

Marietta Area RCM Report, August 26, 2018

Southeastern Zonal Forum (SEZF)

I attended the Southeastern Zonal Forum (SEZF) July 28-29. We met in Fort Lauderdale, hosted by the South Florida Region. Saturday consisted of workshops, and the SEZF business meeting took place on Sunday morning.

Day 1: Workshops

Accessibility

The South Florida Region has formed a service position around accessibility. An addict named Rose Marie was elected to this position. She is very knowledgeable in both state and federal laws regarding accessibility and service animals. There was a lot of conversation about how to handle addicts bringing service animals to meetings, and the difference between true service animals and emotional support animals. The region also has access to an attorney who is well versed in this area of the law.

Several members who were either wheelchair bound or hard of hearing attended this workshop. The importance of having meetings marked as "Accessible" on the meeting schedule was discussed, as well as the importance of having some sort of guidelines that must be met for a meeting to be called "accessible". For example, if a wheelchair cannot fit through the bathroom door, a handicapped stall is not available, or if the meeting takes place on the upper floor of a building without an elevator, the meeting should not be called "accessible".

Resources:

- The South Florida Region has a worksheet for home groups to assess how accessible their group is. An "accessibility inventory". If you would like a copy of the worksheet, let me know.
- Rose Marie personally volunteered to answer questions from any interested member in NA. If you would like her contact information, please let me know.

PR Bootcamp

Both the Florida and South Florida Region seem to have very strong PR committees. Members from an area in the Florida Region presented a sort of brain dump of all of the ways they engage with the public through PR.

If anyone would like to be put in contact with these members, or would like more information, please contact me.

Notes

- Best practices regarding websites were discussed. The best practices included using a standard set of tools: Wordpress and the BMLT. The importance of keeping the technology and website simple was stressed. Just provide information, don't worry about the bells and whistles.
- The area also has a really strong "poster day". Interestingly, they do not just target parole offices and treatment oriented places. They engage local businesses in their community and ask for permission to put NA magnets on dumpsters and in kitchens at restaurants. Leaving posters in business break rooms was popular. They coordinate their poster days with a group chat

(GroupMe, WhatsApp, FB Messenger), and all adhere to strict guidelines (dress codes, dos and donts).

- In addition to billboards, this area has found great success in purchasing placards for placement in buses and on benches. They have a fundraiser to raise money for the placards, and then go out and purchase them. They are able to correlate significantly increased helpline call volume with the placement of these placards.

Day 2: SEZF Meeting

Old Business/Reports

Alabama/Northwest Florida Region

- The Mobile Area dissolved, and then quickly reformed. They are requesting support.
- The World Board is currently drafting representatives for the “Future of the WSC” workgroup. The ALNWFL region requests that workgroup participants in our zone be an RD or AD for the upcoming WSCs.
- The region will be merging their BMLT server (meeting list server) with the zonal server soon. (This work has actually already been completed).
- The ALNWFL RD was selected for the FIPT workgroup and will be seeking feedback from the Zone.

Carolina Region

- A new area has joined the region.
- All service positions are filled.
- Total of 24 areas.
- They have a service committee called “Behind the Walls” that is well supported. There may be some opportunities for collaboration with our own WSR subcommittee.

Florida Region

- 20 areas, about 15 of which attend the RSC.
- They had a successful convention, with around 1200 registrations.
- Asking for artwork for the 2019 convention, themed “Shattering the Illusion”.
- The Florida Service Symposium is currently being planned. It will be taking place March 22-24.

Georgia Region

- 17 areas. 14 of 17 areas showed up to the last regional H&I meeting, 11 of which were actual area H&I chairs.
- A new admin body was just elected.
- The region did two PR presentations, one of which was to a corrections department. Getting NA literature into 87 corrections libraries.
- The region has rolled out a new phone system based on yap, several areas are utilizing it.
- The history book project is going well, requesting help with transcriptions.

- The NEGANA convention did very well and donated \$8000 to the Georgia region.
- GRCNA lost \$14000. They're independent from region so it didn't hurt the RSC. They still have \$13000 in the bank. This year's convention just wasn't well attended due to geographical location, expense of lodging, and cultural divides. Next convention will be in Macon.

North Carolina Region

- A regional campout took place in Franklin, NC. They moved their entire RSC to the campout that weekend.
- Rolled out a new statewide (multi-region) phone line using "yap" and "BMLT".
- New statewide meeting schedule utilizing "BMLT" and the zonal server.
- The region will be moving entirely to a regional hosted phone line by the end of the year, saving \$4500/yr.
- The upcoming SEZF meeting will be in Raleigh, NC on November 30-December 2. There may be a PR round table on Friday night, with government officials invited.

South Florida Region

- 18 areas.
- There is a bit of controversy around what are being called "Historical Literature Meetings" and whether or not to have them on the meeting schedule.
- A new outreach committee was just formed.
- The RSC is very strong, and has very strong PR.
- Some disunity in the region was caused by the FIPT inspection request (which originated from the South Florida Region), but they are confident they can pick up the pieces and becoming unified again.
- The Inspection was completed, and the report is available. It went very well, and was easy. Everyone worked well together, and the whole inspection was knocked out in two days. The third day of the inspection was just to write the report.

Zonal Web Servant

- The web servant asked for any member to reach out to him if there's something they'd like on the zonal website.

PR Task Force

- The PR Task Force has Zoom webinars the second Saturday of each month at 2:30pm. They've been very successful with a wide range of participation. For more information, reach out to me.
- There is talk about having a presence at various music festivals.
- Planning a PR roundtable for the next zonal meeting (in Raleigh).
- NAWS is using our PR Task Force model as an example for how to do effective PR planning at the zonal level.

New Business

Nominations for Future of the WSC Workgroup

- Danny G (RD NC Region) and Jeff P (outgoing RD South FL Region) were nominated. Danny G was elected.

Topics for upcoming SEZF PR Roundtable/Learning Day

- Several topics were proposed. The topics “MAT/DRT” and “metro/shared services” were selected

Formation of new BMLT Task Force

- Mainly to facilitate the merging of regional servers to the zonal servers
- This was approved, and Jonathan B from GA was elected to the position.
- Currently collecting contacts from each region for BMLT.
- ALNWFL region was just merged into the SEZF server.
- Two outstanding regions: Carolina and Florida. There has been some movement on each.
- Formed a #sezf-bmlt chat room on Slack to facilitate communication between members of the Task Force.

Upcoming RSC

The next Georgia RSC meeting is taking place September 8-9. I will be attending, along with our RCM Stephen R. Please let me know if there are any concerns you'd like me to raise at the RSC, or if there is any information you'd like me to find.

Thank you,

Jonathan Braswell