

ABA Literature & Outreach Committee

Board meeting report

Date: 11 April 2021	Report by: Lou
Chair: Lou	Committee members: Lou, Kim, Hayley - Kheri, Judy, Tera as helpers

On Demand Printing Recommendation

The literature Committee recommends going ahead with the On Demand company Lulu for printing/selling/shipping the second edition of the ABA book and potentially the eBook in the future.

We would recommend an “affordable” price specially for the soft cover to carry the message of recovery : recommended price about CAD \$17 (details p.2)

1. Update on Print on Demand (PoD)

The trial with Lulu on Demand went well and people have received their books. Overall, everyone recommended going ahead with selling the book on Lulu Still waiting for feedback from Myra.

The trial involved 5 people from 5 countries (in addition to Lou who had ordered a copy):

Name	Country	Ordered	Would recommend Lulu overall?
Amy	Canada	Hard and soft copy	Yes
Hayley	England	Hard and soft copy	Yes
Kim	Australia	Hard and soft copy	Yes
Tash	New Zealand	Hard and soft copy	Yes
Myra	US	Hard and soft copy	Pending

Feedback:

Area	Positive Feed back	Areas of improvement
Quality of the book	Very positive feedback for both hard cover and soft cover	
Ordering on the website	Overall positive feedback: easy to order online	Currency (1)
Shipment:	overall good (1-2 weeks world-wide), faster than via ABA in most cases	<ul style="list-style-type: none">• Slow / cheaper shipment can take 4-5 weeks (same as ordering through Canada)• Myra had issues ordering to MA...? (2)
Customer Service		Can be slow... but they did get back to me with solutions
Payment via PayPal	Good. Paid monthly on time via PayPal	

(1) When checking out as a “guest” the currency charged did not match the country (lulu has 5 currencies: CAD, US, Euro, English Pound and AUD) in particular Canada and New Zealand. Issue can be fixed by “registering as a customer”

(2) Myra had issues ordering to Massachusetts, which was strange as the book was successfully shipped around the world...

Recommendation

The Literature Committee recommends going ahead selling the ABA book using Lulu.

We would recommend selling the book at an affordable rate (specially the soft cover), allowing the message to be carried (as per other fellowships).

In CAD	Soft Cover	Hard Cover
Upfront	\$0	\$0
Cost of Printing	\$14	CAD \$26
Lulu's fee (included in above)	About 0.59c	About 0.87c
Proposed Sale Price	\$17	\$32
Profit per book	\$2.44	\$5.13
International Shipping	About \$7	About \$10 (slow shipment)

2. eBook

Lou has started formatting the 2nd edition towards getting an eBook ready. Tera is assessing if she might be able to help.

Our goal is to have the 2nd edition available by the end of 2021.

It could also be sold via Lulu

3. Literature Committee Members

We are pleased to welcome new members, both full and “part time” :

- Kim from Australia has 4 years sobriety and experience in editing documents, sponsoring people and knowledge of the literature
- Hayley from England is very willing to assist and is a very dedicated organised member
- Kheri T and Judy K both come with extensive experience in ABA and other 12 steps fellowships and are willing to help where they can, in particular with the ABA Concepts
- Tamara O is willing to help with editing documents and the eBook conversion

4. Meditation Book

We have started reviewing some recent entries and asked Shahin for old entries.

So far there are not overall many submissions.

We will look into possibly doing a “weekly meditation book” (rather than daily): 52 submissions deeded rather than over 350.

Will look into “restarting” the process, advertising and adding more submissions onto the website

5. ABA Concepts

- A draft of the ABA concepts was prepared a few years ago based on the Alonon concepts.
- Kheri and Judy are working on reviewing this one-page document.