



Going Places...

1. LAZF - Panama City, Panama
2. Inland Regional Convention - California, USA
3. ECCNA and EDM - Dublin, Ireland
4. APPA - New York, USA
5. WSZF - California, USA
6. El Salvador Regional Workshop - El Salvador
7. Public Information Conference - Indiana, USA
8. ACA - Maryland, USA
9. India Regional Forum - Darjeeling & Delhi, India
10. Rocky Mountain Zonal Forum - Montana, USA
11. Cyprus PR - Cyprus
12. Paraguay Regional Workshop - Paraguay
13. CANA - Alberta, Canada
14. Employee Assistance Professional Association - Cucuta, Colombia
15. Chile Regional Convention - Litoral Central, Chile
16. Guatemala Regional Convention - Guatemala
17. White House Youth Conference - Washington DC, USA
18. ICAA - Budapest, Hungary
19. Western Service Learning Days - Nevada, USA
20. Worldwide Workshop - Lisbon, Portugal
21. SECAD - Georgia, USA
22. MRLE IX - Maine, USA
23. Rocky Mountain Zonal Forum - Utah, USA
24. Plains States Zonal Forum - Kansas, USA
25. Northeast Zonal Forum - Arkansas, USA
26. Bolivia FD Workshops - Uruguay
27. Eastern European Workshops - Ukraine & Lithuania
28. Midwest Zonal Forum - Missouri, USA
29. So Cal Regional Assembly Workshop - California, USA
30. APF - Bangkok, Thailand
31. Mid-Atlantic Regional Learning Conference XXII - Pennsylvania, USA
32. Professional Presentation At Day Top Treatment Center - Kunming, China
33. National Council of Juvenile & Family Court Judges - Colorado, USA
34. Japan-Korea Joint PI Seminar - Seoul, Korea
35. ASAM - California, USA
36. NAATP - Florida, USA
37. AJA - Utah, USA
38. Spanish-speaking Area of So Cal Convention - California, USA
39. Spain Regional Convention - Malaga, Spain
40. Mid-State Regional Convention - California, USA
41. Costa Rica Workshop - San Jose, Costa Rica
42. NADCP - Washington, USA
43. FRCNA - Florida, USA

NAWS Service Event

NAWS Public Relations Event

call to action, draft review, workshop models they can deliver locally; response to surveys for input, etc.)”

Anthony explained that there is significant amount of vague language in a number of the objectives in this plan and in the future one of the things that will need to occur in the cycle is to get more specific with the objectives or discern what is meant specifically. The April board meeting will include some of this work.

Budget & Project Plans

The only change made to the project plan is it states Basic Service Tools instead of Basic Service Materials. It was noted that in the published version the highlighted areas will not be published on page 37 of the plan.

Changes to the project plans will include:

Page 33; change “Again” to “as we indicated last cycle”.

The yellow color coding in the Workshops project plan is a third level of priority. This needs to be listed as such in the strategic plan and in the project plans. Color coding will be added to both documents.

Red color coding on page 38 that stated “Think Leadership was already covered in previous plans?” was deleted.

Future agenda item: The *Guide to World Services* policies need to be revisited, for example; the selection of Issue Discussion Topics.

PR Statement

It was explained that, if approved, the PR Statement will appear in the PR Handbook; one internal and one external statement.

Regarding the external statement, Tom believes the board has an opportunity to change the public's perception of what an “addict” means. The public doesn't see addicts as human beings, they see us as addicts and he thinks that's harmful to Narcotics Anonymous and what we're about. Feels the sentence at the end of the first paragraph which includes a quote from the Basic Text locks us into an image that's negative to the public. The sentence reads, “Our message is that an addict, any addict can stop using drugs, lose the desire to use, and find a new way to live.”

Further explained was the deep philosophical problem that goes beyond changing the word “addict” in the PR Statement. To change it in the PR Statement would mean a complete amendment to the handbook since it continually uses the term “addict” to refer to our program.

Discussion:

- If the statement is going to be read by professionals it should be in language that they're familiar with.
- The term “Alcoholic” had stigma behind it and AA stuck by the word and now it's considered cool or acceptable. An option would be to take little opportunities to state what “addict” means in our PR statements resulting in perhaps changing the image of what the term means.
- Is inclined to mention the word “recovering addict” not just “addict.”
- Tom suggests leaving the statement as is and after the conference make a project plan to revise the PR Statement in the future.
- Becky states it doesn't serve to change the cover memo if everything in the handbook says “addict”; doesn't think it's as simple as revising the PR Statement

- Was of the mind that the external statement was for people who didn't know about NA. Further recalled this was designed to be the first piece of information a professional got about Narcotics Anonymous. It needs to be simple and concise and doesn't think the quote "an addict, any addict..." is the best way to represent the fellowship.
- Becky clarified that the statement will be in the PR Handbook and is not aimed at folks who don't know about NA at all; it's aimed toward treatment and correctional professionals.
- Suggests interjecting what our primary purpose is and editing this statement. Knows that people have a hard time identifying themselves as addicts but doesn't know how we could approach that problem today.
- Mary works in medicine and has worked with folks that refuse to use the term "addict" because it's a diagnostic term. They refer to them as "drug seekers" and not "addicts." She thinks the board needs to give this some thought especially if they want to focus as an organization on NA's image. NAWs uses the term "addict" as a reference and the rest of the world uses it as a diagnosis. Thinks the statement perpetuates that NA is only for addicts.
- Doesn't believe professionals will care about our message or our vision. Would like to see the sentence about our message (the quote) and our vision (last sentence) deleted.
- Becky requests deleting the quote that starts with "an addict, any addict..." Although she doesn't think it resolves Tom's issue, it is a friendly amendment to what was previously offered.

The PR Statement was approved to be in the CAT material as amended deleting the sentence; Our message is that "an addict, any addict can stop using drugs, lose the desire to use, and find a new way to live".

PR Handbook approval draft

There were no comments concerning the PR Handbook approval draft since it was material the board had seen before. The Preface and Conclusion was new material the board had not seen.

Michael wanted to express, for the record, his thanks and gratitude to the workgroup for the work that was done.

Preface & Conclusion

There were several minor copyedits suggested which staff will take care of but nothing conceptually noted by the board.

The preface and conclusion were approved for inclusion in the CAT after copyedit by staff.

Service Material Approval Process and Area Planning Tool

It was reminded for board members to review the conference's option to approve the chapters.

Area Planning Tool (APT)

The Area Planning tool will have a cover memo explaining its contents. The only people NAWs beta tested the APT on was Eastern Europe. The discussion at the conference should include the premise of creating a short form for the basics which would bring them to more information on the web.

Discussion:

- The document needs a heavy copyedit—language clean-up rather than content:
 - Hard to tell when paragraphs break; language issues such as "planning affords," "Benefits of planning to fulfill our fellowship's primary purpose" should state what that purpose is. Spell out all acronyms initially (GSR for example).
 - Suggests using language such as "area body" or "area committee".

- It was agreed to use service body as apposed to area body.
- Struggling with seeing his area using the APT. Feels they don't have the maturity to use a document like this; sees the size of it a little daunting. Thinks it's good but the size is overwhelming for addicts. Even though it's geared for areas he thinks regions will benefit from it as well.

APT needs a heavy copyedit including language clean up, spelled out acronyms, use of "service body" not "area body." Discussion at the conference should include the premise of creating a short form for the basics which would bring them to more information on the web.

Service Material Approval Process

The board will have to explain to the conference the challenges regarding the service material process. The current policy is confusing in that it states that service resources need to be conference approved, all being driven by how it's distributed, which shouldn't matter. All of the addenda in the handbook, for example, should be able to get updated frequently, especially technology and tools. The board has included the PR Statement, PR Handbook, the PR Preface and Conclusion, and the APT in the Conference Approval Track for 90 day review to have an intelligent discussion at the conference regarding the service material approval process. At the conference, the APT would be used as an example of service material that conflicts with the policy, along with the additional 80 some addendum items that will need to be updated. The need to make things available to the fellowship makes the case.

Discussion:

- Suggests connecting the goal of the service material approval process to the vision statement. This connections is similar to calling out a concept or tradition then stating what the concept or tradition is.
- Ron H recommends making the point that we don't approve it at the conference but ask the conference to give the board the ability to approve tools such as the APT. This could be the first example of this; suggests not asking them to approve the APT since we are asking them to give the board the ability to update materials similar to how we handle bulletins.
- David doesn't feel any ownership to the APT; feels it's too sterile for him to say that this is from the board. Thinks it's a draft document and needs review and input from the board.
- Ron H asked if we could state in the CAT that this is a draft document since we're not asking them for conference approval.
- Becky states that if it doesn't get approved at the conference then it wouldn't be available in the handbook; chapter three refers to the APT repeatedly. Agrees with Ron on how to offer it; this would allow the conference to say that they don't think it's ready or many other choices. This is a compromise that doesn't force the board into one action. Since the APT is not being offered as conference approved material, it could go through many different drafts and edits.


The text in the CAT will change with regard to the Area Planning Tool: the board is offering it for consideration and that they'd like to distribute it in a variety of ways one being with the PR Handbook. The board wants to have a discussion with the conference as to how they want to approve material like this.

CAT Cover Memo

A cover memo will go on the CAT material basically stating its contents, what is getting voted on, and what is not.

- How are we perceived?

Take any situation through this formula.

- 
- Introduce PR Handbook as resource

Atmosphere of Recovery

- Role-playing utilizing delegates
- Bridge to new IDT
- This is the first session of the four in the week—intro of where topic came from why it's being discussed etc.
- Skit—good meeting/bad meeting by RD's and WB members.
- Tool—session profile for groups

Reaching Out—Common Needs—People that Aren't Present

- Do we believe there's a distinction between special interest and common needs
- Who is missing? Youths, professionals, etc.
- Acknowledge tension and validate each sound idea. Tie to targeted lit, WCNA, notion of special interest meetings in local meeting schedules.
- Navigate both sides of issue—no one is wrong based on principles
- PR Roundtable input
- Look at traditions as what we can do as apposed to what we can't.

Targeted Lit—feeding back session

- Narrow definition as of yet—use conference population to help us define the common need.
- Caution: slippery slope argument—how do you find the end of targeted literature?
- Ways to reach members not presented
- Who are we targeting? Principles behind this
- Common thread is cross cultures which might get rid of fringe

Basic Service Materials—feeding back session

- PRHB 10-14 dilemma

How to be an effective RD

- Involvement of current RD's (identify ahead of time at CAR Workshops)
- Panel with current and past RD's to open up session—10-15 minutes on how to be an effective RD
- How do you sometimes feel ineffective?

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

Saturday 21 January

Corporate

Bob opened the day with a moment of silence followed by the Serenity Prayer.

Draft 2006-2008 WB Schedule

The board reviewed a draft of the world board calendar for the 2006-2008 cycle. The body was asked to review meeting dates and identify if any board members have an anniversary, birthday, etc. Dates are as follows:

Anthony and Becky hope to go back to Iran in May to visit cities other than Tehran. Anthony would go back in a second and understands why Daniel said that he would pay to go back. It was unlike anything he had ever experienced.

Thursday 9 March

KRA: Leadership Development

The first half of the day was spent with the board, staff and HRP discussing a Leadership Development system, facilitated by Jim DeLizia. The goals for the day were to confirm key concepts/results of discussion thus far on leadership development, identify practical change needed to move the leadership development system forward as discussed, and to frame the WSC session on Leadership Development. *Notes for this discussion are at the end of the minutes titled "Leadership Development Session."*

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

Staff: Anthony Edmondson, Becky Meyer, Bob Stewart, Catherine McCormick, Elaine Wickham, Fatia Birault, Jane Nickels, De Jenkins, Carrie Ray, Jeff Gershoff, Johnny Lamprea, Mike Polin, Shane Colter, Tom Rush, and Uschi Mueller.

HRP Members: Tali McCall, Mindy Atkins, Francine Bluteau, Sergio Rojas and additional staff; Roberta Tolkan, Keri Kirkpatrick, and Steve Rusch.

KRA: Communication

The second half of the day was spent in facilitated session with the board and staff on Key Messages for the 2006-2008 cycle. *Notes for this discussion are at the end of the minutes titled "2006-2008 Key Messages."*

Friday 10 March

Board Reflection

Board Reflection Session — Jim DeLizia

The focus for the day was linked to previous discussions on Leadership. One of the core pieces of Leadership is evaluation. Evaluation is key and critical to do the job as a leader. The board will have the opportunity to reflect on performance and evaluation. When the new World Board comes in they will be able to stand a little bit taller based on what the current board has left for them. Boards are very complex entities with different personalities coming in and out.

Notes for this session are at the end of the minutes titled "Board Reflection".

Board Performance Evaluation Strategy

The effectiveness of the current board is each individual's effectiveness that gives the sum total. And, it's not just a sum total; there's an ex-factor. It's tapping into what each board member brings. Jim asked the body to participate in a personal reflection exercise.

Two questions:

What is something that you appreciate about this individual and what do they bring to the group?

(Each board member received a name and shared on what they bring to the group).

What have you gotten that's benefited you as an individual from this experience? What will you take away?

- Been able to apply his knowledge and experience gained from the board into his personal and professional life.

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What have you gotten that's benefited you as an individual from this experience? What will you take away?

- Been able to apply his knowledge and experience gained from the board into his personal and professional life.

- Takes away confidence which has been given to him by what the board does.
- This cycle and this board have given her a new insight of how we're moving ahead and how effective our discussions are.
- Developed confidence—the ability to do. Protective walls are coming down.
- Will change his life - enabled him to do stuff that he's never been able to do. Willing to take risks now and get out of his comfort zone. Grown financially and emotionally.
- Compassion of management
- Feeling of small in something that is so big—humility.
- Joy to see the change in the fellowship and the board—it's focus, transparency. Connectedness to members all over the world. Sense of being connected.
- Has given her the freedom to express herself professionally, which has resulted in impacting addicts.
- More experienced, more skilled at being a trusted servant
- Is able to step back from emotional response and detach; accept criticism and not take it personally.
- Has had an opportunity to give back to NA; heighten awareness of coupling vision and action.
- Sense of building history which no one can take away from him – proud of this history.

The point of being an effective board is not waiting until board members are rolling off the board. How do you convey this experience to others - share the value of this experience and insert this into the leadership development system?

What would you tell the new board members?

- Rely on the support from other board members and NAWS in general. Tap into asking for help and rely on that help.
- Bring your recovery with you.
- Know that you're here for a reason and know that it may take a while to feel that; ask questions even if you feel that everyone already knows the answer. Ask unique questions because some may not have thought of those yet.
- Be prepared for unexpected developments and growth - might be uncomfortable, but a great ride.
- Delicate balance between surrender and speaking up - this is a constant ride to find that balance.
- Treat internal and external public with the same level of respect and importance

Performance Evaluation Strategy

The purpose of an evaluation system is to >>>. (?)

The body shared some general thoughts and comments whether this would be of value for performance of leadership which Jim noted and will report with a revised draft strategy.

Jim inserted in the draft that, when electing workgroup chairs, to have a dialogue with them regarding clarity of roles. Outline their responsibilities clearly. Jim asked for feedback regarding this issue.

AE thinks we should try what's said here as a matter of tools, and not just jump into evaluation since they've never even done the measuring piece. We're going from nothing to a Cadillac and we need to learn how to buy a Volkswagen. We have to start somewhere.

Self directed opportunity for each board member to identify where they may fall short.

This would allow the board to generate a culture of accountability which will attract those who want that culture. How do you start that culture? Not by rolling out the Cadillac but by starting at the top by modeling accountability. Suggests that at the conference, report in NAWS report that the board is evaluating themselves to be accountable.

There's a difference between level of performance and attendance. We need to equip our current chair with a tool.

A sample team evaluation strategy was passed out.

- Evaluating fellowship travel and requests. Unprecedented level of requests for NAWS participation.
- This would act as the internal view of the environmental scan.

Jim will revise and send the board another draft.

The meeting concluded for the day and with staff, WB, HRP, and Co-Facilitators attended the World Services lunch at Maggiano's.

Saturday 11 March

2006 World Service Conference

Mark Hersh (Co Facilitator) observed the morning session.

CAR Workshops & Sessions at WSC 2006

The Executive Committee has started to assign two board members to each session so that every board member has a chance to facilitate. Sessions will stay the same but will move around based on Jim's schedule and revising the schedule. We tend to get institutionalized and are looking at different ways to schedule the WSC. There will be a leadership session on where we are and where we want to be and then a second leadership session will take place on how to make that happen and practical application. In Anthony and Becky's discussions with Jim they realized that there is a way to bring "How to be an Effective RD" into the Leadership discussions. We have an opportunity to make the sessions more valuable, which means more preparation and more work.

We will compile input from the first round of the initial IDT's and the CAR questions then we will feed that back to Conference Participants. The goal is to take the discussion to the next step in these sessions and to not discuss the IDT's again.

The key areas of what members want to see coming out of Atmosphere of Recovery are tools, targeted literature, re-looking at the Guide to Local Services, Common Needs, etc. which puts some responsibility on the board. The challenge is going to be presenting these issues in a real discussion, giving participants time to take it all in and ruminate on it, so they don't feel rushed. Many of the above mentioned issues are new material for participants.

The Executive Committee would like to see the Co-facilitators handle the old business session the same way since it worked so well. Mark Hersh was happy to see that new business was after the elections. Mark will be kept in the loop so he can feel prepared and comfortable.

There was an announcement for board members to make travel plans for the conference and send information to Elaine (Elaine@na.org) so that conference expenses could be tracked.

Travel days: arriving Thursday the 20th and leaving Sunday the 30th. There will be a board meeting at 2pm on Friday before the conference. Board members were told to book travel for Sunday following the conference. The board doesn't need to be here for this day.

March Conference Report

The board discussed the following issues to frame the Conference Report and for the WSC.

Cautions that in our manuals we say that the groups are to carry the message and the service structure is to do everything else. Members will challenge the premise by what our literature says. We are setting ourselves up to undermine our own premise at the local level.

The IDT's will be discussed with broader staff first then there will be feedback to the board later.

Service Material

The board discussed if there is anything else that needs to be said, in addition to the March Conference Report or heard at CAR workshops.

- Inquired if there was any discussion at workshops regarding approving literature that wasn't reviewed by the fellowship in the normal fashion.
- The bigger issue is the addenda for the PR Handbook.
- Did hear some? Felt a connection with no on Motion three but wanted to discuss the service material approval process change. He countered it by saying when it comes to service materials we're looking for ways to expedite the process but with recovery material speed isn't our objective. Quality is our objective. Thinks there will be some energy on this.
- Received some phone calls suggesting that, to stay with the policy, release the PR Handbook chapters that aren't approved in different colored paper.

Common Needs—Who is Missing?

Would like to make sure more of the board's philosophy is in the Conference Report behind the decision to try common needs meetings at the World Convention. It was a simple way to try something different to address the issue of demographically diverse communities. There are a number of ways in which the issue can be addressed: targeted literature, abstracts in the Basic Text, and common needs meetings. Some cultures refuse to accept that they may need something else and some do accept. It's got to be about our broader vision to carry the message, not just common needs meetings. We don't know how to do this and we're just going to try some different things.

- The drive at MARLCNA kept being the board has decided to make this happen. It took some time to convey to members that the board is responding, not deciding.
- We had this conversation prior to Hawaii and decided to keep from having common needs meetings at the World Convention so that the board could discuss it at the WSC. That way, participants could put the breaks on the idea if they wanted.
- Most of the inflammatory input was from members that are married to the convention guidelines.
- Members asked: aren't we all one fellowship? There is the argument that if a woman shows up at a men's meeting they were asked to leave.
- The Executive Committee talked about adding to, not taking away, and will try to erode that fear.
- Is the homogenization of our voice the best way to reach our diverse populations? Do we need to take a stand on whether our homogeneous voice has kept us from reaching members that aren't here? We've had a push for keeping it homogeneous. To flourish within cultural pockets using own voice.
- We're speaking to an extremely conservative voice that believes we are eroding our 1st tradition.

PR Handbook

PR Handbook Status Update-Ron Miller

The PR Handbook workgroup will be meeting this week to review and process the information that was inputted from the fellowship for Chapters 10-13. Most of the input provided was for Chapter 10, Technology. There is a short time frame for feedback from the board which is Thursday, 23 March with comments to be back by Sunday, 26 March.

There is no mechanism in place to remove a workgroup member from the body. A workgroup member has attended four out of nine meetings and has provided little to no input to the workgroup. Ron doesn't think we made prudent use of the fellowship's money based on his participation. This workgroup member cancelled trips and changed travel itineraries the day of the meeting which is expensive. After missing so many meetings the workgroup had to spend agenda time catching this member up because he is not on board. He hasn't been to a workgroup meeting since September 2005 and he is planning on coming to the unity dinner next week during the workgroups final meeting.

Ron is requesting a mechanism for how to remove a workgroup member and to address this issue. The board would be remiss to enter into the 2006-2008 cycle without a system in place. Ron was told by the Executive Committee to talk to the workgroup member explain that he can't take up all the time and to then leave it up to him.

Ron posed the following questions to the board: *We do not have any protocols for workgroup members. We ask them to serve on a workgroup on behalf of the board; how do we ask them to step down? What is the criterion for 'removing' a workgroup member? Are there performances standards that we need to establish? For example, what are the attendance expectations?*

Discussion:

- Just because there aren't guidelines or protocols doesn't mean action can't be taken. A situation like this doesn't need any guidelines. The workgroup member needs a phone call from someone.
- It's about will as much as protocol. The Executive Committee seats workgroup members and can unseat them.
- Trusting in the process of recovery regarding this issue may have been too optimistic.
- Wouldn't want to face the conference knowing that the board didn't do anything about it.
- In the reimbursement policy it states that if members do not make their travel arrangements 21 days before, they are then responsible for changes. There are already policies in place and we need to be more aware of members' behavior.
- This workgroup member is coming to a final add-on meeting and has not inputted any final material in the past. He could only harm the meeting. The workgroup is factoring in input that he's not familiar with which doesn't make any sense. Doesn't know how that could help the work.

There is a double standard with the position of accountability with regard to board members and workgroup members. The Executive Committee is clearer on what to do in the next cycle having gone through this. Point people need to be prepared to tell the Executive Committee "I want this person removed." The Executive Committee is being asked to take responsibility to take action on this issue. We tolerate a great deal and have learned some lessons from this scenario.

The board will start dealing with board and workgroup member's patterns when they first see them. The Executive Committee's hope was that members would do the right thing; however they've seen that this does not always occur.

There were no objections to the board chair phoning this workgroup member to cancel his ticket and not attend the final PR Handbook workgroup meeting. Explain that the airline ticket can be rolled in to the conference ticket.

WSC 2006 Nominations

The World Board Chair read the list of names that will be nominated for the World Board, Human Resources Panel, and Co-facilitators. This list will be publicized in the March *Conference Report*.

Corporate

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
18-21 October 2006

Wednesday 18 October

Facilitation Training

A full day was spent on facilitation training approaches and ideas with the board and 22 staff members.

Before launching into training with Jim DeLizia a few announcements made: because of illness Tom M is at the hotel, Mukam H-D arrives Friday, Michael C welcomed back, and if anyone encounters challenges while at the hotel to speak with staff.

Skills for Effective Facilitation

Today's agenda will include facilitation primer, skill practice, techniques to achieve group outcome and many opportunities throughout the day to practice techniques. Materials on table explained.

The first technique and activity (icebreaker) is one of the ways a facilitator can get a group bonded, to get a sense of the group's knowledge of topic and get everyone thinking with a limited amount of time. Another point is that when people write they tend to retain information better.

To get everyone started the activity calls for each group to agree on a sentence that defines what a Facilitator is and what makes this role different. (Key words are colored purple).

Common Concepts

guide	synthesis of groups information	creates the environment
helper	guide towards a goal	helps others to accomplish goals

"A person who remains substantively neutral and who guides a group with no pre-determined outcome to examine relevant information and experience in order to identify issues, solve problems, make decisions, etc."

Listening: Probing, synthesizing, bridging listening is the greatest skill to be a good listener. "The one who listens does most of the work, not the one who speaks."

Activity calls for groups is to discuss "What is the state of Public Image of NA and what are the underlying causes." The key is to determine the underlying causes are by using the Facilitation Outcomes: from Data to Action card. Components are: data, information, knowledge and action.

Each table given a stack of pink cards with comments to separate into the following categorizes.

↳ which of the group's comments should you link to uncover some of the issues/causes?

↳ which individual comment(s) should you address head on?

↳ which individual comment(s) should you ignore?

Data + evaluation = / **Information** + implication = / **Knowledge** + application = / **Action**. Raw data and information should tell the group what has been learned and possible implications. The knowledge to key finding is what does this mean to us and what are the implications. The action will tell us what we are going to do about this, what are we agreeing to and what we have agreed to do next.

Next exercise centered each group on brainstorming techniques, getting a quantity of ideas. With brainstorming have your topic of discussion and components for each group to focus on: structure, content, materials available, planning logistics. Having your materials prepared is very important e.g. colored markers, post-its on tables, reference materials, etc. Set groundrules examples of these are creativity, no judgment, risk taking, trust, etc. generating ideas should be a visual process that participants can see / allow participants to watch evolution.

To practice brainstorming techniques the groups focused on "how to improve the effectiveness of

Worldwide Workshops (environment and atmosphere).”

Program Content

Solicit topic ideas from pre-registrants	Create evolution of questions as work	Make sure there's opportunity for discussion of issues of local importance
Effective model for local use	Use unsolicited input from the local community (correspondence books, fellowship emails/correspondence) to develop program	

Materials

Colored paper on tables	Electronic copies of handouts	Colorful material	Cartoons
Handouts available to take home (presentation papers)	PowerPoint—CD's-handouts	Variety of formats in material presentation	Leave on table – vary and more change at sessions

Planning

- Increase value to participant
- Target audience
- Involving RD's in process
- Look for ways to diversify distribution of information
- Improved coor with res schedule conflicts
- Mail flyer to each group in regions
- Match task with talent
- Environmental scan of location
- More lead time to get word out
- Travelers work together to prepare

Program Delivery

- Match talent to task
- Involve RD's as presenters
- Involve members as writers and set up
- Add at least one local issue of concern
- Include involved local member in issues of concern
- Go in at least one day early to acclimate
- Brief involved facilitators and presenters (locals)
- Make it fun
- Know target audience

Improving Effectiveness/Environment

- Help create excitement by using free stuff
- User friendly setting (ex. pre-assigned seats, semi circle seating)
- Color code tables
- Use poster-saying (Jim D)
- Music – at start up and break
- Change the badges!!
- Icebreakers
- Fun, humor, spontaneity
- Giveaways highlighting local culture

Structure

- Tailor agenda for locals (but be flexible)



- More instructions of workshops purpose
- Be more experimental: game; role play
- Begin the workshop with more history about issues being presented
- Add review sessions to suggest local action
- Insure that topics build on each other


The following exercise focuses on techniques for exchanging ideas / experience within a group. Topic used for practice "Reason you first got involved in service and why we continue." Groups are to capture the different reasons/variety of ideas. The following ideas were shared / gathered.

First Involved in service

- *** Feel I belong / identity
- To be more a part of
- * Useful and make difference
- Invited and/or appointed
- Didn't know better
- Hired as a special worker
- Keep group alive
- **** Sponsor direction
- Another member railroaded me
- Ego and grandiosity
- Afraid of using
- * Sense of responsibility
- * Participation
- Stick with the winners
- ** Attraction
- * No one else to do
- * Commitment

Why continue to be of service

- Love / rewards
- Make a difference
- * Recovery security
- Love help realize a vision
- Love for fellowship and program
- Liked it
- Feel responsible
- Part of recovery
- * Give back
- * Good for me

- 
- *Ego
 - *Being helpful
 - Spiritual group

The subsequent technique practiced focused the groups on the importance of strong leadership as a cornerstone for realizing the vision of NA. Groups explored the possible ways to identify qualified leader for all levels of the service structure (region, area, and world). Groups then directed to prioritize and evaluate the best options. Jim also mentioned the importance of particular word usage and the facilitator must always be conscience of possible interpretations. Focus on mega issue areas being identified for topics, prioritize where the group wants to go, demonstrate the progress of discussions so group feels energized and sees movement of discussion. Also noted; Nominal groups facilitation process is great for strong opinionated discussion – this method allows for all perspectives to have equal weight.


The following ideas noted on post-its. Groups identified agreed upon ideas then passed post-its to other tables within a time frame to add or agree.

“How can we identify potential leaders for all levels of service? What is common about our experience? What are some of the key differences in our experience? What is it we learn or can conclude about the NA leadership development system from our experience?”

- Willingness to learn service structure
- Asks lots of questions
- Watch peoples progress/look for those with leadership qualities
- Ask participants what positions they're interested in (interview)
- Make criteria available for everyone to know
- **Nominating committee
- Demonstrate recovery principles in their life
- *Create task driving talents (look for talent that has skills for task)
- *Plays well with others
- *Resumes
- *Willingness to travel
- *Prepared, well read, understand service structure
- *Work as a volunteer for WSO for a period of time
- Interview
- Peer referral
- Proven

Area

- Interview
- Group leaders with a proven track record
- Wiliness
- Skills demonstrated
- Past successes recorded

- 
- Give management and observes and evaluate
 - Passion-leading to mentoring application of ?
 - Identify shining star
 - Develop formal process/scouting/evaluation
 - Demonstrate recovery
 - Principles in their life
 - Integrity

Region

- Ability and willingness to travel
- Outstanding service at area
- Good communication skills
- Clean time requirement
- Service resume at area level
- Who volunteers without a title
- Consistent participation
- Demonstrates understanding of service structure
- Create a platform for finding out/opportunities

World

- Proven track record
- Interviews
- Peer group referral
- Provide an opportunity to demonstrate skills
- Shining stars at worldwide workshops, fellowship development trips, conference, world convention
- Area, regional service experience performance

Common thoughts on the differences in how potential leaders are identified

- Peer referral at regional and world level (not area)
- Opportunity for personal observation
- Smaller opportunity area-region-world)
- Informal-formal (area-region-world)

Jim informed everyone that the rest of the day will be spent with everyone focusing on practicing some of the facilitation techniques learned during the morning portion of training.

Facilitators will select the technique. Information should be gathered in ways that everyone will care about. Ideas need to be captured and framed, shake up perceptions, tie common thoughts together, extend thoughts through. Things to remember when facilitating sessions after a lunch break: sessions should have shorter introductions, no talking heads, participants should probably move around, sessions should involved energizing participants. Brainstorming is something a facilitator would not



engage the group in if they see participants are tired.

Who's Missing from our Meetings and Strong Homegroups? Group identified the 'out' table meaning not a part of the other member's s, identified as the 'in's'. The 'outs' are the members that are missing from our meetings. Members of from the 'in' are to consider who is missing from their community and respond to the following questions: 1) what does it mean to be 'in', 2) how do you feel toward those who are 'out', 3) how might you attract the 'outs'.


The 'outs' are to consider 1) how does it feel to be out, 2) how do you feel towards those who are in, and 3) what might attract you to become an 'in' member? Based on the results of the groups -- identify and define some of the key issues to address to make progress on this topic.

Post-its -group asked to note ideas, then post-its will be passed to next table to either add or star (*) an item already written.

Groups are to share about their home groups and experience with homegroups over the years. This session asks that everyone take a closer look at what is already occurring. Everyone will keep in mind that everyone in the room may not have a home group or even fully understand what a home group is but each should know when a meeting "feels" welcoming and safe or better than other meetings. Groups will discuss, benefits of a strong homegroup, develop a strong homegroup profile, challenges that must be overcome to be more effective. Common ideas should be identified and prioritized so that they can be addressed at a later time.

What are the benefits of a strong homegroup?

- Consistency
- Being at home
- Safety zone
- Atmosphere of recovery
- Unification
- Togetherness
- Welcome
- *Link to entire fellowship
- Self supporting
- Pride
- Strategies to welcome newcomers
- Strong interpersonal relationship
- Accountability
- Adds/includes structure
- Positive public image
- Develop listening and communication skills
- Reliability
- Place to learn recovery and service
- Good role model
- Learn principles of generosity

- 
- Built in peer network
 - Effectiveness in carrying the message
 - Acceptance
 - Good chair leaders
 - Fearing of ? of us being together
 - Leadership cultivation
 - *Attraction

Challenges homegroup must overcome to be more effective

- Content of discussion
- Business meetings not organized
- Lack of organization
- Cliques
- Freedom to come and go during meetings
- Member personality
- Changes (rotation) with group leadership
- Disruptive behaviors i.e. Childcare
- Addiction
- Finances
- Loss of Facility (public image – public relations)
- Lack of adequate training for leading meeting
- Influx of newcomers (treatment/ drug courts)
- Apathy
- Lack of trusted servants
- Retaining older members
- Unity with other groups
- Attracting diversity (membership)

What do strong homegroups do?

- Provide atmosphere of recovery
- Let members get to know each other
- Encourage new members to attend business meetings
- Service commitments are filled
- Strong NA message
- Stable home group members
- Broad range of clean time participation
- Diverse

- Contribute to common welfare of area including financials, and lend credibility for NA
 - Respect
 - Span of recovery
 - Stability / consistency
 - Friendly / welcoming
 - Sticks to format /reliable
 - Effective communication
 - Supports NA as a whole
 - Supports to area in terms of money and spirit support
 - Self-support
- Common concepts: Attraction (maintaining), adequate training, personalities (disrupt. Behavior apathy)

Thursday 19 October

Present: Arne Hassel-Gren, Craig Robertson, Franney Jardine, Jim Buerer, Mark Hersh, Mary Banner, Michael Cox, Paul Craig, Piet de Boer, Ron Blake, Ron Hofius, Ron Miller, Tonia Nikolinakou. Tom M still ill and Mukam arrive Friday.

Staff: Becky Meyer, Anthony Edmondson, Elaine Wickham.

Action Group

Ron M lead an action group focused on "what has your experience been as a team player? What vision do you have about applying to this board." Everyone reminded of the limited time because of the full agenda for the rest of the week and asked to share five minutes or less.

Board Resources

WB Values and Ground rule

Discuss and approve revisions for the cycle

The goal was to have a statement that simply states who we are and how the board sees selves. Red text is what has been revised and or added

Vision for World Board Operation

Remove the word *both* from the first sentence.

Suggestion to change the fourth sentence *Through inspiring others, we provide leadership...* to read *We aspire to the highest spiritual principles and values of NA* either by tacking on or adding another sentence. This will help bridge the thoughts. *Through inspiring others, we provide leadership to the Fellowship... and through inspiring others...we provide leadership*

Staff will work in Michael's point regarding the concept of *aspiring to our spiritual values*.

Development needs of the current World Board:

- No input or objections noted for this section.

Draft World Board Operating Values Concepts

The reviewing group for this draft explained why they thought to incorporate some of the values and

Craig wants to make sure all board members do not expect to be assigned. Not all board members are given an assignment.

- Third bullet – communicate recommendations and reasoning individually.
- There were no objections to the documents with above amendments and input. Staff will update with changes and send back out to board.
- The board asked if they understand that the EC is the Personnel Committee and not the Board. There were no objections to this statement.

Craig asked Ron H, Arne and Ron B how they felt this review and input process worked for them. They responded feeling it was difficult and would like to see it work differently, possibly via email then perhaps meet during a board meeting.

Anthony asked if it would be better to have an online meeting or something like that. It was suggested to do a conference call also. Ron explained that part of the problem was his time and ability to put enough time into this project.

Key Result Area: Resources

Financial Update and Corporate

Approve PR Handbook for distribution

Everyone asked if there were any objections to adding the PR Handbook to NAWS inventory, priced at \$5.00, will also be available on www.na.org with the ability to be downloaded for free.

- Piet not objecting to moving forward with production of the PR Handbook however suggests that in the future the font used in the handbook not be used as it's difficult to read.

There were no objections to getting out a version that is in the middle of the one in the CAR and this one. Like changing headers and italics and boxes will try a simpler font. There were also no objections to Craig being the final signoff on the handbook.

Approve Area Planning Tool for distribution

This document is formatted just as the PR Handbook. Area Planning Tool and is an addendum to the PR Handbook will be posted on the web at no cost. Other than changing the font like the PR Handbook there were no objections from the board to proceeding forward with making the APT available to the fellowship. There were also no objections to Craig being the final signoff.

Everyone encouraged visiting the website becoming familiar with resource material and information posted to be better prepared to respond to fellowship questions.

Conference Participant bulletin board


Participants of the New Orleans Worldwide Workshop questioned Becky and Craig about how decisions are made on what ends up on the site, what are the parameters and who/how is site checked. Workshop participants informed that there no one has the ability to upload instantaneously.

A note was made regarding the possibility of issue discussion topics being a part of the bulletin board as well as the Basic Text. The board encouraged to visit the bulletin board and engaging in discussions.

Past Conference Participants participating on the Bulletin Board

An eblast asking current conference participants to vote yes or no to allowing former conference participants to ability to participate on the board sent, except for one, all responded yes.

SUMMARY OF DECISIONS



Operating Values and Role of the Executive Committee

The agreed upon and reworked draft will be sent to the board for review and input.

PR Handbook

The handbook will be made available to the fellowship, added to NAWS inventory and priced at \$5.00 with the ability to download for free after final signoff from Craig.

Area Planning Tool

Area Planning Tool will be made available to the fellowship after final signoff from Craig

Conference Participant Bulletin Board and the participation of past Conference

Past (2000-2005) conference participants will have access to the conference participant bulletin board.

World Pool Nomination Form

The Executive Committee will work with the HRP to create a world pool information form for choosing workgroup members.

Basic Text

Input on addition personal story gaps provided but not necessarily a consensus to identify as a priority, except for a story to counteract the medication story. Copy edits and additional input on stories to cut, on preface and Introduction...are to be sent to Travis.

Talking Points – Basic Text and RD Training

Updated Talking points will be forwarded to the world board. Discussion will be framed on the Basic Text and RD Training.

Production Items – Posters and Pocket Sized texts

Poster set priced at \$18.00, mini *Just for Today* \$8.00, mini *It Works, How and Why* \$8.00 and the mini Basic Text either \$10.00 or \$11.00. The board will receive PDF electronic copies of the poster set and Craig will be the final signoff.

Insurance Bulletin

After board input incorporated the Executive Committee will be the final signoff.

Corporate Record and Legal Update

August World Board Minutes approved.

2006 Audit report affirmed.

Piet DB assigned to the Translations Evaluation Workgroup.

Review of items by email – sign off by the board

Everyone agreed to reviewing and approving items via email.

Filipino LWB Stories

Conceptual issues regarding the following to be address by the Local Translation Committee before approving for publication

– Drugs and alcohol, powerless over drugs, drinking and drugging, clean and sober, etc. other concerns are – the heavy Shabu references, mentioning dealing drugs for the police, *An NA Story* seems way too full of drugs references, more about treatment than NA, etc for input to the LTC but not as something they “have” to fix. This information will be forwarded.

challenge in the future will be to talk about some of these issues. Until we do, however, is there really any lack of USA representation at the conference? These new, small regions have populations whose voice is already heard at the conference. As we move toward a more discussion-based conference, it seems easy for these regions to come together to participate in the discussions. We are sure this will be an interesting conversation.

Service Material Approval

In the process of compiling the *Public Relations Handbook* and the Public Relations Strategy, we've also had to look more closely at the policy for approving new service material. The current policy describes how service resources are to be approved, based on how those resources are distributed. This seems like an unwieldy, confusing way to develop and distribute materials for the fellowship—and even more so when you want to update these materials in response to members' needs.

We agree that materials that define NA philosophy or the service structure need either fellowship or conference approval, based on the nature of a given piece. The review-and-approval process should be outlined in the project plan that the conference considers and approves. That was one of the reasons why we outlined the process for fellowship review and conference approval in the *PR Handbook*. The early chapters of the handbook talk about how we implement the principles laid out in many of our traditions.

There are many other pieces of service material that are simply resources. NA communities that choose to translate them should make any adaptations to such pieces that seem appropriate to their needs. We say, "Take what you can use, and leave the rest." Much of this material is developed by the office or compiled from resources that

we receive from the fellowship. Such things as form letters, sample guidelines, and inventory material have been routinely distributed by the office for years.

The problem comes when we want to include that kind of material in a conference-approved handbook, primarily so that it can be more accessible to the fellowship. Should this material require a minimum two-year process for updating or revision? If so, can we include "pending conference approval" material in a conference-approved item? Can the material be revised more than once in a conference cycle, if that seems helpful to those using the material? Can "pending conference approval" material be posted to the Web and or listed for sale in the WSO inventory?

All of the addenda proposed in the *PR Handbook*, for example, would be more useful if they could be updated as the need for new information about technology and tools changes. We have included several items in the Conference Approval Track for a 90-day review: a Public Relations Statement, the *PR Handbook*, a preface and conclusion for the handbook, and the Area Planning Tool. The Area Planning Tool is a perfect example of the kind of material that isn't well served by the current policy. We would like to distribute the Area Planning Tool in a variety of ways, one being in the *PR Handbook*. It is also our expectation that as the fellowship uses a resource like this, we will get feedback about how to improve it. Does it make sense to wait for WSC 2008 to approve such material, and then wait until the following conference to revise it? This is not material that we see needing a project plan or a workgroup, simply fellowship review and then revision. There is need in the fellowship to create tools that can be easily updated and distributed in a variety of ways.

The long list of addenda items in the *PR Handbook* also draws attention to the way

we approve service material. We released the last four chapters of the *PR Handbook* with the mailing of this report. They have been out for a ninety-day review, but not for a ninety-day approval period. These chapters contain material that should be updated regularly. We did not send those chapters out as a way of forcing the conference to do anything, but to provide an example of the problem we have discovered with this policy. We hope to spend some time discussing how the conference wants to approve material like this. We also hope to update the PSAs and create new shorter videos in the next conference cycle, provided we can first clarify our approval procedures.

Projects and Workgroups

Public Relations Strategy Project

Although there is nothing formal for the conference to consider with this project, it had a great impact on what we are proposing in the *PR Handbook* implementation, our Strategic Plan for 2006-2008, the projects we have proposed, and the ongoing work of public relations at NA World Services. We have repeatedly learned that our work is only as good as the foundation upon which it is built. We want to thank the workgroup for providing us with a strong foundation for our future work in this area.

Public Relations Handbook Project

This workgroup held its tenth and final meeting on 17–18 March. We spent this final meeting factoring fellowship input into chapters 10 through 13. As we have reported throughout the 2004-2006 conference cycle,

Public Relations Strategy

Purpose and scope of the project:

This project aims to both create a public relations strategy and, with that strategy as a foundation, begin impacting the development of new PR tools.

Using past experience and the information gathered through the PR Roundtables, develop a public relations strategy that allows us to:

- ◆ Help the still-suffering addict find the NA program
- ◆ Develop and present a positive public image
- ◆ Cultivate and maintain cooperative relationships with professionals
- ◆ Clarify the role of NA as a resource in the community
- ◆ Ensure that our public relations activities are in keeping with the principles of our Twelve Traditions
- ◆ Coordinate the focus and approach of NA's PR efforts
- ◆ Assess perceptions of Narcotics Anonymous
- ◆ Evaluate the effectiveness of our PR activities

The strategy will be used to evaluate current tools and identify which new tools are needed. New tools should reflect the importance of a common approach to PR and the interdependence of all parts of the fellowship to make these types of efforts a success. This will have some overlap with the PI/PR Handbook proposed in the Service Handbooks project. These tools may include, among other things, materials for:

- ◆ Orientation of trusted servants and staff
- ◆ Training and coordination within the fellowship
- ◆ Community/professional events
- ◆ Multimedia information (Internet, PSAs, written material, etc.)
- ◆ Quality presentations, adaptable to a variety of audiences
- ◆ Periodic collection of data

The approval process for some of these items may vary. The World Board approves any bulletins that are developed. Some material may require conference approval. If conference-approval material is available for distribution well ahead of WSC 2006, the material could be released early, clearly distinguished as "Pending Conference Approval" and identified with a unique header and color. We plan to present the PR Strategy to the conference for approval since this document would outline a long-term strategy for these efforts.

the *Public Relations Handbook* appears to be a helpful resource to members in our fellowship. Members have written to us saying that they are already finding practical applications in their local service bodies. It is gratifying to hear that members seem to find

this handbook helpful in their efforts to further carry NA's message of recovery.

We believe this handbook reflects the global service experience of our members. Besides the widespread distribution of the material during the review and input phases, we had a workgroup with varied experience. Their experience, along with the members who contributed input, seems to reflect our current best practices in providing these services. As long as our principles guide us, we will continue to carry our message of recovery farther by building and maintaining relationships with those whose goals are to help addicts.

PR Handbook Distribution

We distributed 1,109 review packets to conference participants, areas and regions, current workgroup members, former workgroup members, and former world board members. A total of 610 members signed up to receive the material electronically. There was some duplication between those who received written material and with those who signed up for the electronic version.

Review and Input Facts

We received 139 pieces of input. The input came from geographically diverse sources, with submissions coming from the USA, Canada, New Zealand, Turkey, Germany, South Africa, Iran, Australia, Portugal, and the United Kingdom. Since we sent the material to our members in three phases for the 90-day review and input period, the following is a percentage breakdown for each phase:

	Chapters 1-4	Chapters 5-9	Chapters 10-13
Individuals	49%	36%	47%
ASCs	43%	53%	40%
RSCs	6%	11%	13%
Groups	2%		

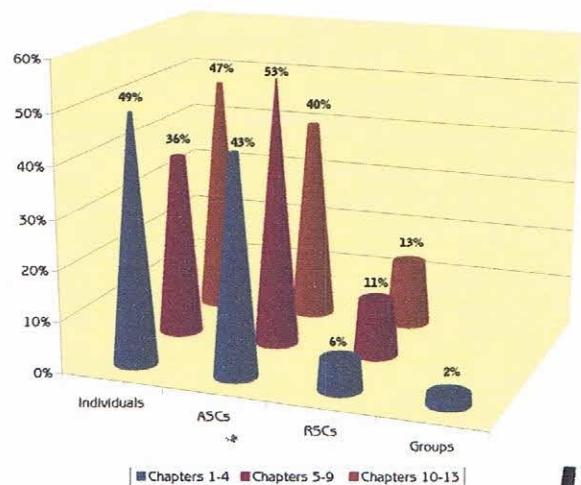
Service Handbook

Purpose and scope of the project:

The first handbook that we feel obligated to address is a new draft of the *PI Handbook*. As we reported previously, we believe that a new draft should be created using all available material as a resource, including the current *PI Handbook* and the draft created before 1998. We are committed to completing work on minimally a *PI Handbook* during this cycle. Our vision of what would best serve the fellowship, however, would be something with an even broader scope, a *Public Relations Handbook*, that would cover all of the external focuses of our service committees—public information, hospital and institutions, websites, phone lines, etc. We plan to have a discussion with the conference about which focus for a handbook will best serve the needs of our fellowship.

Although this is our top priority, we are very aware of many problems with our other existing handbook material. Although we do not believe that we will be able to complete the work in this conference cycle, we would like the conference's support to create a new handbook for *Events and Literature Distribution* since the existing handbooks were primarily created in the late 80s. We would like to create new material for all of the areas currently covered by all of the existing handbooks, including *A Guide to Local Services in NA*, as well as developing basics for smaller or newer NA communities. With approval from the conference, we can begin work on some of these materials if resources become available.

This was the project plan approved at WSC 2004 for the PR Handbook and its review and approval process.

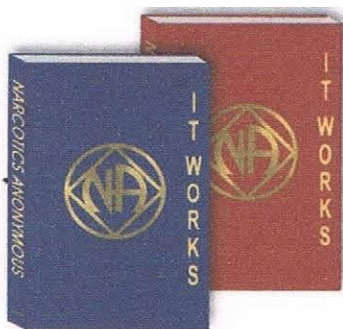


March 2006 Conference Report

The results of all work will be communicated regularly and ultimately presented to WSC 2006. All handbooks will be presented to the conference for approval. In keeping with conference policy, if this material is available for distribution well ahead of WSC 2006, the material could be released early, clearly distinguished as "Pending Conference Approval" and identified with a unique header and color. Because it has been so long since NA World Services has developed a new handbook, we plan to create a ninety-day review-and-input period for the PI/PR material as well as any other handbooks that may be created. The entire handbook may be sent out for review at once, or we may send pieces as they are drafted. The review-and-input material would be distributed to all delegates, and it would also be available to any NA member or local committee who requested it. We will clearly communicate the timeframes and review periods as the project is developed.

Basic Text Project

Work on the Basic Text project is humming right along. In fact, as this report was being written, we were preparing for a workgroup meeting at the end of March, and we have another meeting already scheduled for several weeks after the conference. You have probably read that we have moved from the



collection phase of the project to the evaluation phase. The workgroup has been extremely busy reading and reviewing submissions. We are not turning away submissions that we receive now, but we cannot promise that they will receive the

same level of attention as submissions sent in before the deadline.

Where we are now: filling gaps

While we are evaluating the material, we are also beginning to put together the draft of the text. Over the next six months, we will edit and compile what we have and organize the material. We will also write a new preface to the book, an introduction to the personal-experience section, and short summaries to appear at the beginning of each story.

Alongside those writing, editing, and organizing tasks, we may also continue to solicit selected experience to fill gaps we have identified in the material we have already received. We began the project with a sense of some of the experience we wanted to include in the book and, for the most part, we have been pleased that members have sent us what we were looking for. Our desire to put together an international collection of personal stories that truly reflects our diversity, both in terms of demographics and lived experience, is becoming a reality. Nonetheless, as we get a better sense of the collection of experience as a whole, we may still need to actively seek experience from members in some parts of the world, for example, or from addicts who got clean in high-risk environments like prison, or from members who are isolated in some way (rural recovery, for instance). If there are experiences or demographics you feel we should make an extra effort to include, the conference is a good opportunity to let us know.

Some of the demographics and experience we have highlighted from the beginning of the project as important to include are things such as:

- ❖ International experience
- ❖ Rural recovery
- ❖ Isolated in recovery
- ❖ Cultural and demographic diversity