projects this year, we also continued to participate in events where our presence could provide information to professionals who affect the lives of addicts seeking recovery. At each conference, we displayed and distributed NA literature. Many events are purely public-relations efforts that allow us to network with and become familiar with other organizations interested in helping recovering addicts, while others are opportunities to provide information about our literature and our fellowship.

Whenever possible, we enlist the assistance and participation of local NA members to help with our exhibit. This supports our efforts and gives local NA communities the opportunity to experience national or international events. It is an ideal opportunity for NAWS and NA

communities worldwide to work together in a spirit of unity and cooperation.

Public Relations and Marketing Events:

◆ AA World Convention (Toronto, Canada) – June 2005

◆ Recovery Month (Washington, DC) – September 2004, January 2005

◆ International Conference on Alcohol and Addiction (Venice, Italy) – October-November 2004

◆ American Probation & Parole Association (California, USA) – February 2005

◆ American Society of Addiction Medicine (Texas, USA) – April 2005

◆ American Corrections Association (Illinois, USA) – August 2004

◆ National Association of Alcohol and Drug Addiction Counselors (Montana, USA) – October 2004

◆ Southeastern Conference on Alcohol and Drugs (Georgia, USA) – December 2004

◆ American Jail Association (Missouri, USA) – May 2005

◆ National Association of Addiction Treatment Professionals (Arizona, USA) – May 2005

◆ National Association of Drug Court Professionals (Florida, USA) – June 2005
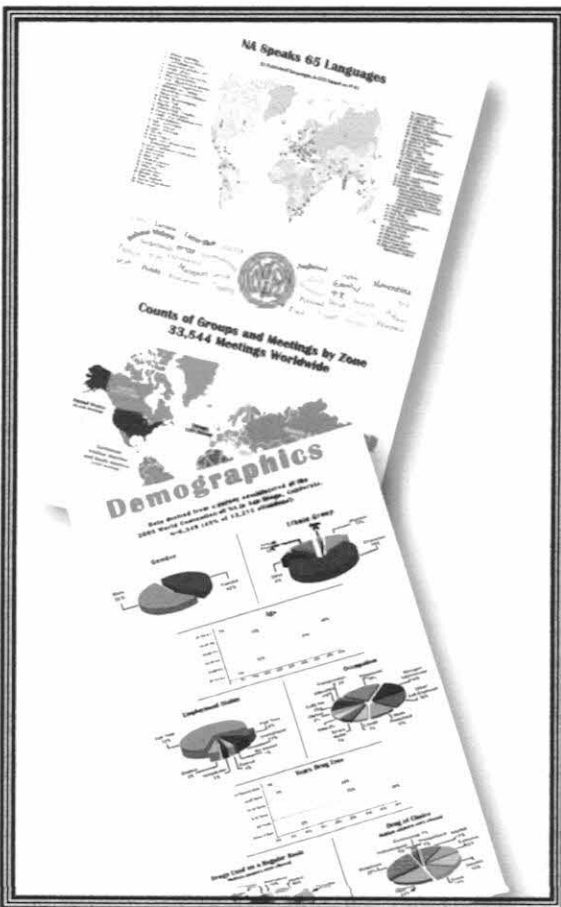
Narcotics Anonymous World Services, Inc.

Approved World Board Minutes

26-29 January 2005

Present: Mukam-Harzenski-Deutsch, Mary Banner, Giovanna Ghisays, Tom McCall, Michael Cox, Ron Miller, Piet DeBoer, Ron Blake, Saul Alvarado, Daniel Schuessler, Jim Buerer, David James, and Craig Robertson.

Not present: Bob Jordan

Staff: Anthony Edmondson, Becky Meyer, and Eileen Perez-Evans

Wednesday 26, January

Facilitation Training

Jim DeLizia led both staff and board in a full day of facilitation training on Wednesday.

Thursday 27 January

Welcome and Agenda Overview

The meeting opened with a moment of silence, followed by the Serenity Prayer, and today's meditation from the *Just for Today* book read. Craig related Bob's thanks for prayers, and thoughts for his mother and his family.

Craig went on to review the agenda for the rest of the week pointing out the focus being geared towards discussion rather than board action(s).

Action Group

Ron H led the action group asking everyone to remember what he/she was doing when Kennedy was shot, when the Challenger went down or when the Berlin Wall came down, etc. Everyone remembers world-changing moments; in the same way, asks everyone to share about the moment when you first *really* heard the message, when you first "got it." What made you "get it" then?

Key Result Area: Recovery Literature

Basic Text Project

The workgroup met twice since the last board meeting and has spent a lot of time during these meetings determining issues that need to be resolved at this board meeting and touching on other issues that are not as time sensitive. (All of these discussions are reflected in the draft plan in Board Book 1.)

The most critical decision for the board to make at this time is the approval of the general solicitation to the fellowship. The workgroup has also established an initial general direction on what to do with existing stories published in the Basic Text, and the board will begin to discuss that issue today. Evaluating existing stories may be the most challenging issue for the board to decide during this project.

The Basic Text report in Book 1 has text in black that mean items have been agreed to by all (board and workgroup); blue text means the workgroup discussed these items, but they still need board approval; and the green and purple text mean issues are still being discussed but nothing finalized. The workgroup welcomes any input from the board on all items.

Discuss and approve the Fellowship Solicitation; *You Can Help Make History*

The workgroup understands that the board will provide input and input will be incorporated. The workgroup is looking for the board to approve the paper in principle without having to send (*You can help make history*) another draft back out to the board before publication.

Translations

This is the first literature project that will be received in multiple languages. Standard English is what all experiences will conform to-no objections noted. The workgroup's goal is to create a section of experiences so strong and that represents the fellowship so well that non-English communities will want to translate all the stories.

Key Result Are: Communications

PR Strategy Project

David reported on the current status of the project, plans for the future and explained the report. The workgroup had a bit of a struggle deciphering if the current PR Statement is intended for the fellowship or public but thinks it pretty much states the workgroups goal.

The PR statement in the *Guide to World Services* was condensed into what the workgroup thought the information means to NA and envisions parts could be used in the handbook, as well as being included somewhere in *Guide to World Services* and in a *Guide to Local Services* as some form of statement. The context is about what we do and what we are trying to achieve. The thought seems to be directed internally to NA members.

World Board Discussion

The statement is well done, however the target audience being referred to is somewhat blurred. Point is that the NA member is not the public and what about the member that has relations to the public. Who is the target? Ron further references page 111, line 2 "suffering addict." Does not prefer that phrase, would like to see reference made to relations to the outside world. Feels this is where mixing the two audiences blurs what is Public Relations.

David responded this also includes the need to communicate to our members. De stated that is the reason the workgroup wanted to include addressing our members; questions if maybe it should be removed from there. No response given.

Page 112, 4th line: Ron B feels "secret society" should be expanded further.

David questions the board on their thoughts about examples being used in this document and if it would be better to be more concise–more definitive? First sentence used as an example: the statement could be stated without it being "for example." The board asked if there is a preference regarding the use of "for example." The board did not give a repsonse either way.

- Sometimes the "for example" is good and used as a navigational tool, however not opposed to removing.

- Sees the strategy being different than handbook and would like to see the case made without the wording-being more definitive not involved, not telling me how to, but laying out a path.

There was no objection to seeing if the material can be written more definitively.

PR Strategy Outline

David went through the outline, the board asked to review material and send any input to Eileen.

David went on to report that the distinction between a strategy and handbook is that a strategy is what you want to accomplish and the handbook is more about the behaviors. The provided list is a way to show how to accomplish interaction with Physical Healthcare, Clinics, etc., and meant to be a comprehensive list of what NA does under these items-falling under strategy and which parts are behaviors. The handbook and the strategy will have to continuously work together in comparing and ensuring they are both on the same page with information. Visualize the strategy providing the "road map" and from the road map comes the handbook that takes it to the how to, who to, different level of service structure, bulletins, etc., which would all be based on the strategic plan.

David stated that the next draft will be more goal oriented excluding less behaviors (activities). However, the workgroup needed to go through this step to get to the next step.

The board agreed that the stated items need to now be put in a form for both short and long term goals. De is to provide the current practices information for the workgroup.

There was a brief discussion on a sequencing challenge, and the challenges if both a NAWS and public strategy were tried to fit together.

- It was felt that the document needs to be geared more towards the Public and not the members.

- Another thought is that it does need to also be geared towards members as well. There will be points where the handbook will see when and where they are in conflict, in tone with the strategy.

- It was pointed out that some members of a particular area believe that PR Strategic goals are in some way violating the traditions. Believe a way must be found to educate the fellowship about PR goals.

Key Result Are: Fellowship Support

Update on the recent trip to Iran

Daniel reported that World Services' initial trip to Iran was to verify the reported numbers of members in Iran and initiate an assessment as to world services can do to help. Iran is not only NA as we know it, but proved to be much more than expected! He personally experienced more love and compassion in that country than in any other country he has traveled to on behalf of World Services. Daniel went on to report that there are 4 to 5 million addicts in Iran and part of the problem is that addicts were paid with opiates for work.

Currently there are twenty-six areas, representing about 1,148 groups with about 150 to 1,000 meeting member attendance. They have many PI and H&I committees, they even have a soccer committee. They get about 200 newcomers a day. Meetings are open and not underground, however they convey and get approval from the Mullah's for everything. The region has about $50,000 US in the bank and receives a good share in donations.

The attended convention was held in an arena that contained 6,500 seats; every seat was filled with members seated on the floor inside and outside the arena. In this arena the women and men were seated on separate sides.

Members are eager to learn everything about the NA program and so worried about doing it wrong. There is one person that handles the printing and produces literature every two months. They have a need for basic service tools and information. The Iranian members were greatly encouraged to contact NAWS.

Daniel conveyed the importance of NAWS being proactive and getting involved now with the Iranian members-there is a daily and rapid growth in membership. Daniel and Piet highly suggest a more complete research for the production of literature there via a branch office of some sort, etc.; members are very willing to work with NAWS.

Recommendations for short and long term goals/strategies to meet the needs of the Iranian membership will be discussed later in this meeting.

During a discussion between Daniel, Piet, Becky, and Anthony, it was agreed to recommend to the board the intent of developing a plan that meets the needs of Iran and that a way be found to establish NAWS in Iran-securing an office and an agent. Becky will be in the Middle East soon and wants to further discuss this idea with the Iranian members who will be attending the Middle East workshop. The plan would be that the facility be something between what's done in Brussels and Canada.

There is a literature supply crisis and members will do whatever is necessary to get literature or NAWS can try to help. Right now they are cooperative and willing to work with NAWS; we need to take advantage of this. Think of 4 million IPs a year. Currently NAWS does not and can not meet the needs of Iran from here.

Threat: there is a group of radical Islamic followers in the Eastern United States (*Mulati Islamic*) and this fraction of members takes a radical approach to recovery. There is also a principle member there that uses our name and has tried to discredit NA. This member is trying to state that he is NA. There was no objection to actively pursuing plans for a branch office in Iran. Becky will speak further with Iranian members regarding a securing a facility, an agent and working with NAWS.

Key Result Area: Resources – Leadership

Nominations

The body discussed motion 58 adopted at WSC 2004, which now affords regions, zones and the World Board the opportunity to provide names to the HRP after the blind review process. The board's discussion will begin to outline what the board will do between now and October to prepare.

The body further informed that the questions stated below are items that came out of the EC meeting, and are issues now deemed bigger than previously thought. These discussions need to start and this body has to eventually be on the same page. The board was encouraged to read information, ask questions, etc. A more in-depth discussion will proceed on Saturday around the following questions.

We asked for this, are we still committed to doing this? How does this fit with leadership cultivation?

These questions/discussions started with the previous board members but the intent is to make sure that this body in still in agreement with previous agreements, this would include gathering information regarding leadership cultivation.

How should we gather names from the board to create an initial list? What information or criteria is needed?

How to discuss possible candidates and how to make decisions about candidates as a board? Does this apply to seated board members seeking a second term?

The board was given an example and asked to think about how does the board make these decisions and does this same process apply to board members seeking re-election. Are they automatically forwarded, etc., how does this board wants to make these decisions? These questions will be discussed tomorrow.

The meeting ended at 5:30 with a board sharing session which is not a recorded session.

Friday 28 January

Key Result Area: Communication and Fellowship Support

Principles connected with Public Relations

The day will be spent in small group discussions with the staff and board. The topics will be the issues contained in our Traditions and Concepts as they relate to Public Relations. Each session will end with a clear wrap up that summarizes the points of agreement and the future discussions needed.

ANONYMITY

1) How should we answer the questions stated in the example above?

2) Tradition states, "Our public relation policy is based on attraction, rather then promotion..."

Our literature states that we should have a vigorous public relations program. How do we do that without sacrificing personal anonymity when prompted for examples or illustration of the efficacy of our program?

Professional Events

Addicts	Non-Addicts
★ Professional (identity known or unknown)	Professions for input
Challenge – perception within the fellowship	Spokes people (informational)
Fellowship impact-degree of exposure (PRF)	Don't carry message—can speak of the message
Benefit is that no one else carry our message the same.	Affiliations – endorsement
Appropriate trained for support and presentation at professional events	Peer to peer
Overexposure – relapse?	Credibility
Different needs for different events	Non-biased input
The use of service committees	Advocacy
Best ability to access and impact	Self-support
Choice and preparation for loss of anonymity-questions	Possibility of misrepresentation of addict to addict vs. professions advice
Clarifying roles	
Cultivate relationships	

Internet

Changes often / living guidelines	Used by service committees-
Omit last names, and numbers	Central email addresses for contact
Typically we are reactive to this vs. proactive	Chat rooms are anonymous
Proliferation of blogs, personal sites complicates issue wacko factor	★ Degree of exposure of internet blurred – push vs. pull
Sent vs. looked for- can you find vs. search engine strategies	Disclaimer used when personal anonymity blurred-
Not official site – avoid	Narcotics Anonymous

Internet-continued

Photos can create identifiable personality vs. audio	Educate honoring anonymity and articulate 'how to'
Online meetings can be even more anonymous – shield (there are pluses and minuses)	Association awareness
★ Medium – professional presentation can it be taped and distributed?	

Anonymity Issues and Members

Clarify roles; one hat at a time	Proactive – address "vacuum"

COOPERATION

1) What would be the benefit to NA if we cooperated with researchers?

2) How could the information about recovery in NA, published by an agency like NIDA (National Institute for Drug Abuse), hurt us

3) For NA to consider cooperating with research professionals, what are the pros and cons?

    A) Facilitator sub questions:

    B) Is there an invisible line that separate cooperation from affiliation

    C) Referrals (solicit vs. non-soliciting)

        i.) How do we inform the public without promoting NA?

    D) Referrals

Cooperation

Define partnership, mutually beneficial operating along common purpose
Affiliation ⊃ subsumed by ⊃ linked, working for (not just with) cooperation vs. affiliation and affiliation vs. endorsement
Endorsement ⊃ central number helps information distribution on (social services) 211-example if we don't refer we can be seen as unhelpful
Disclaimer helps
More than one name / organization / number
Meeting list is the objective
Providing extra information – maybe through a central person (checking information frequently)
Proactive vs. advertising
NA and NarAnon – perceived (but not accurate) connection
Convention should be same for WCNA vs. local convention. NarAnon not given special consideration above other Twelve Step programs
Encourage helpful information, cooperation vs. affiliation (define line)
The line does exists however constantly moving
Understanding the differences in mission leads to clarity in being overtly affiliating and endorsing
Many misconceptions-concrete examples should be helpful
Clarify terms: cooperation, affiliation and endorsement

Referrals

As with Drug Court; cards can provide general guidance	Where is the line between helpful and taking on responsibility that's not ours?
Weird / cultish—helpful—affiliation/endorsement	Nuance in wording or implied promise then that leads to endorsing (push-pull)
Not giving can give the perception that we are not helpful	Information vs. promoting; is probing when there is an implied promise under someone's umbrella, e.g. we offer meetings could be a problem
"Line" decision making. Participating in outside decisions on wrong side of 'line	Difference in mission. ⊃ leads to clarity in ability to cooperate/ differentiate affiliation
Can tell people to be helpful on Phonelines; however for example don't give legal advice	Endorsed by many—we endorse none
Solicited vs. unsolicited	

Research

Demographics vexed issue –can be seen as contrary to our principles-but helpful to professionals	Need to generate desire in fellowship of "can help others find NA"
Can help others find our Public Image	We don't have precise data – researchers can help
Question the oversight of researchers / how to control use of data	Funding issues
★Example of the UK research has allowed the introduction to the larger government funding bodies which initiates probable funding (they want data). At the same time this raises "affiliation issues."	
Do we want to get proactive or remain reactive?	Researchers-try it we may like it

Proactive PR vs. Promotion

Examples: after a concert there are members outside passing out literature—is this promotion or providing information? Unsolicited PR to all of the schools or contacting TV stations
Is promoting simply when we say "were better than" information vs. promotion
Nothing promotional about providing meeting information to a professional
Need to provide concrete examples of promotion and proactive
Promotion is when we make comparisons and promises
Promotion ⊃ proactive? Going beyond objective information
Accessibility: how do we make our message available/accessible? At what point does this question become promotion or does it?
It was the general agreement that being proactive is not promoting NA

Reference

Informing vs. promoting	Is promoting when there is an implied promise
★Under someone else's "umbrella" e.g. we offer NA meetings could be a problem and an endorsement	Push – pull, answering> vs. an unsolicited referral
Examples of experience—informing	Grandiosity – promoting

"Umbrella"

"We offer NA meetings" ⊃ Is this endorsement?
Newsletter – for example listing different kinds of meetings. This is okay. Sometimes a group may not want to be listed—their preference
Information vs. promotion

SELF SUPPORT

1) Our PR Roundtable project from last conference cycle brought together various professionals, including judges and doctors. While we did pay any of their travel expenses, these individuals were note paid for their participation.

> How can we avail ourselves of the resources offered by professionals in opportunities like this and still stay in harmony with our traditions?

Contributions are not normally billable	Shared missions/goals (mutually beneficial where their goals benefit us), e.g. case by case basis and provide examples (inside and outside parameters)
Contributions can be problematic when there is undue influence and reliance (if affects principles)	Self support is more than money (value=value) about relationship with society
Can be self supporting and accept help with no strings attached	7th tradition speaks to "groups"
We should be self supporting; however self support in not black and white	This issue for most members is black and white; what does self supporting mean?
What is the principle and spirit of self support?	
Concerns raised:	
Concerned with the mentioning of that our literature only states "groups." Intent could be violated if we get too loosey-goosey regarding traditions	How do you explain "undue influence" and what is the acid test for undue diligence and reliance?
How do you interpret "reliance?"	Self support excludes the help (nothing that compromises)

2) A regional service committee has fostered a cooperative relationship with a professional through their local PI efforts. As part of her support for NA, this professional has volunteered to act as a non-addict spokesperson for the Fellowship at various professional events where the PI committee has bee invited to attend.

> Can we participate in these types of ongoing cooperative relationships with non-members in our PI efforts? Why or why not? What are the advantages and disadvantages of using non-addict spokespeople?

3) Are there instances in our relationships with those outside of NA that bring the issue of self-support up for discussion?

Well defined roles; want to avoid and create a person that takes on person power, don't want to rely on people to do what PI should be doing	Yes can use non-addict, would be cheaper if not paid and if paid could create a biased opinion-then would be promoting (become like a paid actor) want unbiased opinion
Could use but should be evaluated on a case by case basis.	Use when appropriate

MEDICATION

1) We say that specific medications are an outside issue in which we have no opinion, but we

are continually asked for guidance about this issue from members and groups. What can we say to help? Does the methadone bulletin nuance what is stated in *In Times of Illness* or contradict it?

Drug replacement? Distinction important	Rules of bulletin problematic
Not a contradiction	*In Times of Illness* speaks to abstinence-outside issue
Booklet is not a contradiction to bulletin	Bulletin is short sighted
Need to clarify replacement programs vs. other clarifying bulletin 29 intent	Distinction very important; NA is not saying that replacement programs are bad but for the sake of being clean that is not clean as defined in NA literature
Current language is not sufficient	Address MH in *In Times*... to provide clear statements
Literature doesn't say you have to be clean to be a member	Where do medications related to aging fall into, e.g. Viagra, hormone replacement therapy?
Create literature in another format	

2) Although our literature says that a member's decision to take medication is between the, their sponsor, and their Higher Power, how do we reconcile the way members treat those who are on medication at NA meetings?

3) How do we deal with members who ostracize those on medication at meetings?

If medication prescribed the issue is between Sponsor and Higher Power	If medication hinders ability to carry message then service responsibility should be restricted
Some members are at risk if they are told they can't/shouldn't take certain medications	If prescribed not our business
Stress/inform that issue is between Sponsor and Higher Power	"Rembrandt" take member aside and help him/her to see the bigger picture
Members take bulletin and use information as a weapon-not being kind to one another	Phases of recovery; some think they know it all "knee-jerker"/fear, self righteousness, experience
Develop tools to create maintain atmosphere of recovery (how to talk to people about issue)	NA is supposed to provide support-safe environment; helping those seeking recovery
Workshops and education	Primary audience for medication are people on medication
Hope that Sponsor is an experienced member-talk more about this issue with sponsees	

Meeting ended at 5:30pm with a sharing session which is not a recorded session of the board.

Saturday 29 January

Key Result Area: Fellowship Support

Workshops and Fellowship Events

The board discussed some of the information gathered at previously attended workshops and also plans for the upcoming months.

South East Zonal Forum
Mary reported that there were 6 out of 8 regions represented and 3 workshops were facilitated in one day. World Services started out with *strong home groups* and this brought a lot of participation, executed in both large and small groups. There was a lot of interest in how to carry out workshops. Steve and Mary thought afterwards that there were things that could have been done differently and this will be looked at however overall the workshops were a success.

Becky reminded everyone that the board needs to gather information on what is and is not working in the fellowship. It seems that the title *Infrastructure* is something that participants don't seem to understand. There are lessons being learned. Coming into events that are institutionalized and have there own way was one approach to doing things. It seems that most event planners and delegates are not communicating. Mary suggested a glossary tent for tables be created. Although some board members know this, it was reiterated that it's okay to tell the fellowship "I don't know" when asked certain questions.

prioritization that this was brought back up to the World Board. Yes deficiencies recognized, and continue to put more philosophical discussions on the agenda. Would love to see the board have a meeting solely focus on Fellowship Development however looking at the calendar there is no time.

- Example to make point used: he is head of his company and has policies to run company however there is such thing as reality and knows that even with policy's and procedures in place that if he knows something needs to be done he will do it. This is not disregarding a valuable tool, but just a reality; at the same time it would be sad to victimize something because of a policy. There will always be exceptions.

- Perhaps if he hadn't had the experience of being a workgroup member, would probably have been more than happy with recommendation. However the workgroup was put forth by the conference and if there is a problem then it seems that the problem is emotion. If there are exceptions, then this needs to be presented to the conference. Further states maybe the policy doesn't work and needs to be changed, but feels changing policy without informing the conference is a problem.

The Workgroup reminded that they will still be doing their work, and bringing back their recommendation which will then be forwarded to the conference. But that the board will also be looking at opening a branch in all possible haste in Iran and this will all be communicated to the conference.

- Thought Fellowship Development has always been an important part of the boards work even though mainly noted are project oriented items. Clarification on something stated requested; when lets say for example Iran has a relationship with the staff don't they also have a relationship with the board? The strategic plan is the environment scan and this is how the board becomes aware of issues, items, etc. Further that when we are doing the environmental scan we need to see what else is out there. As far as seating them at the conference: doesn't feel there is urgency for seating, does see the urgency in communications.

Becky replied that the noted communities feel they can communicate with staff. However, they have no concept of the bigger picture, the board, all the other communities, etc. We want them to feel that the board is also their advocate. We are not trying to perpetuate a difference, only trying to make the communities feel like they are a part of NA as a whole. These three communities are unique at the moment. In the past they would have been brought to the conference so that they could decide if it was for them.

The actual WSC seating criteria will be delved into further at a later date. The board agreed with being proactive with the recommended communities as stated above. What that means for WSC 2006 will be discussed at the next meeting

PR Handbook

This discussion is to cover information not covered during Friday's discussions. Individual comments on Chapters One and Two can be sent in; however any philosophical or content concerns that need board discussion ought to be brought up now. A revised version of these drafts will be sent by email however major changes must be noted now.

Ron M thanked the board and the staff for yesterdays discussions which he feels will help tremendously with workgroup project. The focus of February's joint meeting will be regarding principles and interfacing, as well as chapter's one and two. Further the March meeting will focus on healthcare and treatment. The board asked to please send input as soon as possible in order to factor input/discussions for upcoming meeting. The Board asked to focus on only philosophical input.

World Board Discussion

- Liked the format as well as the use of examples, however a few board members mentioned some difficulty getting to the substance in the beginning of the chapter, maybe chapter feels somewhat rough as a draft, not sure if it's in the writing or lead in.

- After reading the chapters there was a feeling of being "dropped off", like there was something missing-possibly a little choppy.

- Handbook references the Vision Statement; questions if its NAWS Vision statement or NA's? If you look throughout the text it's referenced as "our" vision statement.

- There seems to be a lot said about core and fundamental principles—not sure what this means.

- Language level okay, difficult for translations, is there repetition?

- Thought overall the draft was well done however, would like to see something about our primary purpose. Would also like to see the removal of references that make us look like dope fiends, junkies, etc., also the removal of the sentence "battered..."

- Would like more definitive statements used instead of using examples – more depth and definition. Could a list of principles be seen, would like this to seem more like a text book therefore it having more weight.

Becky stated that the workgroup struggled with the layout and format, and it was felt that the members will not use this information like a text book. Workgroup wants people to focus on content, the examples were used to help people not get into the mindset if the right and/or wrong way. Workgroup needs definitive input points, saying we need more depth under the chapter will not provide this.

- Tom is wondering if the other chapters will be as wordy and if so it will be hard to get interested in.

- There was a brief discussion on the differences between PI and PR. Suggests the book is in the form of a "bigger picture, providing a snap shot.

Everyone reminded that the board talked about this book not being a do's and don't handbook-agreeing to this and the chapters tried to reflect that. The board will have the most difficulty when and where the handbook should and should not be more descriptive.

The board asked to reflect on the below questions and send input to Eileen as soon as possible in order to allow review, factor in, etc., into discussions for the PR meeting in two weeks.

- ❖ Overall impression of each chapter
- ❖ Comments on overall structure, how do you feel, from point to point?
- ❖ Anything that needs to be moved, expanded, condensed?
- ❖ Does the overall chapter layout makes sense
- ❖ Are concepts missing?
- ❖ Are the represented experiences presented effectively?
- ❖ Are more example needed and if so where and for what?
- ❖ Does the chapter makes sense and reflect what is meant to be said?

Key Result Area: Leadership

Nominations

Craig reported that given that newer board members were not present when the previous board

APPROVED

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
20-23 April 2005

NOV 9 2005

BY

Strategic Planning

Present: Bob Jordan, Craig Robertson, David James, Jim Buerer, Mary Banner, Ron Hofius, Michael Cox, Ron Blake, Sharon Harzenski-Deutsch, Saul Alvarado and Tom McCall.

Piet De Boer arrives today (Wednesday) after 12:00 pm, Daniel Schuessler will be present Thursday morning, Ron Miller will be present on Friday morning and Giovanna Ghisays is unable to attend this board meeting.

Staff: Anthony Edmondson, Becky Meyer, Uschi Mueller, Freddie Aquino, Bob Stewart, Eileen Perez-Evans, Fatia Birault, Travis Koplow, Jane Nickels, De Jenkins, Elaine Wickham, Carrie Ray, Jeff Gershoff, Johnny Lamprea, Kim Young, Mike Polin, Nancy Schenck, Stephan Lantos and Tom Rush

Full day spent on the first Strategic Plan Update for the 2006-2008 cycle with Jim DeLizia. Notes for this session are at the end of the minutes titled "April 2005 Update on Objectives."

9:00am: Prior to starting Strategic Planning Update the Board chair opened the meeting with a moment of silence, the Serenity Prayer. This was followed by discussing the recent insistences to access the Concierge level.

All workgroup point persons asked to covey to workgroup members that Concierge level access is not part of NAWS contract with the Marriott.

Key Result Area: Leadership Development

9:00am: Joining Leadership Development discussions along with the World Board, staff are the HRP members; Tali McCall, Mindy Hersh, Francine Bluteau, Sergio Rojas and additional staff; Roberta Tolkan, Sara Jo Glade and Steve Rusch.

Notes for this session are at the end of the minutes titled "NAWS Leadership Development Session 1."

Action Group

9:00am: The Board chair opened the meeting with a moment of silence followed by the Serenity Prayer. Michael C. led the board in an action group on "what piece of literature impacted you the most when you first came to NA and how; and what piece of literature inspires you today."

PR Handbook Project - Review of Chapters 3 and 4

Chapters 3 World Board Input

- Page 35, lines 13 & 14 – would prefer another term other than steps utilized.
- Pages 36 & 37 – would suggest a using a word to convey the broader ideal of inventory.

someone to understand.

Jane responded that there is an illustration or diagram in the front and in the addendum, there will also be another simple piece. Also believe the synopsis, index, and table of contents will help, but think the communities will have to use what they need, etc.

Financial Resources – page 39

- Questioned the practicality of adding the idea of including picnics and other events, e.g. fund raisers.

Bob added that the board has not discussed the principle of fund raising and so the body's thoughts and ideas regarding issue requested.

- Since it's contrary to what's in our literature would not support the idea of fund raising being included as a principle.

- Two opposite experiences shared; the first being that every time a fundraising event occurred in region it had a positive and tremendous effect. The other was that in region, committees started to have fund raisers on their own and of the opinion that the handbook should focus on PR events. PR committees need to focus on how to effectively use resources and not on how to create fundraisers to generate funds.

- Two other members of the board feel and stated having no objection to including the principle of fundraising; however have difficulty with saying things that are not true as well as believe fundraising should be done through some mechanism of a committee it serves.

The board agreed by consensus to support the ideal of fundraising in the chapter with supporting text stating something to the effect of the area or regional committee sustaining the function of all subcommittees which would include PR efforts.

Page 41, First Bullet – Schools

- Has had personal experience with addressing kids (schools) and is bit apprehensive for a couple of reasons, e.g. the possibility of kids thinking that it's okay to use because panel presenters look good-kids not realizing the *recovery* process the members had to go through, also some kids are not addicts and just use drugs casually. Feels there are just too may aspects to addressing kids in schools. Committee members in his area did not want to be held responsible for this and decided to stop.

Jane stated that wording could be added to be more specific and geared towards addressing teachers, administrators, etc., not students.

- Along the same lines, in his region they discovered that panels in schools, etc., were not an effective way to use resources furthermore can't say that he's ever heard someone come into a meeting because he/she heard a "speaker" at school.

  Also remembers this topic being discussed by the board before but not sure of the end result. Also asks of our knowledge / experience in this area.

Bob recounted the old WSC PI Committee resulting in the agreement that this would only be done in limited situations, would be age appropriate—allowing kids to relate in order to be effective in high schools. Kim added that the chapter tries to indicate that this be done solely based on need.

- Some research concerning recovering addicts addressing kids recalled and although it was thought to be good-at the same time research also showed that it seemed to create a type of intrigue for kids. Not aware of any recent research done.

Anthony stated at this point this may be one of those areas that the board may not have the capacity to come to an informed decision on. The reality is there is no time for more discussion on this topic. This body has to consider what is here and see if there something else that needs to be stated.

- Does not want to make a blanket statement saying we are not effective in high schools-throwing out the idea when high schools could be positively impacted. Perhaps it's the way it's said sharing a "drug-a-log." Maybe it would be better to approach from the aspect of recovery and literature. Set up a plan – saying something more about the approach for all the areas for PR to address.

Becky pointed out that workgroup members have more experience with book content than the board and at this point would hope this body does not take too much out of the draft and suggesting focusing on conceptual content.

The board advised that the no matter what is done the handbook states a yearly environmental scan be done.

Per the workgroup schools are visited a lot. However the board asked if they preferred the section regarding schools be removed or if qualifying information would be enough.

There was no decision made to change, however the board will be interested in the fellowship input on this subject.

- Suggestion to add an assessment example (as an addendum); personally would not know how to carry one out.

- An overall desire to see more information about what chapters will include expressed-for example each chapter having information as a type of set up to information that follows. Only because he is of the opinion that the context seems to be too linear.

Some of the format is purposeful; premise for format was to have a digest for translations, there are lots of possibilities for format however no one knows what those are yet. The board should think about formats, sound bites, etc. after the first round of input.

- Page 42, line 10-question asked if this is a contingency plan; if so don't comprehend the flow.

Response is that this was not articulated clearly and may need better written steps; it was meant to define corrective steps.

- Page 47, line 8-sentence "A group or area may decide to develop..." suggest that more text be added to better explain ideal.

- Page 47, Line 9-10-Communications with groups is essential... feels sentence seems to elude that groups can do PR on their own.

- Page 51-point made that the items; planning tool, form letter, area inventory, etc will be included.

Point of information: the items currently being reviewed and decided are items that this body has not yet had definite board discussions/decisions on. Therefore the board needs to keep in mind that as this body goes through this document; giving input it will be added and sent out to the fellowship for approval-viewed as the board's position.

Chapters 4 World Board Input

- Page 54, lines 11 and 12-sentences difficult to understand.

- Page 59, lines 9-10-speak clearly and directly; would like the text in the parenthesis

removed.

- Page 62, lines 10-15 stated that people always want the steps explained as well as what NA means. We should remember to write in ways for all to understand.

Point of information: the workgroup added an FAQ that contains a statement regarding harm minimization.

- Page 63, line 21-prefer the sentence to indicate ways for professionals to reinforce the positive aspects of meetings.

- Page 67, restate the guidelines of presenters.

- Don't make promises we can't keep.

- The issue of anonymity asked; and the board reminded that this was addressed and approved in Chapter 2, Kim added that it spoke to when it would and would not be okay to use names

- Page 63 line 12 and 17 should be more related, e.g. add the word spiritual to line 17.

Discussion of email input process for Chapters 5 and 6 – Ron Miller and Jane

Ron M thanked staff, board and workgroup for support and input on the chapters, and then highlighted point in PR report.

Conceptual input to the letter must be received by April 28th. The letter is going out to the fellowship; will also include the email address where input is to be sent. The chapters to the fellowship will be mailed during the first week in May 1st.

- Jane further added that the letter will include a return deadline dates.

- The board will be emailed additional chapters and the input deadline is May 9.

  o It is very important that the input is received on noted deadline dates.

After some discussion on the chapters the board agreed the Executive Committee would be the final sign off on the letter and additional material.

NA Way Editorial Board – Muk and Nancy

Muk reported that the workgroup members and staff are marvelous and that everything presented was a cooperative effort between the two.

Page 88, Revised Article Submission...

Second bullet; proposal for a Presentation Tool Kit: there was no objection in principle— however proceeding forward will be based on the evaluation on value/cost benefit which will researched be reported to the board.

- Various board members voiced positive comments and look forward to a new look for the magazine.

- Is of the opinion that many members don't know what the magazine is therefore don't sign up for it. Questions if there is an inexpensive way to create a poster or something on how to subscribe to the NA Way (informational poster).

Muk responded that that the workgroup has not discussed creating an informational poster and Nancy added that the subscription form has been modified to state how to receive the NA Way either via mail or e-subscriptions.

Point of Information: at some point during this conference cycle the board needs to have a dialog regarding the publication versus production cost. NAWS currently spends at least

$290,000 and up to $400,000 for its intended purpose. Issue to be looked at:

- o This is NAWS biggest communications and message vehicle but believe some of the non-English versions of this publication need further evaluation, e.g. cost for translations versus the amount ratio.
- o Postage for US mailing is major cost incurrence.
- o Some things are working for this magazine and some are not.

- When traveling world services really needs to encourage members to sign up for E-subscriptions.

Other than what has been noted on the evaluation concerning the cost and value for packet, etc. there was no objection to NA Way Editorial workgroup proposal as stated in the report.

Key Result Are: Communications

PR Strategy Project

Discussion of current project plan status

David highlighting points in the memo, noting that input/direction on the presented material and direction for the future of the workgroup is needed from the board.

A brief description given of each page pointing out that the presented material is still in draft form. The workgroup thought the PR Strategy report style being the same as the Strategic Plan would work well within draft.

Goals on page 78 split into key results areas, followed by objectives.

Page 81 expands on the objectives, noting approaches needed to accomplish objectives. The objectives are not in any particular order as the workgroup thought to focus on content first and work out the order at a later time.

- Handout passed out should have been page 85 in book 1.

Discussion Points

- The workgroup praised for their work; material is more tangible and is an enormous move forward.

- Suggestion given to reorganize the Long Term Goals and Key Result Areas.

Response was that the goals were meant to make up the Key Result Areas, but will review.

- Page 81, Pubic Image key result area, objective 1: seems all approaches dance around the issue of the NA name—should directly address.

- Anthony added that the PR draft now has to fit into the overall World Board Strategic Plan structure. It seems the PR Strategy draft items will correspond with one objective and key result area of the current Strategic Plan-form may change to fit current plan and will make a difference when the next budget is drafted. This is really being stated to forewarn everyone that the objectives in the draft will change, but not lost.

The workgroups task was to create this document in this conference cycle followed by extracting what is important for the next conference cycle. Then when the priority of the complete plan came into place what is extracted would become a part of plan prioritization.

- Wants to state that this document makes sense for a PR strategy and would hope the key information does not get lost once it becomes a part of the World Board Strategic Plan.

- It was asked if the workgroup thought about the current strategy, the PR Policy, the principles in *It Works How and Way* and how everything relates. Wonders if the 6 principles from literature could fit into this document in order to be consistent with other literature. Also applauds the work accomplished.

The body then discussed the work to be done, expectations for workgroup, World Board responsibilities and the upcoming meeting. Essentially the workgroup is done with timeline for given task. Jim DeLizia is facilitating a portion of the next meeting to present work accomplished in April and functioning on a timeline so the board's planning process does not fall behind. It seems that there may be components of the workgroup that may be reshaped for future tasks of this PR work but this will depend on resources and the board's priorities.

The overarching task for this project is virtually completed but if the workgroup has some undeveloped ideas, etc., this should be a part of a report to the board. The board must look at the PR Strategy draft plan, the WB Strategic Plan and as a whole and figure out what goes where, establishing what is to be done with the product; and that them becomes a different approach to get accomplished.

In summary; not hearing any objection or any conceptual input being voiced this workgroup project should be completed soon and essentially the next PR Strategy meeting would be to clean up draft, create a draft report and possibly that last PR Strategy meeting would be in June.

There were no objections to the presented PR Strategy draft; the board praise the work achieved on document.

Future of the PR Strategy project: May and possibly June meeting will be the end of the project since presented material is approved by the board and the charge statement will be concluded. After May's meeting what's noted in the draft will be incorporated into the World Boards Strategic Plan-the information will not be lost.

The board ended the meeting at 5:30pm with a sharing session that is not a recorded session of the board.

Key Result Area: Resources – Leadership

9:00am: The Board chair opened the meeting with a moment of silence, the Serenity prayer, followed by a few announcements. Giovanna Ghisays and Jim Buerer were not present.

Nominations

Are we still committed to doing this? How does this fit with leadership cultivation?

How should we gather names from the board to create an initial list? What information or criteria is needed?

How to discuss possible candidates and how to make decisions about candidates as a board? Does this apply to seated board members seeking a second term?

The discussion began with recapping the motion adopted at WSC 2004 that now affords regions, zones and the World Board the opportunity to submit names to the HRP after the blind review process as well as the board's decision to create a nominations process to try for this cycle (experiment to be evaluated)—now need to discuss what that actually means. This discussion is to begin outlining what the board will do between now and October to prepare for this.

♦

April 2005 Update on Objectives

Our strategic objectives, listed below, outline what we hope to accomplish within each key result area in order to move toward achieving our long-term goals. Below is a list of our objectives, followed by a more detailed explanation of the objectives and the approaches necessary to begin accomplishing them.

SERVICE OBJECTIVES

In order to achieve our vision, we must improve the quality of service we provide.

Key Result Area: Communication

Objective 1: Develop and disseminate information of high value to intended NA communities and/or service bodies.

We have continued to improve the content and format of *The NA Way* and *NAWS News*. The Issue Discussion Topics (Infrastructure and Our Public Image) were framed last August and have been updated throughout this conference cycle. The discussion boards on na.org have also supported these efforts. The value seems validated by the fellowships response. There seems to be a higher level of interest and infiltration of these issues within the fellowship than we have experienced before. The Key Messages that were framed in August have also helped to support a consistent message from NAWS.

Objective 2: Improve the effectiveness and efficiency of world services' communication with the fellowship.

The effectiveness of our communications is covered in the response above. For efficiency, we have instituted e-subscriptions for *The NA Way* and *NAWS News*. We have increased our communication and support for web servants with the database and meeting information. We have created Product News Flashes to improve the communication with service offices and other literature customers. We created the online shopping cart and donation portal. We have become much more consistent in what we communicate and capture in face to face opportunities like workshops and zonal forums.

Objective 3: Raise awareness and enhance the perception of Narcotics Anonymous as a credible program of recovery.

We have increased our attendance at professional events and communication with the organizations involved. We have two projects that are following up on some of the information gathered at the PR Roundtables; the PR Strategy and the PR Handbook projects. We have continued to stress the importance of *Our Public Image*. We have partnered with local NA communities to create a presence at professional events in Egypt and Cyprus. We participate in the US national recovery month planning. Our attitude has changed overall in this area from very guarded to one that is much more open and interested in seeking ways to cooperate.

Key Result Area: Fellowship Support

Objective 4: Clarify the roles and support the work of each level of the service structure of Narcotics Anonymous.

The discussions at workshops and the Issue Topic of Infrastructure have indirectly addressed this. The area planning tool currently under development will help to support this. There has been no real focused effort specifically targeted at this objective.

Objective 5: Work to sustain and build all NA communities, recognizing their different levels of development.

We have made a concerted effort to support Iran, Russia, and South Africa in new and different ways this conference cycle. We have become much more proactive in our approaches; such as bringing members from Kenya to South Africa. We have had funded very different types of workshops in the Middle East and India. We have entered into experimental literature arrangements with India and Brazil. We are in the process of opening an office in Tehran, Iran. We distribute much more free or subsidized literature than we have done before. We are more prepared to try new approaches to supporting the fellowship; such as *The Just For Today* videotape being remade specifically for the Middle East.

Vision Statement and the criterion is a viable site. Unfortunately, the beauty of the site is important because that will denote the attendance. This is what it's evolved to.

Q: What was the problem with Montreal? How did AA have their convention there?

A: Montreal is too small. AA used a baseball stadium for their main meeting. Montreal doesn't have main meeting space only the hockey arena which is 10 miles out of town or the stadium which is too big. AA is able to go to a city five or six years out because they have more buying power to know how many hotels they'll sell and also get the stadium for free. We can't do that unless we double our attendance.

No objections to continuing and negotiating Indianapolis, Minneapolis, New Orleans, Orlando, Philadelphia, and Toronto for WCNA 35 locations.

Action Item List: board has to complete discussion on the criteria for selecting a site for WCNA prior to the development of a new rotation plan tentatively scheduled for August '06 meeting.

Hawaii update

Most of the attendees are coming in on Wednesday which means making sure there are strong speakers and adding a coffee house. There's going to be more diversity in the bands. All speakers have been confirmed and the program is being printed tomorrow. We're excited and getting great calls about the convention.

There was a brief discussion regarding travel arrangements for WCNA 31. Mike explained that as he recalls it the board will all stay in the Hilton. David mentioned that he didn't receive any communication about travel or hotel preference. Anthony stated that there will not be an opportunity to choose a specific hotel for lodging and that a memo did go out about travel arrangements. Travel dates were sent two months.

KRA: Fellowship Support and Communications
PR Handbook Project

Chapters 5-9

Ron Miller and Jane Nickels introduced the chapter and work to date. For the Healthcare chapter, several board members suggested to add more content on harm reduction. Ron B expressed that he has experience with this subject and will get with Jane to add more salient content. The fellowship needs some assistance with this issue as they get in conflict with this issue while doing Public Relations work. It was clarified that harm reduction is not in conflict with Narcotics Anonymous and can be considered an approach toward total abstinence.

Chapters 1-4 Input

Ron M briefly went over the input from the fellowship and reminded the board that the deadline for input is August 1.

Discussion

- Believes we need input from across the spectrum and suggests e-blasting to encourage members to provide input. Multiple communications including an e-blast have gone out to the fellowship. The board was encouraged to communicate to the fellowship what the project entails.

- Becky explained that historically input floods in only when members do not like the material—this was true for the Basic Text. We didn't send this specifically to literature committees but it went to all areas and anyone could obtain it online. Since most areas have one mailing address, it would mean mailing multiple copies with a color cover to try to ensure it gets routed to the right people. She doesn't think we will get more saturation.

- Asked her area if anything has been done with the PR Handbook yet as far as review and the response was that it went directly to the lit committees. Feels something may need to be communicated that it doesn't have to go to the lit committees and what to do with it. One on one she can make a difference but doesn't know how to make a broader message.

- Reiterated that the cover memo sent out to the fellowship said for members to pass the R&I material along to the different committees, not the Lit committees. Further added that sometimes the input received doesn't affect the work and sometimes it is simply good news.

- Explains there's a difference between enjoying something and liking something. He likes the approach of the writing but it would be nice to have more examples. Examples help define the difference between like and enjoy. Because these are core philosophies we're trying to convey he would like to see more background/examples because without that there is too much space for interpretation.

Jane recently received input that suggested using more examples to help emphasize issues. This would aid in having issues jump out at members. She will look at that in August.

It was asked if the workgroup has addressed the issue of following rules of institutions. Jane replied that the thought is expressed and that it's good to get real familiar with facility staff.

Ron M thanked everyone for their input and reminded them that the chapters are on the FTP site for input from the board due back by July 25.

Translations Evaluations Workgroup (TEG)

Daniel Schuessler and Uschi Mueller presented the revised evaluation forms. Uschi explained the recovery glossary and the new evaluation form. The motivation is to make the form simpler and shorter so the TEG doesn't have to work with a 40 page report. The form takes the TEG closer to the initial questions that are asked. The old form was hindering the Literature Translation Committees (LTC's) which was holding them to a very high standard. A streamlined evaluation process and report form would allow them to hire a qualified person in the country, provide them with good instructions and tools to get successful input like the Afrikaans. If approved they would need to then update the Translations Basics to reflect the changes.

Daniel explains the challenges regarding definitions. For example, the phrase "We came to believe" would have many different ideas of meaning. If you ask one hundred members you will get many different answers.

There is a lot of ambivalent language in the Basic Text; finding the balance between distinguishing ambivalence and true meaning. As the TEG finds these kinds of things they can share the challenges. He has found many communities stumbling with "no surveillance at any time." Also, "productive member of society" is also confusing.

There were no objections to adopting the reports and the recommendations forwarded by the TEG.

The glossary will go out to five Literature Translations Committees that are waiting now that it's been approved.

KRA: Communications

CAR 2006

Regional Motions

The board reviewed the document "Version 5 Possible CAR motions for WSC 2006." The EC is working with the motion makers in helping them meet the conference requirements and get across what they are trying to accomplish. The document reviewed is a living document; in years past they've had a version 15 or 16. The motion deadline is 1 August 2005 and the requirement for that is it needs to be CAR-ready by 21 August. There will probably be more motions before this deadline.

and the review and input window. It takes us so long to get this done. Although we know this is a challenge that's why we've expanded the window as much as we can. If the fellowship wanted to accept this motion then things would expand longer than a conference cycle. We propose to stay in the way it is right now.

- Clarified that Sigrid is not talking about the review and input process. If they don't like it they don't have to translate it.

- Believes we should have a world-wide basic text; therefore the dye model does not apply here.

- Sees this as a step backwards.

No objection to continue communication.

CAR Content

There was discussion regarding how to present the reporting and IDT section of the CAR. Historically speaking, members look for the motions and the cheat sheet before the reporting and IDT content. Members reportedly liked the information in the CAR last time better than before. The board has to think about how they want to focus delegates for workshopping this information. This will be framed by the October board meeting. Board members need to think about this and send input via email to Eileen.

Ideas

- Needs some content to get stimulated. Becky responds that the CAR will report generally on the ongoing projects and what the board's work has been during the last cycle and the IDT's.

- Foresees past IDT's to be discussed well after the cycle. Suggests mentioning a follow-up on these topics even after the cycle has passed.

- In the EC they discussed the CAR moving to the next evolution with the use of the CAR shifting away from motions.

- Becky explains that there is a need to frame items in the report. The members want tools and confidence to facilitate workshops so there's value and merit.

- What is it that we can do different in the CAR to support its evolution is the question to be asked here.

- Suggests Talking points. Doesn't support the idea to completely change the nature of what the CAR has been in the past.

- The board has never been in this place before of the board picking the topics rather than the conference picking them.

For example, Infrastructure, they've said what's working and what's not working does the board want to take the next step to communicate further information? Send any input to Eileen.

Thursday 14 July

Strategic Planning

A full day was spent on the Strategic Plan for the 2006-2008 cycle facilitated by Jim DeLizia. Notes for this session are at the end of the minutes titled "2006-2008 Objectives and Draft Approaches with Prioritization."

Present: Bob Jordan, Craig Robertson, Daniel Schuessler, David James, Jim Buerer, Mary Banner, Michael Cox, Ron Blake, Ron Hofius, Ron Miller, Mukam Harzenski-Deutsch, and Tom McCall.

- Doesn't understand that if the board was to create an IP why a board member's contribution is okay for that but not ok for a submission. The same bar isn't there and a member making a contribution is a member making a contribution.

Becky states if you create the party you don't get to play in the party. It's not the membership stuff. HRP members can't play in the board arena as a nominee. It's important to make a decision as a body.

Ron H summarized some of the comments: There was one person that had reservations to not edit an existing story therefore it seemed as though the board was strongly in favor of editing existing stories. Regarding board members submitting their experience to the project, there was a distinction between ethics and personal ethics; two board members said no and the rest said it should be okay if they want to do that. Further added he reminds that they can't guarantee anonymity when evaluating a story.

No objections to report to the other language groups; no letter will be sent so that the communities won't feel it will renders a response. All other language stories in the Basic Text and the Little White Booklet will be evaluated.

Consensus that it's OK to edit existing stories at the "fix, pill or drink" level for clarity of message if selected to remain in the Sixth Edition

Further reflection and future agenda item for October '05 regarding board members submitting their experience.

The next big issue from the workgroup will be a recommendation to keep some or all the existing stories.

Key Result Area: Communications
PR Strategy Workgroup

General Announcements

Prior to the PR Strategy Report, the board chair circulated the contact list to be updated as well as get well cards for Giovanna and Eileen. Daniel and Becky will be leaving at 3:00 for the day. For those attending the world convention, one week to ten days prior to the convention they will receive their job assignment and where they will meet upon arrival. If board members have a preference to where they want to work, send Becky an email that information before the schedule is made.

Use UPS for all mailings to the world board.

Include World Board contact list in Book 1 for each board meeting.

Special Interest meetings and some corporate issues were discussed briefly while time permitted.

Special Interest: Part 1

The WCNA 31 program has been printed already so special interest meetings will not occur at the convention.

EC Elections

In prior cycles the board has adopted resolutions for the bank and affirmed leadership for a year. The board could choose to build it into the other annual actions to consider. In March of next year the board would have a discussion on the future leadership on the board.

Board unanimously affirmed the existing board leadership to continue for an additional year.

PR Strategy Workgroup – David James and De Jenkins

David began by reviewing each recommendation found in the report. Item number one was covered well during Thursday's session on the Strategic Plan; item number four was discussed in the workgroup because the language in the strategic plan was thought to be a bit confusing.

He reviewed the Public Relations Strategy as developed. The Public Relations Policy would act as an internal statement for the fellowship and the Public Relations Statement would be for external use. Briefly discussed the identified tools/strategies listed by priority ranking by the workgroup. Much of the information is listed as information that could be used at a later time and didn't want to shred it but provide it as useful information.

Discussion/ Input

- Ron H stated he's proud of this work and has some language input:
    - The third sentence under "What is Our Public Relations Strategy," he suggests it say "The world board and/or the WSC determines..."

Specific input/discussion for "The Public Relations Statement":

- Would like to see something to the affect of "recovery through the Twelve Steps is described as a spiritual awakening... "
- Delete part of the last sentence starting with ...through this valuable and viable... and end with "...a new way of life."
- Regarding the name reference found in the second paragraph, he's unsure of this terminology. He thought it implied to a certain class of drug. He would prefer something that would include "at that time."

David isn't sure what process they will be used to edit this since the PR Strategy workgroup has completed its task and has no further meetings scheduled.

Becky commented that the Public Relations Handbook (PRHB) project released an internal Public Relations statement which is being inputted by the fellowship until 1 August 2005. When the input comes back, they can put the inputted internal Public Relations Statement next to the Public Relations Strategy statement and put it together cohesively. Once they see both they can use one instead of the other or marry the two but they'll have to put them aside eachother as you don't want two "statements." Further added, the Public Relations Statement should be beta-tested by non-member professionals.

Anthony explains ideally they wanted to have the PR Strategy work two years before the PRHB; however, they knew they would come up to the challenge of having two workgroups work on similar work. They would need to marry the two.

It was clarified that this decision needs to occur by January 2006.

- It was inquired why it asterisks "as of January 2005" at the bottom of the statement. It was explained that this is not locked until the next conference. It can be updated at any time by vote of the conference.
- The first sentence of the Public Relations Statement might be too stereotypical. Perhaps taking out the "that an addict, any addict" can be softened.
- The second paragraph containing the term "narcotics" could be better said "was derived from the common use of the word narcotics which would put it in its historical use at the time."

David's concern was that the objectives in the workgroup's report did not effectively align with the NAWS Strategic Plan. He questioned whether it would be clear that there was a relationship between the workgroup's objectives and the overall Strategic Plan.

- Bob doesn't see the disconnect between the two.

Anthony explains that the environmental scan, for example, was work as a resource to the board to inform them as they moved through the Strategic Plan. He doesn't see this as any different. Now the board has to determine what pieces they want to extract from the PR Strategy that coincide with what they're currently working on in the plan. Anthony explains that the PR Strategy becomes a piece of resource material for the board for Public Relations.

- David is trying to get a sense of the board to mesh the PR strategy and the strategic plan to confirm they're going in the right direction.

- Becky states that the strategies in the PR Strategy plan are different work than the PRHB. She's trying to figure out herself how to mesh the two together. There is no neat box that this material will go to. The marriage of the two workgroups will occur by a discussion with staff first then a discussion with David and Ron.

David thanks everyone for letting him be of service.

No objection to extending the board's appreciation to the workgroup for the work that was done.

Recovery anniversaries were celebrated with a cake, candles, and song for Giovanna, Muk, Saul, Anthony, Ron H, and Ron M.

Key Result Area: Fellowship Support

Special Interest or Common Needs Meetings

At the EC June meeting the issue of Special Interest meetings was further discussed. This issue isn't so much about policy of special interest meetings at the world convention but rather looking at the practice as a fellowship to look at demographically specific populations; who is not in the rooms and why that is. The EC wishes to continue discussion with the board on this issue.

Anthony explains that up until this point nothing has been forwarded to the fellowship that a dialogue has taken place. The NAWS News (which will go out after this board meeting) will be the vehicle to discuss this issue with the fellowship as a frame. He imagines the board will target the NA Way to discuss this issue more than once.

Further noted that this discussion today is not the "end all" and the pressure is off that they can affect WCNA. The goal is to get the message to the fellowship.

Background/ Discussion

- Anthony explains some background around the issue of special interest meetings. There is a statement in the current convention guidelines that would look to prohibit common needs meetings but more than that it's been used to stifle discussions on the issue. The Gay/Lesbian community has brought this issue up a number of times. The aforementioned guideline has been used to prevent meetings from being in conventions, world conventions, and in some places, meeting directories. There have been two attempts at the WSC to change the guidelines. There's been avoidance with this topic for at least the last ten years. At the world convention, special interest groups have had to put up a sign to denote that the meeting was self put together.

- Ron H believes it's an issue of identification as an addict, before identifying as special interest (i.e. gay, lesbian, youth, etc.). We're not looking at what we have in common but what we don't have in common. Personally believes that this has become the tired old lie keeping NA from missing the boat and excluding members from membership by not feeling welcome. Doesn't believe it's about homophobia.

- Would like to be in the middle of the argument and not opposed to common needs meetings.

- Piet suggests having more discussion with the fellowship on the issue—perhaps as an IDT.

- Mary suggests an IDT. Likes the fact that the board is not only looking at women, gay/lesbian, youths but also lawyers, doctors, dentists and other professionals. Gets asked "where do the professionals go?" At SEZF they asked her to do the infrastructure topic specifically on conventions and events. The issue of diversity came up and a young group concluded that NAWS refusal to have common needs meetings has caused disunity as apposed to unity.

- Jim believes it won't affect his world but will affect somebody else's world to better hear the message of recovery. A place for youths to go and a place for professionals to go--these are things missing where he's from.

- Craig believes people need other forms of identification.

- Ron M is in support of framing the issue for the fellowship and is open-minded to where the board goes with this.

- Muk is concerned about the professional groups. Her experience has been that they don't give up their "stuff". Believes people may cling to identities that don't serve them to cling to and keeps them from recovering. Personally, she wouldn't had stayed clean if she went to professional meetings. She was forced to become a human being. She is for keeping the doors open for all.

- Tom M reminds that NA is a result of a special interest meeting from AA. Believes that this may not be a fix for the fellowship; but an awareness. Is glad the board is slowing down on this issue.

- Bob reminds that if the board wants to make this issue an IDT it will need to be framed by the board. The issue of predators came up as a result of the PR roundtables and not sending youths to meetings. This is a personal issue and allows each board member to share.

- Anthony recalls that he thinks he wrote that paragraph in the convention guidelines. He feels deeper about this issue more than any other. People are either tied to the first tradition or the fifth tradition. He was able to get clean in an environment that was similar to a special interest meeting. He was allowed to get clean in an environment where most people looked like him. The issue is about who we are as a fellowship. Most things are in the vein of homogeny is a good thing and anything outside of that vein was looked at as dangerous. Suggests getting right up front on the energy on the issue. Would imagine framing a discussion at the conference. It's going to require the board to be cautious. The board should think about how to effectively frame the issue so the fellowship can discuss it effectively.

Post on the FTP site for the board the conference actions on this issue along with the current language in the convention guidelines.

Corporate Responsibilities

It was suggested to make business cards for board members with the board's email address on it. Anthony agreed and explained that we make business cards for professional events.

Action item list: Business cards will be made for board members.

Corporate

Investment Policy

Anthony presented the Investment Policy and explained that for the last two years the Business Plan Group (BPG) has focused on a written policy and felt it was much needed. Some might feel the policy is too complex but it's more than adequate to meet the needs of NAWS. The policy can be changed at any time and is a fluid document. The BPG may come back to the board with some revisions.

- It was inquired if Anthony sensed any philosophical booby traps by the fellowship about investing money. Anthony explained that just because the policy allows for investments, doesn't mean that it would occur. Further added that they would get professional advice and there was no resistance from the WSC to use a brokerage house.

Anthony will edit the numbering in the Investment Policy

The Investment Policy was unanimously adopted with corrections.

Reserves

NTF

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2006-2008 NAWS Strategic Plan
OBJECTIVES and DRAFT APPROACHES
With Prioritization

SERVICE OBJECTIVES

Key Result Area: Communication

Issue: Issue Management/NA Philosophy

Objective 1: Identify, frame and better facilitate a dialog with members around current issues and NA philosophy. [Priority rating: 4.0]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- ♦ Follow up on the 2004-2006 Issue Topics
- ♦ Framing and promoting Fellowship Issue Discussions for 2006-08 (explain the origin of the issue, the context and intended use of the input)
- ♦ Fellowship interactions at zonal forums and workshops
- ♦ Alter CAR to become more of a discussion-based document

New Approaches for 2006-08 (in priority order)
1. Develop a process and tools for consistent, efficient synthesis and reporting of issue discussions.
2. Ensure concrete follow-up to issue discussions as appropriate (e.g., a report, a set of recommendations or suggested next steps, or a definitive position on the issue).

Issue: Communication Infrastructure

Objective 2: Improve the effectiveness and efficiency of world service communication, using techniques that will resonate with diverse audiences. [Priority rating: 3.8]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- ♦ Redesign of www.na.org (including making information more accessible through the website, such as sharing results of workshops, information on issues, an improved Bulletin Board, etc.)
- ♦ Maximize current travel opportunities for improved communication

New Approaches for 2006-08 (in priority order)
1. Maximize contact with Regional Delegates to improve their effectiveness as a NAWS communication link.
2. Maximize conventions as a learning opportunity.
3. Branch out beyond traditional communication tools (e.g., DVD, cartoon IPs, etc.)
4. Develop on-line live workshops.

Issue: PR/Outreach

Priority One is in Blue   Priority Two is in Green   Priority Three is in Yellow

1

Objective 3: Enhance perception of NA as a credible program of recovery through implementation of a PR strategy and strengthening of relationships with others with mutual interests. [Priority rating: 4.0]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- Finalize the PR Handbook
- NAWS presence at professional events

New Approaches for 2006-08 (in priority order)
1. Create new tools for use by NAWS and for the fellowship at the local level (e.g., videos, PSAs, training materials).
2. Expand outreach and pro-active approach with targeted professionals, media, government officials, NGOs, etc.
3. Periodically gather a broader range of input to assess perceptions of NA (assess at the NAWS level, and provide tools other levels can use to gather data).
4. Better follow-up with and maintain relationships with related organizations (e.g., NAR ANON).

Key Result Area: Fellowship Support

Issue: Service Structure Effectiveness

Objective 4: Increase the effectiveness of the service structure at all levels by instilling a greater sense of purpose, plan, role, accountability and responsibility. [Priority rating: 4.4]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- Facilitate implementation of PR Handbook and Area Planning Tool

New Approaches for 2006-08 (in priority order)
1. Create basic tools for group and area and region.
2. Have a more holistic discussion about the service structure as a system.

Issue: Support to Developing Communities

Objective 5: Help build and sustain all NA communities, recognizing their differing levels of development and need. [Priority rating: 4.1]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- Continue to develop partnerships with regions and zones
- Increase level of registrations and intellectual property management in developing communities
- Workshops

New Approaches for 2006-08 (in priority order)
1. Pro-actively identify communities in unique developmental situations. Create mechanisms for follow-up (e.g., develop a model for differing levels of developing communities to assess need, etc.)

their story, even though she probably won't submit. She said that she has faith in the fellowship that they won't have a hard time with a board member submitting their story.

Travis made it clear that she doesn't think the workgroup believes that any board member couldn't stand on principle or personalities. The workgroup feels that this is not all about anonymity and that we are talking about authors of stories. She doesn't have an opinion on the issue personally. It wasn't anyone's intention to make the board feel hurt and offended and she felt the need to try to explain that.

Ron H conducted a straw poll on agreeing to not have board members submit their story. Three board members were for this idea.

Becky explained that what bothers her is the time and energy this topic has consumed. She believes a decision needs to be made.

Anthony thinks this is an issue and wonders if we should engage those we are responsible to, Conference Participants, and get their feel on it. This is a broader issue than just the board and perhaps that's the way to get a sense. He said that he believes you could say to the workgroup "thank you and we understand your concerns on the issue and it's the boards place to deal with this issue from here."

The board agreed to convey to the workgroup that the board hears them, the board got it, the ball is in the board's court and to ask the workgroup to continue to evaluate the stories anonymously.

KRA: Fellowship Support and Communications
PR Handbook Project

Update on the project - Ron Miller and Jane Nickels

The input from the fellowship has been factored into chapters 1-4. These chapters will be sent to the board on 25 October 2005 with input requested back by 31 October 2005 (depending on the release of the CAR). Please expect this material on these days and let someone know if you didn't receive it. It will be up on the FTP site and emailed. Chapters 5-9 were released early and we are awaiting input back from the fellowship by 30 November 2005.

The last workgroup meeting is scheduled to be in December. If the workgroup gets minimal input for chapters 10-13, it may not be logical to bring the workgroup back in March. It was noted that the workgroup is under budget at this time.

It was proposed to the board to release chapters 10-13 to the fellowship on 1 December 2005 for Review and Input for 90 days and to leave the 90 day approval period up to the conference.

The board agreed to release section 3 for 90 day Review and Input to the fellowship on 1 December 2005.

Approval Process and Distribution of Service Resource Material

CAT Material

The EC talked about putting the CAT on the website using a password page so that it's available to everyone. Draft material wouldn't be accessed without a password.

The board agreed to post the CAT on a passworded page on the website.

Approval Process of Service Resource Material

The current process for the approval of service material allows for distribution of material pending conference approval. Bulletins can be approved by the World Board alone and then distributed. The PR Handbook resource material is the current challenge. This resource material is what we are calling

the addendum material of the PR Handbook and it includes sample letters to professionals, the area planning tool, etc.

Becky explained that we're seeing some of the negatives with the policy concerning approval of service material. The board added the review and input period themselves to this project. Addendums are forms that change and should be allowed to be updated. At this point the addendum material is a resource that doesn't make sense under the current policy. It was a good intent but locking ourselves into longer approval and review periods is not a good idea and may not serve us.

Approval Process of Service Resource Material Discussion

- Ron H shared the intent of the policy which he remembered the term "pending conference approval" meant that it could be sold as any other approved item. This was how he understood it at the time.

  Becky explained the project plan for the PR Handbook that the board approved and the conference approved is a lot stricter than what is in the policy.

- This is the first time the board has taken a project and put it through from the beginning to the end and we're now seeing what's working and what's not working.

Anthony explained that again we're at a place of conveying what the situation is to the fellowship. It doesn't make any sense to shelf the handbook based on a policy fallacy.

Becky reminded all that material gets approved based on its audience. The project plan supersedes the policy. She is for changing the policy and believes international delegates will have an issue with distributing pending conference approved materials.

The board agreed to state clearly in the CAR what the board wants and give the conference some time to think about it. Convey that the object is to get this material to the right place. We were inexperienced with the policy which the project plan was developed from. The conference can approve chapters 10-13 if they choose or discuss how to handle "pending conference approval." Let the conference know what we think would serve members and give them the opportunity to choose based on the options we give them.

World Convention

WCNA 31 – Mike Polin

Mike provided an update of what occurred at WCNA 31 and asked the board for their ideas and perceptions about what worked and what could be improved.

There were a larger number of people in attendance than what was expected and there was an impact as a result of this number. We ended up spending more money buying materials on site. There was a ripple effect on the unexpected amount of people that showed up. Everyone felt the pinch of having this occur—from merchandise to registration. Mike said that he is looking at ways for how to reduce some of these issues for San Antonio. Some of the ways we can minimize this occurring again is by taking additional action. One way is having the ability to make reservations without having to put up cash and without going through a housing organization.

There are ways we can enhance our members' registration experience. Give the folks that pre-register something special for registering early. They should be rewarded.

The sense of entitlement that some of our members have is another important issue. We had a member physically assault a facility staff member. We feel a story needs to be told here to convey this message before San Antonio. This is a good opportunity to take some of those steps toward dealing with this issue.

2006-2008 NAWS Strategic Plan
OBJECTIVES and APPROACHES
With Prioritization – FINAL (October 2005)

SERVICE OBJECTIVES

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Issue: Communication Infrastructure

Objective 2: Improve the effectiveness and efficiency of world service communication, using techniques that will resonate with diverse audiences. [Priority rating: 3.8]

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♦ Redesign of www.na.org (including making information more accessible through the website, such as sharing results of workshops, information on issues, an improved Bulletin Board, etc.)
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New Approaches for 2006-08 (in priority order)
1. Maximize contact with Regional Delegates to improve their effectiveness as a NAWS communication link.
2. Maximize conventions as a learning opportunity (and integrate training and leadership development needs).
3. Branch out beyond traditional communication tools (e.g., DVD, cartoon IPs, etc.)
4. Develop on-line live workshops.

Issue: **PR/Outreach**

Objective 3: Enhance perception of NA as a credible program of recovery through implementation of a PR strategy and strengthening of relationships with others with mutual interests. [Priority rating: 4.0]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- Finalize the PR Handbook
- NAWS presence at professional events

New Approaches for 2006-08 (in priority order)
1. Create new tools for use by NAWS and for the fellowship at the local level (e.g., videos, PSAs, training materials).
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4. Better follow-up with and maintain relationships with related organizations (e.g., NAR ANON).

Key Result Area: Fellowship Support

Issue: Service Structure Effectiveness

Objective 4: Increase the effectiveness of the service structure at all levels by instilling a greater sense of purpose, plan, role, accountability and responsibility. [Priority rating: 4.4]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- Facilitate implementation of PR Handbook and Area Planning Tool

New Approaches for 2006-08 (in priority order)
1. Create the following basic tools for group and area (in priority order);
   a) Simple, interactive, contemporary packaging leaders can use to increase member understanding and practice of NA principles and concepts.
   b) Reference materials that can be updated regarding group trust servant roles and responsibilities, and guidelines for implementation.
   c) Discussion tools for running different types of meetings.
   d) Integrate tools for groups and area in existing literature where possible.
   e) Tool to improve understanding of the purpose and roles of the various components of the service structure.
2. Have a more holistic discussion about the service structure as a system.

Issue: Support to Developing Communities

Objective 5: Help build and sustain all NA communities, recognizing their differing levels of development and need. [Priority rating: 4.1]

Existing Approaches to be carried over into the 2006-08 Planning Cycle
- Continue to develop partnerships with regions and zones
- Increase level of registrations and intellectual property management in developing communities
- Workshops