

Chair's report September 7, 2011

The Steering Committee is working on firming up the details for the Central Jersey Intergroup Annual Gratitude Breakfast in December. Stay tuned for more details.

We are also working on moving the Central Jersey Intergroup checking account to a different bank that can better accommodate our needs.

I attended the August Area 45 Assembly Meeting and heard our Delegate's Report from the Annual General Service Conference in New York. Some of the highlights I thought would be worth passing on are the following:

- Plans were approved to publish the Big Book and 12 & 12 in English, Spanish and French in digital format. They will be available for download via a free app for the I Phone followed by the Android platform in late October 2011. The app for the I Phone will present you with the choice of buying it from AA World Services (AAWS), where the full sale price goes to AAWS or from Apple, where Apple receives 30% of the sale price. The cost of each publication has not been determined.
- Plans were approved to proceed with electronic versions several AA books, including of AA Grapevine books, Language of the Heart, The Best of Bill and Emotional Sobriety. These publications will be available for download to smart phones, tablets, e-readers, etc.
- The Grapevine has been struggling in recent years with only 5% of AA members purchasing subscriptions to the Grapevine. However, in March of this year, the Grapevine began publishing a digital version of the magazine. Within one month, over 1,000 subscriptions were sold with no drop in print subscribers. So they were new subscribers. Since it cost less to produce the digital version, the cost is less to subscribers at \$19.97 per year.
- In 2010, the cost of services per member averaged \$6.29 per year and the cost of services to each group averaged \$137.45 per year. Average contribution per member was \$4.54 and per group was \$99.24. In Area 45, per member contributions were \$7.64 per member with 46.6% of Area 45 groups contributing to AAWS. By the way, considering inflation, one dollar in the basket in 1945 was equal to \$0.08 in 2009.
- The committee recommended that a culturally sensitive Spanish language public service announcement be developed by the trustees of the AAWS Public Information committee.

In love and service,

Connie Y.