

April 29, 2010
Thursday
9:00 am – 10:40 am

In this session we saw updates about PR activities over the last cycle, and a look ahead at what's to come. These PR efforts include an update from the Spain campaign, regional activities, and our 2009 membership survey.

Almost everything we do is connected to PR in some way. Our vision is that one day every can experience recovery in his or her own language and culture. We seek those who are missing from our meetings.

We have a new membership survey with current figures and data. [na.org](#) shared resource site – new PSA by Lone Star region are available for our use.

GROWTH OF PR EFFORT

- 2002 – NAWS PR Roundtables marked the beginning of public relations efforts
- 2006 – Public Relations Handbook – resource for local service communities, growth throughout fellowship as evidenced by Regional reports.

PI is like going on a first date, PR is like being married: PI is putting up a flier and walking away. PR is establishing and maintaining a relationship. Follow up is critical.

PR Basics is available. A short synopsis of the PR handbook. A finished version will be available this summer.

Planning is key to gaining credibility. Look at audience we want to reach and why. Training, go forth, and follow up. Must be willing to hear what is told to us in follow up. The more credibility we get the better we're thought of. Regional reports indicated an increase in PR. In 2004 it was almost non-existent. Jane would like pictures of our PR efforts. She envisions a collage of photos.

We need more visibility

Iowa State Fair – Trauma Recovery Conference in Wisconsin – Shark Coast Area Billboard in Florida on Highway 21 – California Association of Addiction Counselors Conference in Northern California (professionals say they are hesitant to send people on drug replacement therapy to our fellowship because they say they feel shunned by us) How can we determine who wants to achieve complete abstinence? Do we have that right? Some professionals don't like to refer middle-class prescription drug addicts to our rooms who are professionals - Correctional Conference in Oklahoma - Helpline post from South America – Art of Recovery in Az – Alcohol and Drug Conference in Brazil – National Institute of Rural Medicine in Wisconsin (international attendance – first year we attended they didn't know of NA – this June will be 4th conference – this year they will get a workshop time slot) – Australian Phonenumber Poster Will do a national presentation to the parliament- Gay Lesbian Pride Festival Minnesota No PR effort in Minnesota until one year ago. Went from 0 to 150% in one year. 21 events and 300+ people involved – Egypt Membership Survey Initially had no PR. International

Convention of Addiction in Cairo. Now have interactive relationship with the government. Many countries need to interact with the government in order to help NA.

New PSA from South Africa - shared resource site

Spanish Efforts

World convention is an opportunity to impact people who know NA but is also an opportunity to impact those not in NA. 3000 from US had a huge impact on the local meetings. Michael (WB member) from South Spain says "thank you".

63 countries

3,000 Americans

What addict was not inspired. In Spain NA's not really known. The govt dominates, but not now. NA is known now!

For the convention, a PR firm was used. Inigo, an NA member was present at their meetings. He was able to really impart what we are about. Had meetings with local authorities, met with the government's treatment facility to see if we could work in cooperation with that agency to send their patients to meetings and let them attend convention. They are now attending meetings. Due to the convention, the fellowship is growing with more meetings starting.

Hotlines calls have tripled since January 2009

10 new NA meetings in identified cities

Proyecto Hombre, largest treatment center in Spain has begun to refer patients to NA (see above)

Taxi drivers were asking what the hell was going on!

Our vision is that NA has universal recognition and respect as a viable program. This has happened in Spain – we are now a respected way to recovery.

At convention survey was 68% non US – 32% US In online survey 68% US – 32% non US. To some of us Barcelona may seem like a loss, but NA is not about numbers. – it's about love. What price does love have? How much should we spend on love?

Barcelona was gift from all of us. We are the voice of NA.

This isn't the first time we used a PR firm to help us with a convention. In San Antonio, we used one on a limited basis to help with various aspects. In Spain, there were certain hurdles we have been unable to overcome. One was government – one was finding a way to come out of the shadow of project hombre (which was the only viable program recognized by the government) We needed assistance from the PR firm to help with this. There was a group of addicts ready to be trained by the PR firm for PR work. The PR firm worked with us for 14 months. A core group of addicts were trained on how to work with those they had to work with. PR firm worked vigorously to help open the doors for various ministries of the govt. The addicts then were able to step up and do the work. This was one of the most difficult conventions to put on. The cost associated to put this on were astronomical. They don't have special rates for non-profits. The PR firm had a board member who negotiated many discounts. Higher Power? Building positive relationships. We now have a "friend in high places" in Spain.

Anthony asks members from other countries who want a convention to please be patient, as there were so many issues with this convention we really need to study them before we commit to another convention of this scope

\$60,000 Euros \$80,000 US

Two days before convention Anthony got a call from marketing firm for Times Square marquee to place a banner for a reduced rate. NY region wasn't ready and had to turn down this opportunity. The banner would have run for 30 seconds 1 per hour 1331 time in 2 months. An opportunity hard to turn down – would we be ready – hotline calls – money? Would we be ready?

As we become increasingly credible, these opportunities will continue to come, but if we keep turning them down, they will quit coming. We need a robust PR system to respond to these situations.

A PR packet will be available approx June 1 – it will be a bag, pen – in a multi pack for use at PR functions.

Membership Survey

15% less participation online than last time. Thank you to those of you who participated.

Piet from Sweden explained and showed detailed slide show on the latest Membership Survey.

11:00 am – 1:00 pm

HRP

We will have elections and discuss and approve the budget and project plans for the 2010-2012 conference cycle. Projects are approved one-one, and a straw poll is taken to determine what priority the body would give each project. Following the approval and prioritization of projects, we will discuss and approve the 2010-2012 NA World Services' Budget. Election results are announced at the end of the session.

We were given a packet of Candidate Profiles with everyone's resume at the beginning of conference to study and help us decide on our vote. Today, during elections, there must be a 60% majority to put a member into office. On the surface, this seems reasonable; however, it is not easy to get a 60% vote for a member from such a large group of people. If there is not any candidate with a 60% majority, no one is elected to fill the position. This is potentially dangerous for the boards/committees as it could potentially cripple the board of directors and hamper the effectiveness of the committees. There are currently 16 WB members with two unfilled positions. 7 WB members are rolling off. With two unfilled positions, this makes room for 9 board members. There are 9 openings on the board, 2 Co-Facilitators, and 2 HRP members. There are 17 candidates for WB, 4 for co-facilitator, and 3 for HRP. We are allowed to vote for as many as we choose which could help provide the percentages necessary to put a member in office. We felt it prudent to try to get some of these positions filled as we feel it is critical to our fellowship to fill these positions. The fewer people on the world board, the more difficult it is to manage the amount of work we give them. I am hoping for the best!

Our vote for World Board is as follows:

Mindy Atkins
Mary Banner
Ron Blake
Mahmoud Chervandeh
Irene Crawley
Piet de Boer
Mukam Harzenski-Deutsch
Sue Lydick
Ron Miller
Billy Ryan
Rhonda Richetta

Inigo Calonje Unceta

For Co-Facilitators:

Mark Gartler
Louis Harper
Jack Hovenier

For HRP:

Pat Pate, Jr.
Mark Williams.

127 Participants

111 Regions

64 Simple Majority

85 60%

After voting, we turned in our ballot along with the Candidate Profiles

12:00 pm – 1:00 pm

Started New Business:

World motions

#24 – To approve the Fellowship Issue Discussions project plan for inclusion in the 2010-2012 Narcotics Anonymous World Services, Inc. budget.

Straw poll – voice vote (very strong support)

#25 – To approve the Public Relations project plan for inclusion in the 2010-2012 Narcotics Anonymous World Services, Inc. budget. (has amendment #56)

Straw poll – voice vote (very strong support)

#56 – To amend Motion 25 (the Public Relations project plan) with the following change: the last sentence of paragraph two would be replaced with “This material would be conference approved.”

Straw poll – voice vote (minimal support)

#26 – To reaffirm the Service System project plan for inclusion in the 2010-2012 Narcotics Anonymous World Services, Inc. budget.

Straw poll – voice vote (overwhelming support)

#27 – To reaffirm the “Living Clean – the Journey Continues” project plan for inclusion in the 2010-2012 Narcotics Anonymous World Services, Inc. budget.

Straw poll – voice vote (very strong support)

#28 – To approve the Leadership Orientation Material project plan for inclusion in the 2010-2012 Narcotics Anonymous World Services, Inc. budget.

Straw poll – voice vote (overwhelming support)

#29 – To approve the Service Material project plan for inclusion in the 2010-2012 Narcotics Anonymous World Services, Inc. budget.

#55 – To amend Motion 29 with the following change: the last sentence in the purpose and scope would read “Resource material would be used to produce a conference approved handbook.”

#30 – To adopt the 2010-2012 Narcotics Anonymous World Services, Inc. budget. (Contingent upon passing #25 and #29 with or without amendments)

Straw poll – voice vote (very strong support)

This year’s budget is approx \$465,000

Postponed until 4/30/10 at end of New Business

Formal Voting: Motions formally presented by Jim B (chair World Board) See above for full motions. We will deal with #25, #29 and #30 due to amendments on Friday.

Motion #24

Adopted unanimous consent

Motion #26

Adopted unanimous consent

Motion #27

Adopted unanimous consent

Motion #28

An objection causes voice vote (passes – one nay)

2:30 pm – 4:00 pm

Election results:

WB Mary Banner, Ron Blake, Inigo Calonje Unceta, Piet de Boer, Muk Harzenski-Duetsch, Ron Miller

HRP – Pate Pate, Jr, Mark Williams

Co-Faciliatators Marc Gartler, Jack Hovenier

World Board Conference Forum

In the forum, we will talk about some of the ways that areas, ergions, and NAWS make use of the Internet to support the grups and to carry the NA message. This forum should be an opportunity for conference participants to share their ideas and ask questions about

these matters. To best share the time among the 114 regions present, only delegates (and board members) will be recognized.

PR – Internet Use

In the Rooms 13,625 fans – NA Gifts (have disclaimer about non-affiliation)

A large portion of the fellowship is now on Facebook. How can we tap that resource as a communication tool?

Make a NAWS announcement list that enables members to see news from NAWS. Ron H put an announcement on his Facebook about a NAWS Facebook page. Within 48 hours there were 4000 fans. What they found was there was no way to hide fans. They decided to remove it because they weren't sure if it broke anonymity and wanted to leave it up to conference to have this discussion. Trying to figure out how to have a site that suits most members. Lengthy discussions with many repetitive statements both pro and con about the various benefits/drawbacks about using these web sites.

4:30 pm – 6:00 pm

(Back in the rounds)

Self Support

In this session, we will begin a discussion that we will continue to engage in through the 2010-2012 conference cycle. This is not just an issue we face here at NAWS; we know that in most NA communities the basket donations are not enough to pay for the services provided. In this session, we want to hear your ideas about how to forward this discussion at local levels.

In this very exciting small discussion workshop our groups discussed how funds get bottlenecked at various service levels and why members seem to be putting less in the basket. Is there a spiritual connection to where it's going? Addicts have a generous nature, but seem to want something for their money – t-shirt, event, etc.

“Practicing self support in NA doesn't simply mean each of us pays our own way. We pay it forward by passing along what was so freely given to us.”

We seem to do only just what is necessary. An example is our morning snack area. NAWS purchases from the hotel bagels, donuts, coffee, cream cheese and various fruit as snacks for us. They ask for donations in order to cover the expense. The first day we didn't donate enough to cover it. The second day, much more than was necessary was donated. NAWS told us about it and said “thank you very much”. The next two days there was about \$80 less per day than was needed to cover the expense.

A board member tells us about his home group. He says they pay bills for one month, then keep one month's bills as a prudent reserve. The rest gets sent on through the service structure.

“We can fulfill what we aspire to achieve in our Vision Statement only by changing our culture to one that support each other and needed services.”

Members need to know how the money is used. Instill that they have an opportunity to be part of something bigger. Finger pointing is not helpful – we need to help people understand. Stability of NA would be more stable if we had more members who were in service and the spirit of giving.

We were shown a chart that detailed how much was needed by each group worldwide in order to fund all services for a year. That total is \$89.50 in the US. Right now NAWS only receives \$19.60 or 21.9% of that amount.

How can we become a culture of generosity rather than a culture of consumerism?

We had our round table discussion on:

How do we change our culture so that our members connect the value of their contributions to the services to the group, area, regions, zones, and worldwide fellowship?

Our tables brainstormed this question and we came up with some terrific possibilities!

1. Have a paypal account with a thermometer that shows donations.
2. Fliers showing the difference between 1953 and now in terms of how far money goes.
3. Have world let us know what money would do to assist developing NA communities
4. Demonstrate how minimum contributions can build to create a much larger effect
5. Use literature to educate the fellowship (new IPs)
6. Organize workshops to educate about connection between 12th Step and contributions
7. Visual aids to be displayed in meeting rooms such as translations, H&I, and other services
8. Dispel the fear that we won't have enough
9. Sponsor a meeting from another part of the world that it unable to contribute

I found this a very exciting and enlightening session.

6:30 pm – 8:30 pm

Zonal Reports

Each zonal forum will have five minutes to report. Remember that conference participants will have a written copy of your report; the easiest way to keep people's attention and to make meaningful use of the short time to report is to talk through the highlights of your report and zonal activities.

Western States Zonal Forum had a wonderful power point presentation put together by the delegate from Las Vegas showing all of our regions in various activities.