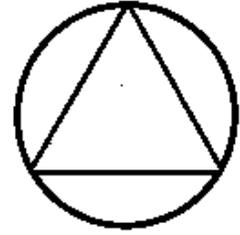


District 7 News Letter



May 2011

DCM Report 5-19-2011

The summer has arrived, yard work and the chores we put off till good weather came are starting to get done, I like the sunshine.

AA service work at the District level is fun and fulfilling especially when we are accomplishing the tasks that present themselves to us. Here are some of the things we have gotten done these past couple years. We managed to get the District's meeting list posted to the Area 35, District 7 page. We have started and maintained a District newsletter, as well as the annual summer picnic. We put the meeting lists into fold up wallet size and kept them up to date. We have kept the County Fair Booth going as well as the CPC fall luncheon. This is great work, and a big thanks goes out to the Group's and their representatives as well as the District Chairs and officer.

Now for the stuff we are working on, The District AA help line, District website, looking into how we get out to the professional community, better use of the pamphlets and literature, getting groups interested in service.

The summer is starting and we are full of optimism, like the plants with all the new buds and shoots soon to turn into leaves and beautiful flowers and fruits to eat. Lets keep the good works going and enjoy the summer.

My suggestion for reading this month is the latest or a past issue of the Grapevine, if you don't have a subscription, then you should get one either in print or online. I have copies if you need one.

Thanks,

Your's in Service - Gratefully

Mark N.

Send news or comments to:
odaat@capt-bob.com

Pot Luck—Pot Luck—Pot Luck—Pot Luck—Pot Luck — Pot Luck

Jon C. Area Our delegate

Will report on the 2011 GSO Conference

June 9th, 2011 5:00 PM

The First Congregational Church,

415 Juniper St.

the SW corner of Gregory Park, Brainerd

All are Welcome!!! Please bring a dish to pass!!!

Pot Luck—Pot Luck—Pot Luck—Pot Luck- Pot Luck — Pot Luck



District Committee Meeting

District 7 holds a District Committee Meeting the third Thursday of every month. The next meeting is scheduled for: **Thursday June 16th 2011** at 7:00 pm. The First Congregational Church, 415 Juniper St. the SW corner of Gregory Park, Brainerd All AA members and especially all GSR's are encouraged to attend.

Area Events

June 5th: Area35 Committee Meeting - Aitkin, Mn. Aitkin Alano Club, 322 1st. Avenue, Aitkin, MN

June 9th: 5:00 PM Jon C, Delegate, Conference Report : The First Congregational Church, 415 Juniper St. the SW corner of Gregory Park, Brainerd

June 16th: 7PM District Committee Meeting The First Lutheran Church is located at 424 South 8th Street in Brainerd

July 31: District 7 Picnic: Lum Park, Brainerd, MN

Aug 2 - 6th: Crow Wing County Fair: District 7 sponsors AA informational booth.

Aug 7th: Area35 Committee Meeting - Aitkin, Mn. Aitkin Alano Club, 322 1st. Avenue, Aitkin, MN

Additional Events:
www.area35.org

Tradition 5: Each group has but one primary purpose—to carry its message to the alcoholic who still suffers.

District 7 News Letter

May 2011

AA Central Lakes

218-829-3740

At our April district meeting we discussed the AA Central Lakes, 218-829-3740, in our local phone books. If we went to a wireless only telephone we would have to pay for our listings in our local phone books. The cost of a wireless phone plus advertising would triple the cost of our monthly phone bill. We average about fifteen calls to our AA Central lakes phone line. Most of our calls are for meeting information. The remainder are 12 step calls. We agreed that we should continue providing AA Central Lakes phone service. We also agreed that maintaining the local land line was prudent use of our district funds.

A committee was formed to find a good location for our landline, a remote method of managing the call forwarding feature, and a procedure to extend the 12 step opportunity staffing the phone line to all district members.

Bob B.
odaat@capt-bob.com
218-828-5010

Planning A Web Site

Before writing a single line of HTML, a skilled Web site developer will take pencil to paper and scribble out a plan of attack. To be effective, this plan must provide answers to the following four monosyllabic questions:

- Question One: Who?**
- Question Two: Why?**
- Question Three: What?**
- Question Four: Where?**

Let's tackle each of these questions in detail:

Question One: Who?

Describe your target audience. Be as specific as possible. "Stay-at-home dads living in large metropolitan areas" is better than "men." This specificity is very important. Your answers to the next three questions in the planning process will depend on your answer to this question.

Now it's time to generalize. Try to identify some common characteristics of your target audience. As you search for commonalities, look at education levels, religious beliefs, concerns, activities, tastes, hobbies, political philosophies, career paths, aspirations. the list is endless.

Now, from what you have discovered about your target audience, try to imagine a typical member of this audience. Give him or her a name and a background, as if you were creating a character for a novel. Try to imagine what might attract him or her to your Web site. Think of the types of information this person would want to see when he or she reaches your Web site.

The Straw Vote.

At our April district meeting our alternate DCM asked a thought provoking question. Are "Straw Votes" and/or "Consensus of the Meeting" Votes drowning out the voice of our groups.? Here are some examples:

- **District Meeting:** At our district meeting we need to listen to our GSRs. If we take a consensus of the meeting, is the consensus of those present at the meeting drowning out the voice of our GSRs?
- **Area Committee Meeting:** At the area committee meeting the same is true. Will a consensus of the meeting drown out the voice of our DCMs.
- **Area Assembly:** At our area assembly will a "Straw Vote" drown out the voice of our GSRs?

After a "Straw Votes" and/or "Consensus of the Meeting" Vote do we listen to the minority to insure that our minority is heard? Are Straw votes sweeping the voice of our GSRs and groups under the table?

Planning a Web Site cont.

Question Two: Why?

Now it's time to define the purpose of your web site. Answer this question: Why is your web site needed? A web site without a clear raison d'etre (reason for being) is like a film without a plot--the audience is left confused and feeling like they've wasted their time. Keep it simple--try to summarize your Web site's purpose in one sentence , if possible.

Question Three: What?

You should now be ready to define exactly what you will be placing on your Web site. To do so, construct a list of the specific pieces of information you will make available to your visitors in order to meet the broad objectives outlined in the previous question. On this list, identify the source of each piece of information. Also, determine which items on the list will need to be updated periodically and construct a schedule.

Question Four: Where?

Finally, you must define the structure of your Web site. Where will you place all of the pieces of information you specified in your answer to the last question? How will the information be physically arranged? As you compose your answer to this final question, remember this: one of the most important things to consider as you define the physical layout of your Web site is how long it will take your visitor to retrieve each page of information.

Multiple images, large images, or extremely long pages will lead to long retrieval times. Web surfers are notorious for their impatience. No matter how beautiful or informative, a Web page that takes too long to load won't get seen if your visitor tires of waiting and moves on to another site. To avoid the long delays that can send potential visitors running, try to avoid placing all of your information on one page. Instead, break up the information, distributing it across multiple, inter-related pages.

District Address: District 7, PO Box 23, Brainerd, MN 56401
