

Marketing and Public Relations

Distributing NA literature and other products to as wide a base as possible puts us in a win/win situation. Our primary purpose and public relations efforts are being served when as many addicts and non-addicts as possible see our message, and the funds generated by widely distributing our literature helps us grow and continue to fund our services, reaching out to the addict who still suffers. Our Marketing Team has continued its efforts this year to further develop and expand our customer base throughout the treatment and correctional marketplaces.

In 2001-02 we attended and exhibited at the summer American Correctional Association conferences. The summer 2002 ACA was held 13-16 August in Philadelphia, Pennsylvania, USA. This event was well attended and we continued to nurture our relationships with existing institutional customers, as well as developing new ones. You will notice that we did not attend the winter ACA conference this year. We have determined that our impact on the ACA can be maintained by attending only the summer conference, since it is the larger of the two annual events held by the ACA.

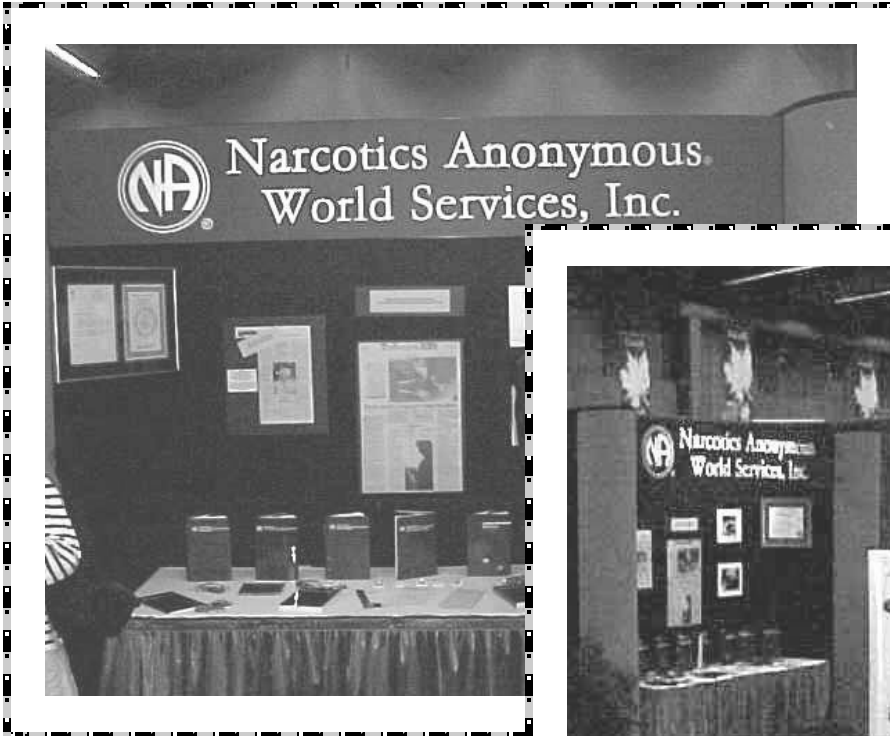
This year we had a series of meetings and exhibited at major drug-court conferences. We met in December 2001 with leadership from both the Drug Court Policy Office and the National Drug Court Institute in Alexandria, Virginia, USA. The conferences attended were the National Association of Drug Court Professionals—Family and Juvenile Court Conference that was held in April 2002 in Reno, Nevada, USA, and the National Association of Drug Court Professionals—Adult Court Conference held in Washington, DC, USA in June 2002.

We again attended the Southeast Conference on Alcoholism and Drug Addiction in Atlanta, Georgia, USA in December 2001. This is always a large conference, and this year was no exception. We maintained a double-wide booth, and members of the PI community from within the Southeast Zonal Forum joined the NAWS Marketing Team to staff the booth, with NAWS handling the national and international requests and the PI members handling local, regional, and zonal issues.

We plan to continue to cultivate new avenues to use in informing the correctional, treatment, and drug-court professionals about our literature and products. We continue considering various packaging formats that will benefit the treatment and correctional professional. We have developed two distinctly different product update mailers for both of these markets.

Over the past year our correctional sales of literature have continued to increase. We have also seen some upward movement in our sales to substance abuse treatment providers, and we anticipate that this field will continue to grow on a steep curve. We now believe that we can probably look forward to increased sales to the corrections, treatment, and drug-court sectors each year for the foreseeable future. We believe that the market share being generated in the drug-court sector is growing. We have learned that once the treatment, correctional, and drug-court professionals become aware that they can buy Narcotics Anonymous literature straight from the WSO, they do so.

Of course, the value of these relationships to NA World Services is two-fold. Certainly we want to market and sell our literature. This is the way that we fund our services. However, of equal importance is the fact that, as a result of selling this literature to these agencies that have huge numbers of suffering addicts as clientele, it is an incredibly efficient way to get the word of NA recovery to the still-suffering addict. We have increased the total of our treatment and corrections database again in this fiscal year for this reason. Our increased presence in these markets has also helped us identify trends in the market, such as the continuing growth in the drug-court movement.



NAWS display booth at the World Forum on Drugs and Dependencies.

We plan to continue to attend and exhibit at the two national correctional conferences referred to above as well the substance-abuse treatment conferences we have attended to date and the two annual National Association of Drug Court Professionals conferences. We believe that these venues will continue to prove successful, and we believe that they are a vital component to the overall success of our marketing program. As larger USA states like Texas and California have already done, smaller USA state systems are beginning to implement treatment programs within their correctional systems. These smaller programs will probably experience some growth for the next few years. The mandated drug-court systems throughout the country are expanding rapidly. The National Association of Drug Court Professionals is projecting that by the year 2005 there will be over 2,500 drug courts up and running in the USA alone. We will continue to target all of the treatment and correctional sectors we can identify, and we look forward to all of the additional marketing challenges with which we may be faced in the future as we continue to recognize the amazing concentration of still-using addicts that these agencies serve, so that those addicts might become aware that there is an alternative life available to them if they have a desire to stop using.

Marketing & Public Relations Events/Trips

During this year we attended no fewer than twelve events in our corrections marketing and public relations efforts. Participants in these trips have included Bob Stewart, our Public Relations/Marketing Director; Freddie Aquino, an NAWS staff member; a number of World Pool and World Board members; and Assistant Executive Director Becky Meyer. The events we attended this year covered a wide variety of organizational entities and geographical locations. In pursuit of our primary purpose, it is our intent to spread NA literature and the word of recovery in Narcotics Anonymous as far afield as possible.

During fiscal year 2001-2002, we attended the following events in this regard:

**AA General Service Office (one day)
Summer Conference ACA
11-16 August 2001**

Location: New York, New York and Philadelphia, Pennsylvania

Travel Team: Bob Stewart, Freddie Aquino, NAWS staff

The team made a one-day courtesy visit to the GSO in New York City where they met with their counterparts at that office. That group included the coordinators for the CPC, PI and Institutional desks. This proved to be a positive trip that ensured open lines of communication for ongoing work together in the spirit of cooperation.

This day at the GSO was followed by a drive to Philadelphia to attend the ACA summer conference. The marketing plan that's in place is a component of the long-range business plan, which calls for our continued presence and sales marketing in the institutional market place. By attending ACA this year we continued to enhance our profile at what remains the largest correctional gathering in the world. Between 4,000 and 5,000 people attended this year's conference. Our exhibiting presence at this summer's event helped to showcase the viability of our

products to correctional substance-abuse treatment administrators and directors attending this event from all over the world. This event continues to be the cornerstone of our marketing development in the correctional arena.

**National Institute of Corrections Video
Conference
27-29 August 2001**

Location: Long Beach, California

Travel Team: Craig Robertson, World Board; Freddie Aquino, NAWS staff

The reason for this trip was continued involvement with this effort by corrections professionals who deal with addicts. This event turned out to be much larger than we had anticipated. At previous National Institute of Corrections video conferences there were up to 30,000 people in the video audience. This particular conference included six panelists: two were Class A members of AA's General Service Board, three panelists were from the corrections field, and the sixth panelist was World Board member Craig Robertson representing Narcotics Anonymous. Each panelist was given a topic to discuss for five minutes. Questions were then asked that would ultimately lead to the next panelist presentation. Freddie Aquino served as a consultant to assist with the broadcast, and then answer telephones during the call-in portion of the conference. The largest segments of the audience were in Canada and the United States, but the feed was piped in to sites in the Caribbean as well.



Marketing & Public Relations Events/Trips

AA General Service Office 21 April 2002

Location: New York, New York

Travel Team: Jane Nickels, World Board; Becky Meyer, Bob Stewart, NAWS staff

This trip was in response to an invitation from the AA General Service Office to attend the opening dinner for AA's 52nd General Service Conference. This was a gesture on the part of Alcoholics Anonymous to include NAWS as one of their cooperative friends. During this trip Becky also renewed her credentials at the United Nations.

American Society of Addiction Medicine Conference 25-28 April 2002

Location: Atlanta, Georgia

Travel Team: Bob MacFarlane, World Pool; Bob Stewart; Freddie Aquino, NAWS staff

Our exhibiting presence at this conference helps to continue to showcase the viability of our products to the addiction--treatment administrators and directors attending this event.

National Association of Drug Court Professionals 12-15 June 2002

Location: Washington, DC, USA

Travel Team: Bob Stewart, Freddie Aquino, NAWS staff

This was the fourth time we have exhibited at this event. We were part of a joint fellowship mini-plenary session on cooperation with national fellowships. Two members of the AA GSO staff and the chair of the Cocaine Anonymous World Board of Directors joined us on the panel. This mini-plenary session was the outgrowth of our meeting earlier in 2001 at NADCP/NDCI's headquarters in Alexandria, Virginia, USA, held jointly with the members of AA General Service Office staff to brainstorm ideas on how to develop a better relationship with the drug-court movement.

