aa.org