

Uses and Abuses of the A.A. Symbols

Editor's note—Last year a member of District 04 C.N.C.A. introduced the following motion:

"As a result of General Service Office's enforcement of the AA policy restricting the use of AA's registered trademarks and logos, anniversary medallions with the circle and triangle logo are no longer available for our members. It is the feeling of our membership that the medallions with AA's logo are an important part of our celebration of sobriety. Therefore, we move that the General Service Office take whatever steps are nec-

Monterey to Host Council in March—Our First Since 1988

N.C.C.A.A. will return to Monterey on March 27, 28 and 29 for the 45th Annual Spring Conference. Host Committee chairman Jerry McD. and his crew have been hard at work planning for a super conference, our first in their town since 1988.

Plans call for Johnny H. of Long Beach to be the Friday night speaker and return to the podium on Saturday afternoon to speak on the 12 Traditions at the General Service Speaker Meeting. Lillian T. of Bellflower, California will speak to the Young People on Saturday afternoon and Barney M., from Orange, California will hold our attention Saturday night,

Verified occupancy of 500 Hotel or Motel Rooms in the Monterey Area will get us the Convention Center At No Cost! Tell Your Friends!

Please Mention N.C.C.A.A. When Registering at Your Favorite Hotel starting at 8:30. A dance will follow the drawing for the raffle prizes. Get your raffle tickets early so you don't miss out on these wonderful prizes.

(See MONTEREY, Page Two)

Santa Rosa Plans Summer Meeting In Late June 1992

Santa Rosa is busy preparing for the 45th Annual Summer Conference on June 26, 27, 28, 1992. The conference will be held at the El Rancho Tropicana Hotel in Santa Rosa.

Committees have been formed and chairpeople have been reporting to the Steering Committee Meeting each month since October. If you need information regarding hotels, transportation, etc., please contact Shelby A. or Terry D. (Outreach Chairs) at (707) 573-8194. Pre-registration is encouraged and flyers will be available following the Monterey convention. Hope to see you in June of '92!

> Submitted by SHELBE A., Santa Rosa, CA

essary to make medallions with the circle and triangle available to AA membership."

The topic of medallions was discussed as part of a workshop at the C.N.C.A. Fall Assembly and will be voted on at the Spring Assembly. It seems to be a timely topic, so it has been included in the GOOD NEWS.

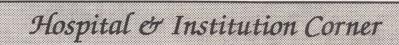
Over the past 35 years, our registered trademarks and logos have gained immediate recognition as symbols of Alcoholics Anonymous—a mixed blessing, it turns out, as increasing numbers of businesses have sought to imprint the logos on everything from mugs to medallions.

In 1988, after receiving numerous expressions from concerned A.A. members, the A.A. World Services, Inc. Board decided to implement a policy to protect the marks against unauthorized use. To have failed to do so would have resulted in a loss of our rights to them altogether. While this policy has received the strong support of many A.A.s, and was approved by the General Service Conference for inclusion in The A.A. Service Manual, it also has provoked confusion and controversy amoung some members. Following are several of the questions they have been asking, along with clarifying answers:

Q: What are the logos and trademarks registered by A.A.? What is the philosophy governing their use?

A: There are several registered trademarks which belong to and symbolize A.A. They are: Alcoholics Anonymous, A.A., The Big Book, Box 4-5-9 and the logo, formed by a circle enclosing a triangle, which was

(See A.A. Logos, Page Six)



(Sorry, No Report from H & I Submitted this month)

My Kind of Odds

Just what does it mean when they say we've had a "dark night?" In the old days it may have meant that our favoritebar was closed for the evening due to alterations caused by a robbery or a brawl. Or maybe a dark night was when a power failure caused the TV to go off in the 4th quarter of the 49er - Ram game in our next-tofavorite bar.

Well now, in H & I a "dark night" takes on a new meaning. As I remember I found out just how important it was on Christmas Sunday morning when I took an AA meeting to Folsom Prison at 9 a.m. There were only two inmates waiting for us as it was visitation at the same time. One inmate saidtous, "We knew you guys would come," and then they looked at each other and the other man said, "At least we thought you'd come - we don't trust anyone in this place." Those two men had no one visiting them that Christmas day and, although there were only six of us there, it was one of the most memorable AA meetings I've ever been in.

Believe me, when that gate

GOOD NEWS Newsletter of the Northern California Council of Alcoholics Anonymous

Articles of interest to our readers are welcomed and may be mailed to the editor at:

Post Office Box 64090, Sunnyvale CA 94088-4090

Deadlines for Material

December 10 for January-February February 10 for March-April April 10 for May-June June 10 for July-August August 10 for September-October October 10 for November-December slammed shut and I was on the same side as my car was on, I was very grateful that I showed up when I said I would that day. I like to think those two inmates were glad when AA showed up too.

I've heard statistics (you know what we alkies do with statistics) that claim 85-90% of the men and women involved in H & I stay sober. I think that means those that go when they volunteer to go, but no matter, those are "My kind of odds."

Anonymous

Monterey Next ...

(From Page One) Sunday morning, Evelyn K. of LaMesa, Texas will close the conference.

Marathon Meetings, workshops and lots of fellowship are planned for the weekend.

Monterey has so many wonderful things to do and see that they are hard to list but among them is the really fine Aquarium and the nearby wharf with its many fine restaurants and things to see. Our problem is that we are so busy with the activities at the Conference that we seldom have time to sight-see, but I guess we could come early or stay late or both.

Pre-Registration will be appreciated, but try to do it early. Please also note the new address for S.F. Fellowship (The mailing address for N.C.C.A.A.)

Treasurer, N.C.C.A.A. 1540 Market Street

San Francisco, CA 94102

The address printed on the flyers is the old address and is wrong, as they have moved since the flyers were printed. Mail early and tell your friends. See you there!

From The Record

In addition to the Big Book, AA archives have preserved Bill's talks in other contexts. In 1944 he identified AA as "a synthetic concept . . . drawing on the resources of medicine, psychiatry, religion, and our own experiece of drinking and recovery." He reported that "we never need evangelize alcoholism. If still in their right minds they come back, once they have been well exposed to AA."

In 1949 he recalled the "three year season of trial and error eventuating in our textbook He remarked that "the 400 pages of 'Alcoholics Anonymous' contain no theory; they narrate experience only." He also declared as follows: "Alcoholics Anonymous is not a religious organization; there is no dogma. The one theological proposition is a 'Power greater than one's self.' Even this concept is forced on no one."

In 1958 he acknowledged that "the first taproot of AA hit paydirt. .. in a physician's (Dr. Carl Jung's) office." He went on to add that "Deflation at depth is today a cornerstone principle of AA. There in Dr. Jung's office it was first employed in our behalf." He revealed Dr. Silkworth's diagnosis that he, Bill, had been "the victim of a neurotic compulsion to drink that no amount of will power, education or treatment could check . . . the victim of a bodily derangement which might be in the nature of an allergy-a physical malfunction that virtually guaranteed brain damage, insanity or death." Bill went on to report how his deflation in depth became a foundation for recovery. There was of course the identity factor. He and his sponsor were fellow alcoholics. There was the factor of evidence. His sponsor's vitality promised the same for him. After all, they were victims of a common malady. As alcoholics they were alike. Moved (See FROM THE RECORD, Page 3)

GOOD NEWS

I'M VIKTOR FROM MOSCOW

I'm Viktor and I'm from a Moscow group called Moscow Beginners. I'm an alcoholic but I didn't realize I was sick with this incurable disease until I was given this understanding by the AA Programme.

I had been drinking for twentyseven years of my life, three times I was in treatment centers, in hospitals and visited a private doctor not less than a hundred times but after all those short periods of sobriety I came back to drinking and I drank a lot - it was a sort of thirst for drinking. I wanted to quit drinking but I couldn't and the benders of the last seven or eight years were very similar to one another - I could drink for four or five days about three or four times a month, but later on I drank round the clock.

I used to buy large quantities of liquor in stores so as not to have to go and buy it when I started drinking. I cut off my telephone, locked the door, didn't go out, only drank and slept. In those days I turned into an animal - I couldn't live without liquor. Alcohol became my master and I became its slave. I could do nothing about myself. I wanted to quit drinking, I gave myself vows, I took treatment but nothing helped.

I was very much afraid of our hospitals because they are terrible they have bars on the windows and they didn'thelpme. I was looking for a remedy to take, and to not want to drink any more.

I usually got prepared for the benders very thoroughly. I bought a

From The Record

(Continued from Page Two) by this, Bill turned to God, albeit with difficulty. In return, he was given the priceless gift of sobriety.

Frank B. (Napa, CA) (Direct quotes-above-were taken from *Three Talks To Medical Societies* By Bill W., with permission of AA World Services, Inc.) lot of liquor and I told my colleagues at the office that I would be off for a couple of days from work. After my drinking was finished I want in for sports and did it very intensively. I swam, I skied, I went biking, so I just got myself back into order and about three days later I usually felt alright. I got my appetite back and on the fourth day I was really able to smile. It was the first sign that I was finished with the bender. I tended to forget that only three days earlier I was dying of vodka.

I would go back to the store to buy liquor thinking that I was buying it not for myself. On the fifth day of my dry period I resumed drinking again. I drank for the next five days round the clock and the next day I used to lie in my bathroom, my arms around the lavatory and vow that I would never drink again. I had the same route when I drank in my apartment - bathroom, kitchen and bed. I became a slave to this triangle and I couldn't get out of it after getting my first drink; it lasted for about seven years.

They were terrible years of my life. I didn't get any pleasant emotions nor did I become more cheerful and I didn't get positive emotions from alcohol. I couldn't speak or write and I couldn't think. And if I had to go somewhere after my drinking I was afraid very much of the Underground. I was afraid to stay on the platform and wait for the train because I was afraid that I would jump onto the rails. That's why I always stood in the middle, between the platforms, and didn't look in the direction of where the trains came from. I would sit on a bench or just hold on to a pillar. I was afraid of crossing the street because I thought that even if it was only a car driving along the street it would run over me.

My last bender lasted for thirteen days and I ended up with the DTs.

After that I thought about AA, and the Programme that doesn't have either doctors or medication. This is such a gift. I was looking for it for the whole of my life but I didn't know that I could get hold of it so easily, and it's really easy. Because I was afraid of both doctors and of medications, I was afraid that I would resume my drinking.

Here, on the Programme, I am sober for three and a half years and I am not afraid of drink. Here I stay from drinking voluntarily but in the hospital I was forced to stay from drinking.

Thanks for this Programme. Viktor, Moscow, USSR (From SHARE, Stonebow House, Stonebow, York YO1 2NJ)

Now Is The Time To ...

Now is the time to celebrate our gratitude for the extraordinary gift which has been given us. Now is the time when we remember where we came from and how we got here. We reflect on the still suffering alcoholic who, but for the grace of God, could be you or me. But our gratitude extends even further than just being thankful for being sober.

We are grateful for the patience and understanding shown us when we walked through the doors. For we had exhausted those qualities in our families and friends-for we were people who were dying in body and soul.

We're grateful for the Twelve Steps that have served to guide us to a way of life we had never thought possible. From the Steps, we have learned new attitudes and alternatives which provide us with peace of mind and harmony between our inner selves and external conditions over which we have no control.

And we're grateful for the opportunity to carry the message to the fellow who's still practicing—for we cannot keep our sobriety unless we give it away.

MIRUS, Minneapolis, MN

PAGE FOUR

C.N.C.A. Delegates Report

The General Service Board met at the beginning of November and took care of the business we delegate to them (Concept VI...the chief the active initiative and responsibility...should be exercised by the Trustee members of the Conference...") The Trustees Conference Committee added several more items of business to the agendas of various Conference Committees. Final committee agendas won't be set until the February Board meeting. In some cases the items of business that are referred to committee are in the form of "Dis-." Actual recommencuss dations that will be brought before the Conference are not put into any final form until the committee meets at the General Service Conference in April. So as much as I'd like to present all of us with a tidy final agends now, what I have instead is a list of the few topics that are known to me so far.

1. Merit Pay: The Long-Range Planning Committee recommended to the Board that Merit Pay be retained as the proper method of compensation for all employees of A.A.W.S. Do you agree? I sent background information about this to D.C.M.C.'s with Greg M's letters of September 20 and November 23.

2. Membership Survey: Should the question about drug addiction be retained? We discussed this at the Summer Assembly.

3. Central Offices/Intergroups: Should further information about these vital service entities be added to the Service Manual?

4. Self-Support: What changes, if any, should be made in the pamphlet "Self-Supporting Through Our Own Contributions?" Last year CNCA seemed to agree that the pamphlet needed no change.

5. Medallions: Should medallions with the AA logo be made available? I'm only guessing that this will be on the Conference hope all our groups will discuss agenda. hope all our groups will discuss these questions although I expect

6. Moratorium on Literature: The Southern Minnesota Area Assembly has presented this motion to the Conference Literature Committee. They may consider it this year. The motion is "that a moratorium be put on all new literature and service pieces until all literature and service pieces come into conformity with each other and our singleness of purpose." Do you agree?

7. Reserve Fund: The Trustees Finance and Budgetary Committee has been asked to discuss the Reserve Fund, prudent reserve, self-support, and "the shortfall of group services supported by group contributions." I have no idea what recommendations might come from these discussions.

8. Workshop: D.C.M.C.'s have received the workshop questions on the Conference theme, "The A.A. Message in a Changing World." I hope all our groups will discuss these questions although I expect that only a very short time will be spent on them at the Pre-Conference Assembly at the General Service Conference. These questions could easily serve as the basis for a group inventory.

The acting General Manager of G.S.O. presented a report on litigation to the Long Range Planning Committee. Contact your D.C.M.C. or me for a copy of the report.

Our Trustee is interested in our feedback on two long-range subjects:

*the adequacy of our General Service Structure today and the ability of that structure to grow into the future

*the Concepts and their application to today's services. He'd love to hear from you.

My thanks to all of you who (See Delegates, Page Five)

A Friend of Bill W.

After being sober for a while, we sometimes tend to forget the tools that were given to help us so we could live a sober and happy life. Many of us find we are too busy with other problems and not looking after ourselves. We forgot that alcohol is cunning, baffling and powerful, ready to pounce on us like a tiger.

Recently, I forgot one of the tools that was given to me in my recovery, and it could have gotten me into real trouble. Remember the word HALT! Don't get too HUN-GRY, too ANGRY, too LONELY and too TIRED.

My problem wasn't that I was too hungry or too lonely, but I have a problem of trying to bum the candle at both ends. I became very tired, which in turn, caused me to become angry over small things. When I am angry, I make mountains out of mole hills and I am hard to live with. Finally the light came on and I realized that I wasn't following my AA program or using the tools that I was given.

Today, when I start finding myself in that predicament, I throw away my appointment book and all the things I have planned to do for that day and give myself a complete day of rest. I find that there is no better medicine than a day for myself. So remember HALT.

> Submitted by HAROLD L., Rocklin, CA

Please Pre-Register for all Conferences Early! JANUARY • FEBRUARY 1992

Delegates Report (From Page Four)

expressed your willingness to participate at PRAASA. I sent the names

of people who'd never participated at PRAASA to the program chairman. You'll hear from her if you're chosen to participate.

I encourage all of you to make plans to attend PRAASA in Portland March 6 thru 8. It's a chance to share with A.A. service people from all over the Pacific Region on topics of importance to all Alcoholics Anonymous.

With love from your trusted servant,

BARBARA M., CNCA Delegate, Eureka, CA

New Math

An alcoholic is a master mathematician. He has a fraction of his sanity, a percentage of his marbles. He multiplies his troubles, subtracts from his wallet, adds to his miseries, and divides his family. After joining AA, he subtracts his miseries, multiplies his blessings, adds to his happiness, and divides his time into 24-hour days, one day at a time. MIRUS, *Minneapolis, MN*, 1990

Honesty comes with humility and humility comes with honesty.



GOOD NEWS

PAGE FIVE

N.C.C.A.A. Financial STATEMENT

January 1, 1991 to December 31, 1991

INCOME Balance on Hand as of 1/1/91		\$15,221.67
Fresno Conference Income (1991)	\$20,971.69	\$10,221.07
Oakland Conference Income(1991)	13,492.00	
Al-Anon Reimbursement	2,396.32	
Redding Income	10,125.70	
Monterey Income	120.00	
Monetary Gift	150.00	
TÓTAL INCOME		\$47,225.71
EXPENSES		
Fresno Conference Expenses (1991)	\$10,677.01	
Oakland Conference Expenses (1991)	17,144.94	
Redding Conference Expenses	8,107.83	
Monterey Conference Expenses (1991)	1,404.64	
San Jose Conference Expenses (1991)	1,537.50	法规定理 如原则
Chairman's Expenses	173.83	
Chairman's Advance	125.32	
Treasurer's Expenses	268.73	
Coastal Secretary's Expenses	86.80	
Interior Secretary's Expenses	115.05	
Phone Expense	507.38	
Rubber Stamp Mailing	30.28	
SF Central Office	225.00	
Good News	450.00	
McElree Hotel Charges (3/10 - 13/91)	234.71	
San Jose Conference Insurance Claim	250.00	
Bank Charge Deposit Slips	30.24	
Delegate Ribbons	231.02	
Non-Profit Status Filing Fee	10.00	i wili televelegine Senative Svene
TOTAL EXPENSES		\$41,580.28
Balance on Hand This Statement 12/31/9	91 -	\$20,897.10

Election Time for N.C.C.A.A. Delegates

We will be electing a new Council Chairperson at the conference in Monterey. All groups should have their delegates selected. Be sure that they are at the conference and registered at the N.C.C.A.A. Delegates Registration table. Each group is allowed two delegates and these will be the only ones that will vote at the Open Delegates Meeting on Saturday afternoon. The Steering Committee will submit a slate of candidates for approval but the final selection is by vote of the delegates present. Let your voice be heard by having your delegates present.

A.A. Logos—Uses and Abuses

(Continued From Page One) introduced at A.A.'s Twentieth Anniversary Convention in St. Louis in 1955. The circle stands for the entire world of A.A., and the triangle stands for our Three Legacies of Recovery, Unity and Service.

Over the years, other versions of the circle and triangle have been added. One replicates the original logo, except for the addition of the letters "A.A." inside the triangle. Another contains the "A.A." inside the triangle plus the words "Unity,""Service" and "Recovery" placed inside the circle. All of these forms of the circle and triangle are registered as both trademarks and service marks with the U.S. Patent and Trademark Office. With the exception of the version discussed below, groups, districts, areas, central offices and other A.A. entities may use these marks-with the addition of the trademark symbor on their bulletins, letterheads, meeting lists, and locally published A.A. literature. The "A.A." and "Alcoholics Anonymous" marks may also be used on this type of material. A.A. entities using the logos should not "customize" or modify them, because this dilutes the distinctive appearance of the mark.

The one version of the circle and triangle which has a restricted use is the one where"A.A." is inside the triangle and the words "General Service Conference" are around the circle. Use of this logo is confined to A.A. Conference-approved literature.

Casual or commercial use of any A.A. marks—including, of course, the circle-triangle logos—on apparel, medallions, trinkets, jewelery, bumber stickers or novelty items cannot be permitted if our marks are to continue to symbolize our Fellowship exclusively. There is no means of assuring the integrity or quality of products bearing our marks. Such products would appear to have emanated from Alcoholics Anonymous, or to have been endorsed or approved by A.A.

Q. Who is responsible for the use of registered A.A. logos and trademarks?

A. The A.A.W.S. Board. Although the board consideres each request on its own merit, it does not license or permit any of the marks to be used commercially.

Q. What rule-of-thumb guides the board in considering requests from A.A. members to use A.A. registered trademarks?

A. While there are relatively few requests from members to use our registered trademarks-especially as compared to the much larger number of requests from members and others for permission to use our copyrighted literature-such requests undoubtedly stem from the A.A. members' enormous pride of membership. Thus, such requests might involve the use of A.A. logos for imprint on greeting cards created by the member, and the use of A.A. logos on jewelery, T-shirts and other commemorative items for sale at A.A. conventions, assemblies, forums and roundups.

While the board appreciates the creativity and genuineness of the requests, it generally turns thumbs down on such ideas. When our logos and trademarks are associated with the sale of items, the public and A.A. newcomers are confused. If we are self-supporting they wonder why we would lend our name to productsfor-sale.

Q. Is there a problem with the distribution of medallions and other "sobriety reminders?"

A. The A.A.W.S. Board has no opinion on medallions per se. Those desiring to use them are perfectly free to do so, as long as they don't employ A.A.'s handful or registered trademarks but, instead, turn to the infinite variety of possible designs and slogans available—the number of possibilities is limited only by one's creativity. When the triangle is placed within a circular medallion it creates some form of A.A.'s circle/triangle mark, and becomes an unauthorized use of the mark.

Q. Does the board consider any usage requests from sources outside A.A.?

A. Yes. Here, too, the board declines such requests based on the appearance of affiliation, and/or the strictly commercialized use intended. In contrast, the board is much more liberal in granting permission to use excerpts from our copyrighted literature-e.g., when a governmental or nonprofit agency serving a limited group of persons such as the blind or hearing impared seek permission to publish an item of copyrighted literature in Braille or on tape, as a free service. Even in these cases, though, a need for the material must have been established.

Q. Have businesses complied with A.A.W.S.'s requests to refrain from using its registered symbols?

A. Almost without exception, businesses infringing our trademarks have complied. In a number of cases, we were even thanked for bringing the matter to their attention-we were fully supported in any course of action that they understood to be in the best interests of Alcoholics Anonymous. A.A. has always been very fair in allowing reasonable phase-out times to permit depletion of existing inventory, development of a new design and re-tooling. On the one occasion to date where we did institute legal proceedings, we were able to reach a satisfactory and amicable solution.

Q. When lack of compliance results in legal action, who foots the bill?

A. Contributions from A.A. groups or individuals are not used to finance court actions. Any and all legal fees are covered by A.A.W.S. as a publications' expense.

From Box 459, A.A.W.S. December, 1991

JANUARY • FEBRUARY 1992

GOOD NEWS

PAGE SEVEN

Coming Attractions

February. 6-9, 1992 Thursday- Sunday

March 6 - 8 Friday - Sunday

March 13 -15 Friday - Sunday PACIFIC REGION AA SERVICE ASSEMBLY (PRAASA) Red Lion Inn - Lloyd Center 1000 N E Multnomah, Portland, OR Registration: \$8.00 per person

28th ANNUAL INTERNATIONAL

AA WOMEN'S CONFERENCE

Bally's Hotel Casino, Reno, NV

Registration: \$25.00 per person

20th ANNUAL ROUND-UP OF ALL CALIFORNIA YOUNG PEOPLE IN ALCOHOLICS ANONYMOUS (ACYPAA) Chico Senior High School 901 Esplanade, Chico, CA Registration \$10 Pre-\$13 at door

March 27 - 29 Friday - Sunday

April 24 -26 Friday - Sunday 45th ANNUAL NCCAA SPRING CONFERENCE Monterey Convention Center 2 Portola Plaza, Monterey, CA PLEASE PRE-REGISTER \$5.00

20th ANNUAL HOSPITAL & INSTITUTION CONFERENCE The Oakland Airport Hilton 1 Hegenberger Rd., Oakland, CA Registration: \$5.00 per person

HUMOR

An active alcoholic went to his doctor complaining of an assortment of symptoms. After the examination, the physician scratched his head and admitted, "I just can't find a cause for your symptoms. But to be perfectly frank, I think it's due to drinking."

"In that case," declared the patient, "I'll come back when you're sober!"

Two alkies staggered out of a bar. One said to the other, "Is that the sun or the moon?"

"I don't know," replied the second, "I don't live around here."

Some people say gasoline and alcohol don't mix. Actually, that's not true. They mix just fine. It's just that the olives get stuck in the carburetor.

(From the Grapevine.)

Please note the new address for sending Pre-Registrations. It is: Treasurer, N.C.C.A.A. 1540 Market Street San Francisco, CA 94102

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