



2018 CRYSTAL METH ANONYMOUS
GENERAL SERVICE CONFERENCE
DELEGATE PACKET

June 15, 2018

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To conserve expenses and the use of paper, this document was designed to be printed double sided.

What to Expect at the General Service Conference

Congratulations! You have been elected as Delegate or are serving on a CMA Advisory Committee. If you are planning to attend the General Service Conference, and you have questions, this document will provide a general idea of how to prepare and what you can expect at the Conference.

Delegates are an important link in the chain of communication between the General Service Conference and your local groups. Work done at the General Service level needs to be communicated to the groups and likewise, issues that arise at the group level sometimes need to make their way to the GSC. That is where you come in. Each year before the Conference, the GSC creates this Delegate Packet. Contained in it is a detailed outline of the work that is going on in CMA. It outlines the issues and the Agenda items that will be presented at the Conference. We hope that as the Delegate, you will share this information with the groups in your Area. Where there are a limited number of meetings in an Area, the Delegate may need to visit those meetings or communicate with the meetings officers in order to assist them in getting the information to the members of CMA. Other, larger Areas, hold Area Assemblies to keep the fellowship informed about what will be happening at the Conference.

Area Assemblies

Areas that have a multi-layered service structure hold Area Assemblies to share the information in the Delegate Packet with the trusted servants from that Area. In this case, Districts or Intergroups from around the State send members or GSRs to participate at the Assembly. There the Delegate presents the Delegate Packet to elicit feedback about the various items within it. If the packet has been given to the GSRs and trusted servants beforehand, they can bring their insights about the contents of the packet to the meeting. They may also bring feedback from their Districts or Intergroups. If they are receiving the information for the first time at the Area Assembly, encourage them to take that information back to their local groups and communicate any feedback to you before the Conference so that you can bring that informed group conscience with you to the Conference.

A Delegate Feedback Form has been created and can be located at the link below. We hope you find it a useful tool in your communication process between the areas and the General Service Conference.

[Hyperlink to Delegate Feedback Form](https://drive.google.com/file/d/1wY8ritTb7ollmL6itAoVJoJqZALzNK-_/view?usp=sharing)

(https://drive.google.com/file/d/1wY8ritTb7ollmL6itAoVJoJqZALzNK-_/view?usp=sharing)

The General Service Conference

To register for the event and reserve your hotel room please access the Conference web site at www.conference.crystalmeth.org.

Please note the special room rate will only be available until October 2nd or until the group block is sold out, whichever comes first. Please reserve your room as soon as possible.

All meetings will be held at The Curtis in Denver, CO. We have full days of committee and assembly work; however there will be plenty of time for fellowship and entertainment as well. We will have speaker meetings each night.

The Conference begins Thursday with a Welcome Meeting where you will be introduced to your assigned Conference Committee. Later that night there will be a Delegate Meeting where you will get a chance to discuss your questions and hear from other Delegates about their experience at previous conferences.

Conference Committee Breakout Sessions

On Friday, the breakout sessions begin for the Conference Committees. These committee meetings discuss in detail the work that is happening in the Advisory Committees throughout the year. The Executive Committee, Hospitals and Institutions Committee, Public Information and Outreach Committee, Literature Committee, Communications Committee and Finance Committee meet for all-day sessions. These breakout sessions are attended by members of the Advisory Committee, as well as by Delegates who are randomly assigned to a committee. Delegates are assigned so that they can have an active role in listening to what has been done in that Advisory Committee and perhaps provide a fresh perspective on the issues that the members of that committee have been dealing with very closely. Often times, an outside perspective will bring new insight and keep the discussion from being too insulated. At the end of the day, the issues will be assessed and packaged so that they can be presented to the Conference over the following two days.

Because the term of service for each Delegate is two years, each returning Delegate will be assigned to the same Conference Committee as in 2017. New Delegates will be randomly assigned to a Conference Committee. You will be notified of your conference assignment in July. Please make sure you are registered on the CMA Service Portal at cmaservice.org so you are included in the committee assignments. Consider attending the monthly call of the Advisory Committee/Conference Committee that you are assigned to.

Regional Assemblies

On Friday evening each Region will hold their annual assembly. The principal purpose of the Regional Assembly is to provide a mechanism for selecting nominees to the Board of Trustees as outlined in Section 10 of the Charter. To find out which Region your Area resides in, please see page 9 for a map of the Regions of North America.

At the Regional Assembly, a single candidate is selected from among all Area candidates who completed the vetting process in each region. For the purpose of choosing the final nominee, the voting members at the Regional Assembly include all Area Delegates from that region, the region's current Regional Trustees, and all At-Large Trustees residing in that region.

Once selected at the Regional Assembly, that nominee will go before the Conference

Assembly on Saturday for approval by the Fellowship.

Conference Assembly

At the Conference Assembly on Saturday and Sunday, each Conference Committee will report on the work their committees have completed that year and provide updates on what they are working on for the upcoming year. They will hear the feedback you bring from your Area at this time as well.

There will be opportunities to vote, comment on issues and deliberate as the assembled fellowship moves through the Agenda that was set at the beginning of the Conference.

The weekend will wrap with a Gratitude Panel on Sunday before the close of the Conference.

Conference Assembly Agenda Items

The purpose of the General Service Conference is to assemble, to the greatest extent possible, the collective conscience of our entire Fellowship for the purpose of providing spiritual direction to the Board of Directors in managing the day-to-day affairs of Crystal Meth Anonymous.

An informed group conscience is critical to the success of our Fellowship. It is imperative that everyone who will be voting at the Conference be prepared by reviewing the enclosed material that will be presented at the Conference.

We have tried to make this Delegate Packet streamlined and easy to use. While Conference Committees may utilize their breakout session time to discuss topics and documents that are internal to the service structure, Conference Agenda items are limited to those topics that affect CMA as a whole.

Below are the Conference agenda items as well as bullet points that lay out items for discussion that will be presented at the Conference.

Executive Conference Committee

Items for Discussion

- Service Manual revisions
- Board approved policies and procedures
- CMA outside of USA and Canada
- Intellectual property discussion
- *Crystal Clear - Stories of Hope* Conference approval

Request for Conference Review

- Service Manual revisions

Request for Conference Approval

- Conference approval for *Crystal Clear - Stories of Hope*

Hospitals & Institutions Conference Committee

Items for Discussion

- Report of activities

Public Info. & Outreach Conference Committee

Items for Discussion

- Report of activities

Literature Conference Committee

Items for Discussion

- "Voices of The Fellowship" book

Communications Conference Committee

Items for Discussion

- Report on our existing service offerings
- CMA App development

Finance Conference Committee

Items for Discussion

- Report on activities

Documents to Review

Documents that will be discussed or voted on at the Conference are linked to or included in this packet and are referenced as "Request for Conference Review" or "Request for Conference Approval". Conference Approval is the final approval to make a document part of CMA's permanent literature. Conference Review is generally for documents making their way along the process to Conference Approval. There are also "living documents" that will be discussed by the Conference, like the Service Manual and PI&O Handbook which are updated frequently. See the Appendix for additional documents that are up for review. To achieve a concise document that is not burdensome to print, some of the documents up for review are accessible to print from a hyperlink.

Floor Motions

Floor motions related to items on this agenda will be considered in the course of discussion regarding that agenda item. Topics for discussion that are not related to

agenda items above will require a vote to depart from the agenda per Assembly guidelines.

Important Upcoming Deadlines for this Years Conference

September 1, all Delegates must be registered for the Conference

October 2, deadline for hotel registration at discounted rate

October 24, online per-registration closes at midnight

Registration and Travel

If you have any questions about registration or travel, please visit

<http://www.conference.crystalmeth.org> , or contact confreg@cmagso.net.

Please note the special room rate will be available until October 2nd or until the group block is sold-out, whichever comes first. Please reserve your room as soon as possible

We thank you again for your service and look forward to seeing you in November.

On behalf of the entire GSC,

Trish M., Chair

General Services Committee

Crystal Meth Anonymous

CONFERENCE SCHEDULE

2018 CMA General Service Conference, Schedule of Activities.

The Curtis - Denver, Colorado

THURSDAY, NOVEMBER 1ST, 2018

- 1:00 PM Registration Opens
- 3:30 PM GSC Meeting (GSC Members Only)
- 4:00 PM Welcome and Announcements
- 4:30 PM Conference Committees Meet & Greet/Secretaries Meeting
- 5:00 PM Dinner (On Your Own)
- 7:00 PM Speaker Meeting
- 8:30 PM Delegate Meeting

FRIDAY, NOVEMBER 2ND, 2018

- 7:30 AM Registration Opens
- 8:00 AM Conference Committees Meet for Breakout Sessions:
 - Executive
 - Hospitals and Institutions
 - Public Information and Outreach
 - Literature
 - Communication
 - Finance
- 10:00 AM 15 Minute Break
- 12:00 PM Lunch Provided On Site
- 1:30 PM Conference Committees Reconvene
- 3:30 PM 15 Minute Break

5:15 PM Regional Assemblies
6:00 PM Dinner (On Your Own)
8:00 PM Speaker Meeting
9:30 PM Entertainment

SATURDAY, NOVEMBER 3RD, 2018

8:00 AM Registration Opens
8:00 AM - 12:30 PM Conference Assembly in Session
10:00 AM 15 Minute Break
12:30 PM Lunch (On Your Own)
2:00 PM - 5:00 PM Conference Assembly in Session
3:30 PM 15 Minute Break
5:00 PM Dinner (On Your Own)
7:00 PM Speaker Meeting
8:30 PM Entertainment or Hospitality Function

SUNDAY, NOVEMBER 4TH, 2018

8:00 AM GSC Meeting (GSC Members Only)
9:00 AM Conference Assembly in Session
11:00 AM Break
11:15 AM Gratitude Panel
12:15 PM Conference Ends – See You in 2019!

CMA History Project

We are asking Delegates and other members to bring historical information about the history of CMA in your Area. We will have a large scale timeline for attendees to mark up so that we can collect more information about how CMA grew around the world.

GENERAL SERVICES CONFERENCE ASSEMBLY PROCEDURES

The purpose of these guidelines is to ensure that we consistently respect the rights of all participants.

Quorum:

A quorum shall consist of two-thirds of all the voting members registered.

General Rules of Debate

For Each Item on the Agenda:

- People who wish to speak line up at the microphone, and are called to speak in order.
- Each person may speak for two minutes.
- No speaker may speak for a second time on a topic until all who wish to speak have spoken for the first time.
- People may join the line to speak at any time until the Question is Called or the Motion is Tabled.
- Voting is by a show of hands for or against a motion.

Substantial Unanimity:

- All matters of policy require substantial unanimity – or a two-thirds vote. All recommendations approved by this margin become a Conference Advisory Action to the Board.
- A simple majority will constitute a Recommendation from the Conference to the Board.

Calling the Question:

- Motion to “Call the Question” must be made in turn at the microphone.
- Requires a second.
- Is not debatable.
- Requires a two-thirds vote.
- If passed, debate on the issue ceases, and the Conference proceeds immediately to a vote. If not passed, the debate continues.

To Table a Discussion (postpone to a later time during the assembly):

- Requires a motion and a second.
- Requires only a simple majority (51%).

To Depart from the Agenda:

- It is the responsibility of the Chairperson to ensure maintenance of the Agenda. When necessary, the Chairperson may call a vote on whether the Conference shall depart in a significant way from the Agenda.
- It requires a two-thirds vote of the Conference to depart in a significant way from the agenda.

CMA REGIONS

Within the North American Conference



As part of the Conference Delegate packet and at the General Service Conference, the Board of Directors wish to inform the Area Delegates of current or upcoming vacancies for Regional Director (Board of Trustees) positions. See the list on the following page to see which vacancies are open in your Region. We have received nominations for a number of these openings. These are indicated by an asterisk in the following table.

REGIONAL TRUSTEE VACANCIES, CURRENT AND UPCOMING

Eastern Canadian Region

Position A – Vacant (Term ends 12/31/2020)

Position B – Vacant (Term ends 12/31/2018)

Great Lakes Region

Position A - Filled (Term ends 12/31/2020)

Position B - Filled* (Term ends 12/31/2018)

Mid Atlantic Region

Position A - Filled (Term ends 12/31/2020)

Position B - Vacant* (Term ends 12/31/2018)

Mid South Region

Position A - Filled (Term ends 12/31/2020)

Position B - Filled* (Term ends 12/31/2018)

New England Region

Position A – Vacant (Term ends 12/31/2020)

Position B - Vacant (Term end 12/31/2018)

North Central Region

Position A – Vacant (Term ends 12/31/2020)

Position B - Vacant (Term end 12/31/2018)

Northwest Region

Position A – Filled (Term ends 12/31/2020)

Position B - Filled* (Term ends 12/31/2018)

Pacific Region

Position A - Filled (Term ends 12/31/2020)

Position B - Filled* (Term ends 12/31/2018)

Southeast Region

Position A – Vacant* (Term ends 12/31/2020)

Position B - Vacant* (Term end 12/31/2018)

Southwest Region

Position A - Filled (Term ends 12/31/2020)

Position B - Filled* (Term ends 12/31/2018)

Western Canadian Region

Position A – Vacant (Term ends 12/31/2020)

Position B – Vacant (Term ends 12/31/2018)

*Nominee to be voted upon at this year's Conference.

Executive Conference Committee

The Purpose of this Committee

The Executive Committee is responsible for the overall corporate governance of Crystal Meth Anonymous. The committee primarily concerns itself with matters affecting the corporation of Crystal Meth Anonymous. In this regard, it helps ensure CMA's compliance with Federal, State and local laws. In conjunction with the Board's attorney, the Committee also handles legal issues as they arise.

The Executive Committee is also the custodian of several important documents for the Board and Fellowship of Crystal Meth Anonymous:

- CMA Conference Charter
- Manual for CMA World Service (Service Manual)
- The Bylaws of Crystal Meth Anonymous.

In addition, important strategic discussion and work regarding future operation of the annual General Service Conference is assigned to the Executive Committee breakout during the Conference. This is done so that the current members of the Conference Advisory Committee and its host committee volunteers can execute the daily work required to produce the current Conference. This is not specified in the Service Manual, and is subject to change in the future, but is particularly important to note for this year's Conference.

Contact Info

Chair: Walt W., walt.w@cmagso.net

Conference Breakout Session Topics

General Review of Service Manual Revisions:

The Service Manual was established as a living document during the 2010 Conference. The next three Conference representatives (2011 – 2013) provided significant input to continue the evolution of this guiding document. The Service Manual was revised again following the establishment of Western Canadian and Eastern Canadian Regional Assemblies at the 2015 Conference. The 2017 Conference updated our history and cleaned up issues created by multiple people creating a single document. The Executive Committee will lead a discussion of the following recommended updates:

Cover page: "Manual for World Service" becomes "CMA Service Manual"

Page three: A new heading is added to the table of contents "What is an International Delegate?"

Page four: Heading "Policy Statements" becomes "Intellectual Property Guidance"

A new heading "Appendices" is added to the table of contents.

Page five: Paragraph heading "A Guide to CMA's World Service" is changed to "A Guide to CMA General Service"

Page five Paragraph five: "CMA's World Service" is changed to "CMA General Service"

Page nine: An updated service structure graphic is inserted to replace the old one.

Page 22: A new heading and Paragraph are added. "What is an International Delegate? It has become our practice to allow a vote by any duly elected "International Delegate" sent by CMA groups outside of North America. We have found that it is important for these international members to have a voice at the conference. Likewise the participating countries have found it very useful to be connected to the North American Conference and take part in the activities and knowledge shared at the Conference. International Delegates have a vote on the floor, in Conference Committees and have the opportunity to give a report on how CMA is progressing in their country."

Page 24: After the heading "Who votes at the Conference?" the paragraphs wording is changed slightly and "International Delegate" is added to the list of voting members. Also, the sentence "The Charter also states that Areas within the Provinces of Canada will be allowed to vote" is removed because the structural changes that instituted the Canadian Areas happened years ago and this sentence is redundant.

Page 27: The graphic showing the Areas in North America is inserted here.

Page 29: An update to the graphic showing the Advisory Committees structure is added.

Page 39: The section heading "Policy Statements" is changed to Intellectual Property Guidance"

The first paragraph is edited for clarity and also to add in our recent trademark registration of the CMA acronym, which replaces the term "block letters".

First bullet: letters is replaced with the word acronym.

A new paragraph is added after the bullets to describe our trademarks.

"The name "Crystal Meth Anonymous," and the stylized CMA logo are registered trademarks of Crystal Meth Anonymous. The acronym "CMA" is a registered trademark of

Crystal Meth Anonymous when used in the realm of recovery, regardless of color or font.”

The next paragraph is edited for clarity, to add a reference to the acronym and to take out a reference to the book title which cannot be a registered trademark.

The next two paragraphs have been added to add clarity around use of the CMA name as discussed at last year’s Conference and to provide guidance around giving our intellectual property to outside vendors.

“Care should be taken when using the CMA name in legal filings such as the incorporation of an Area, District or Intergroup or the setting up of a bank account. Use of the name “Crystal Meth Anonymous” or “CMA” in the entity’s legal name could imply a franchise relationship and could expose both legal entities to risk. We suggest this only as legal guidance. This doesn’t apply to the names that CMA groups use for themselves or the way that the Fellowship refers to itself.

Likewise, care should be taken when allowing an outside vendor to print memorabilia using the names Crystal Meth Anonymous, CMA, the acronym CMA or our official logo. When entering into an agreement, language should be agreed to that the vendor is being granted a non-exclusive, revocable license to use the CMA name or logo; that the name, logo, or acronym cannot be used for any other reason. Please contact the GSC or your Delegate to obtain the specific language that can be inserted in these contracts with outside vendors.”

Page 40: A sentence is added to the paragraph after the example of the logo to give more guidance about the usage of the logo.

“The official logo should only be placed on a solid colored background with sufficient contrast so that the logo is clearly differentiated from the background. The official logo should not be printed in any color other than black.”

Page 42: This section heading was changed to “Appendices” and the original Twelve Steps from AA are added after the Twelve Steps of CMA as a reference to the source intellectual property of AA as per our Agreement with AA.

Page 43: Likewise the original Twelve Traditions are added here as a reference to the source intellectual property.

A document showing the exact changes can be downloaded from a link at the end of the Executive Conference Committee section.

General review of Board approved policies and procedures:

Conference Committee, the Board received input from representatives concerning the Director Nomination, Vetting and Selection Procedure as modified by the Board in 2017. The Committee discussed the history of the Trustee nomination process which led to the current procedure and provided the following input:

- Implement the new procedure in a spirit of “collaboration” rather than “gatekeeping” by utilizing the service structure
- Continue to improve the tools and guidance available to both Delegates and Trustees
- Conduct a group inventory at the annual Board Meeting – a spiritual process to explore the past and guide future decision making

In line with our Concepts, Board policies and procedures are owned by the Board and/or the Executive Committee of the Board, and are not subject to Conference approval – though the input historically provided during the Executive Conference Committee has been invaluable in reaching the best solutions.

Since the 2017 Conference, the Nominating Advisory Committee has worked collaboratively with Regional Trustees and Area Delegates to implement the new Director Nomination, Vetting and Selection Procedure.

Following a nationwide quest, The Executive Committee selected Scott Robertson to facilitate a full day dedicated to a group inventory at the annual Board Meeting. The day started with Trustees and Advisory Committee Chairs in attendance each sharing five to ten minutes of their story with the group. This time of honesty and vulnerability was a masterful spiritual experience that humanized and equalized participants. Scott then guided us through several discussions about our service experiences, good and bad, including a thorough exploration of our collective understanding and feelings about past nomination, vetting and selection processes. Finally, Scott assisted us in identifying an inventory of potential actions for the Board to consider, including amends, if necessary.

We will discuss, in general, how the Director Nomination, Vetting and Selection process has worked this year and any learnings, actions taken and recommendations developed from the group inventory at the annual Board Meeting.

CMA outside of the U.S. and Canada:

Following the 2017 Conference, the Board took action as outlined in the Conference Report:

- Language was added to the Service Manual providing Conference voting rights for any duly elected International Delegates.
- Collaborated with our international fellows to evaluate existing guiding documents and begin developing a future framework for integrating developing service structures outside of North America into the CMA service structure that is right for our Fellowship.
- Encourage the free flow of support and ideas as new CMA fellowships develop around the world.

As of the creation of this Delegate Packet, two calls have taken place with international partners, and existing and former Trustees. The first call highlighted what we don't know

about each other and solidified that we are disconnected and not properly supporting developing fellowships. It was discovered that the existing Conference Charter service structure was cut and pasted directly from AA. We all began to understand some of the shortcomings of this framework, and that perhaps there is a different path forward for our Fellowship. We began to ask many questions as we imagined what is possible.

On the second call, specific barriers were identified including:

- Literature concerns for Australia and the United Kingdom – The perception by international Fellowships that they could not adapt existing literature or write their own literature. Germany had similar issues with North American language that didn't make sense for their fellowship but also has a need for German translations of our literature.
- Communication – They reported that it was cumbersome to know how to connect with the North American fellowship (Who is in what position and who is in charge of what?)
- Conference – International Delegates felt that they did not get much out of attending as our agenda mostly addresses North American concerns regarding finance, etc. One idea was to potentially have a place at the Conference for an international report so that they can have a greater involvement.
- Chips – Chips are prohibitively expensive for international shipment.
- Intellectual Property – It was thought to be cost prohibitive for each international fellowship to register intellectual property rights individually. We had general agreement that intellectual property registrations for the Fellowship should be managed centrally under the current trusteeship of the Board

An outcome of the call was the understanding that the Australian fellowship would send the following requests to be considered at the annual Board Meeting:

- Australia's request concerning chips: Australia originally requested the ability to use the CMA logo and make their own chips but based on subsequent discussions, they have asked to order existing chips from our supplier in China once their fellowship grows to the point where that is a viable option. In the meantime, options include sending them home with chips from the Conference, or drop shipping from China to them. Ordering directly from our supplier may be problematic due to the large quantities required. We will continue to explore possibilities.
- Australian literature request - altering existing literature: New South Wales intergroup wants to modify Conference Approved literature or readings excluding foundational documents (Twelve Steps, Twelve Traditions or Twelve Concepts) to use local references and terminology and submit for approval as an adaptation. Due to differences in slang, they have other terms for crystal meth (ice) and the word tweaker.
- Australian request - creating new literature: New South Wales Intergroup would like to create their own literature.

At the annual Board Meeting this year the Board took the following actions in response to the input from the international collaboration:

- Approved permanent voting rights for duly elected International Delegates be written into the CMA Service Manual
- Provided for the best experience for International Delegates by encouraging them

to attend the Conference Committees that are of most use to them. Much of the International service structure framework noted above will be discussed in the Executive Committee. International Delegates may want to attend this committee. However, they are encouraged to bring up discussion from their points of view no matter which committee meetings they attend. Additionally, the Board and the General Service Conference Advisory Committee have both voted to provide time on the floor of the General Assembly for Delegates from outside of North America to provide a report from their fellowship.

- Moved to communicate to Australia and other fellowships that they can write, review, approve and publish (on their website) their own group readings, pamphlets and stories - particularly in book form. Also the ability to adapt North American Conference-approved literature or readings excluding foundational documents (Twelve Steps, Twelve Traditions or Twelve Concepts). We assign the oversight of how we would review the adapted literature to an Intellectual Property workgroup and task them with a process for future requests. This workgroup will work collaboratively with our international fellows.

The above noted actions are but the start of an exciting future for our Fellowship worldwide. Discussion on this topic will be focused on creating a common understanding for all Delegates. From that common knowledge base, we will begin the process of engaging the Executive Conference Committee in discussion on this complex topic. We feel that the Fellowship is best served when the Board is provided with guidance in whatever form from the collective conscience of the groups.

Intellectual Property Discussion:

The Board adopted the Intellectual Property Policy in May of 2016. This policy is owned by the Executive Committee and charges the Board with the responsibility of protecting the intellectual property of the Fellowship of Crystal Meth Anonymous. Additionally, the Service Manual identifies a fellowship policy for the use of CMA name and Logo.

The Executive Conference Committee will discuss this complex topic from these specific angles which the Board would like the input from Conference representatives:

- Continued actions to establish and strengthen the legal framework for Crystal Meth Anonymous intellectual property rights
- Enhanced Intellectual Property guidance in the CMA Service Manual
- Centralized registration and management of the Intellectual Property of the worldwide fellowship under the trusteeship of the Board of CMA
- Development of an intellectual property working group to report to the Board exploring and researching ideas and needs around our intellectual property, including creating a framework for authorizing official adaptations to Conference-approved literature

Crystal Clear – Conference Approval:

At the 2010 Conference the manuscript of Crystal Clear was revealed. In subsequent Conferences the first run (500 copies) was given to the fellowship, the book gained interim approval by the Board and the “First” edition was printed. It was determined that it would sit in the fellowship and come back for Conference Approval in two years. That never happened.

At the annual Board Meeting this year, the Board unanimously approved a motion to recommend to the 2018 Conference that the book Crystal Clear be given Conference Approval.

Additionally, it was identified that there may be a need to look at our approval processes and designations in the coming years to ensure that they are consistent with the International Fellowship Service Structure and Intellectual Property frameworks they are developed with our international fellows.

Documents Relating to the Executive Conference Committee Breakout

- **CMA Service Manual with changes for 2018 - [Download Full Document Here](https://drive.google.com/file/d/1Kn2R847rcEZ7UpAEKSfQvstB5RzbISrq/view?usp=sharing)**
(<https://drive.google.com/file/d/1Kn2R847rcEZ7UpAEKSfQvstB5RzbISrq/view?usp=sharing>)
- **Intellectual Property Policy**

Hospitals and Institutions Conference Committee (H&I)

The purpose of this advisory committee is to carry the message of recovery to Crystal Meth addicts who are confined and/or restricted and would otherwise not be able to attend a CMA meeting. The H&I advisory committee carries out this purpose by performing the following activities:

- a. Provides guidance to CMA members involved in H&I service throughout the fellowship by soliciting participation and input from all of those involved in H&I activities within the various service elements of CMA (e.g. Area, District, Intergroup, etc.);
- b. Establishes recommended guidelines and suggested meeting formats for CMA H&I meetings;
- c. Encourages and assists all H&I meetings to:
 - i. Adhere to the guidelines and rules of the facilities in which they hold meetings;
 - ii. Provide CMA Conference approved literature to the facilities and meeting participants;
 - iii. Provide a means of celebrating various lengths of recovery to those attending meetings;
 - iv. Carry the message of recovery from addiction to the crystal meth addict. H&I service work occurs primarily at the local level, as Areas, Districts, and Intergroups are generally responsible for carrying meetings or panels into facilities. Therefore, the main objective of the GSC H&I Subcommittee is to support the work of the local service structure in this mission. By collecting the experiences of H&I service people from throughout CMA, the H&I subcommittee can serve as a resource to local service entities on how to set up H&I meetings and assist them in deciding how to overcome problems they may encounter.

Therefore, the main objective of the GSC H&I advisory committee is to support the work of the local service structure in this mission.

By collecting the experiences of H&I service people from throughout CMA, the H&I advisory committee can serve as a resource to local service entities on how to set up H&I meetings and assist them in deciding how to overcome problems they may encounter.

Contact Info

Chair: William B., william.b@cmagso.net

Conference Breakout Session Topics

- Review the effectiveness of the committee over the past year:
 - Has the committee been meeting its purpose?
 - How can we get more CMA members to be involved?
- Continue work on the "History of H&I" project:
 - Review information gathered to date with an eye towards what might be useful to include in the H&I Handbook;
 - Determine how to organize an archive of our collective experiences.
- Review the ongoing reply process for requests from CMA members currently in institutions in terms of effectiveness and the use of the H&I budget.
 - Requests for literature
 - Other requests, including pen-pal requests
- Discuss the stories submitted by CMA members to Literature that might be appropriate to include in a booklet "From the Inside Looking Out: A Sober Cell"
- Continue with changes to the "H&I Handbook", a living document available on the crystallmeth.org website that will continue to be updated as the advisory committee finds more information to include in it.
- Discuss projects for coming year.

Documents Relating to the H&I Conference Committee Breakout

- **"H&I Handbook"** - [Download Document Here](#)

Available on the crystallmeth.org website under Literature/General Service Documents

Public Information & Outreach Conference Committee (PI&O)

The purpose of the PI&O Advisory Committee is to communicate information about CMA to the non-addict and professional treating the addict, as well as to interested members of the media. The committee achieves this by providing accurate information about CMA to the person, community groups, and interested parties affected by crystal meth. The PI&O Chair responds to all media requests with consistency and personal anonymity. PI&O Advisory Committee responsibilities include:

- a. Providing guidance to CMA members involved in PI&O service throughout the Fellowship by soliciting participation and input from all of those involved in PI&O activities within the various service elements of CMA (e.g., Area, District, Intergroup, etc.);
- b. Establishing recommended guidelines for Public Information & Outreach activities and service work;
- c. Responding to routine requests for information from individuals and the media;
- d. Referring requests for information from individuals and the media that require approval or action by the GSC and/or Board of Trustees;
- e. Operating the helpline utilizing vetted members of the Fellowship; and
- f. Creating public service announcements

Contact Info

Chair: Keith F., keith.f@cmagso.net

Conference Breakout Session Topics

- Discussion about doing outreach
- Workbook items
 - Helpline Guidelines
 - Starting a local PI&O Committee
 - Welcome letter(s)
 - Local Outreach Letter
 - Event Planning
 - Presentation Guidelines
 - PSA Wording
- Discussion of possible outreach survey
- How do we successfully attend outreach events

Documents Relating to the Public Information & Outreach Conference Committee Breakout

For your convenience, the following documents are contained within the Appendix.

- **What about Anonymity**
- **PI&O Workbook Helpline Guidelines**
- **PI&O Workbook Starting a local PI&O Committee**
- **PI&O Workbook Welcome letter(s)**
- **PI&O Workbook Local Outreach Letter**
- **PI&O Workbook Event Planning**
- **PI&O Workbook Presentation Guidelines**
- **PI&O Workbook PSA Wording**

Literature Conference Committee

The purpose of this committee is to produce literature for the Fellowship of CMA. The literature produced by this committee should carry the message of recovery from crystal meth addiction through the application of the spiritual principles outlined in the Twelve Steps and Twelve Traditions of CMA. The Literature Advisory Committee carries out this purpose through the following activities:

- Solicits literature submissions from individual members or local literature committees of CMA;
- Writes and edits literature;
- Adheres to the guidelines for literature adopted by the General Services Conference;
- Recommends such literature for approval by the GSC and the Conference.

Literature is certainly one of the most effective means by which CMA is able to carry its message to crystal meth addicts. Therefore, it is essential that all Conference approved literature reflect, to the greatest extent possible, the collective experience of CMA as a whole. Notwithstanding this, the subcommittee can also create literature that focuses this message to a specific demographic.

In considering topics for new literature, time and care should be taken both in deciding what literature to create and what relevant experience we have with the proposed subject. Whenever the committee completes a new piece of literature, it is first submitted to the GSC for interim approval. It can then be circulated to the Fellowship.

When completed, the Fellowship should be given ample opportunity to review any new literature and provide feedback before submission to the Conference for approval.

Contact Info

Chair: Aaron M., aaron.m@cmagso.net

Conference Breakout Session Topics

- *Voices of the Fellowship* - The book *Voices of the Fellowship* will be presented to the Assembly pending interim approval by the GSC. Final discussion and process session by the Literature Advisory Committee will be scheduled.
- Literature Inconsistencies - Continued work by the Literature Advisory Committee to address the issue of inconsistencies in literature throughout the fellowship.
- Reading Revisions - Follow up on the revisions of "What is CMA?" and the

- introduction of "The Twelve Traditions."
- Foreign Language Translations - Complete work on Spanish, French, German, and Farsi translations as well as discuss the next languages to address (Dutch, Hmong, and Bangla). Update of the translation of "Crystal Clear" into Spanish with the funds provided in the 2018-2019 budget.
 - Development Session - The members of the Literature Advisory Committee will collectively develop ideas for new projects.
 - Two-Year Goals - Planning the direction of the committee with a new Chair for the next two years.

Documents Relating to the Literature Conference Committee Breakout

- **None for this Conference**

Communications Conference Committee

The purpose of this subcommittee is to develop, deliver and facilitate communication within the fellowship of CMA. The Communications Subcommittee carries out this purpose by:

- Providing communication to CMA members involved in all areas of service throughout the fellowship with the goal of providing information and soliciting participation and input from all of those involved in activities within the various service elements (e.g. Area, District, Group, Intergroup, etc.);
- Managing the CMA World Services website <http://www.crystalmeth.org>; the CMA Conference website; the CMA YouTube channel; & the CMA Service Portal
- Establishing recommended guidelines for CMA communications and activities.
- Maintaining consistency within the branding guidelines for Crystal Meth Anonymous.

Contact Info

Chair: Jon M., jon.m@cmagso.net

Conference Breakout Session Topics

Existing Service Offerings – Review of current offerings, goals from last Conference, and discussion regarding goals for the coming year.

- Service Portal
- Newsletter
- Speaker Recordings
- CMA App
- Website
- Pamphlet Redesign - Images provided for discussion only.

Committee Liaisons – Making sure we are engaged and serving the other Advisory Committees.

- Conference
- Finance
- H&I
- Literature
- PI&O

New Service Offerings – Additional ways we can meet our objectives and better communicate up through the service structure and to the fellowship as a whole.

"In Reach" – Reaching out to areas that are under-served.

Election of Officers

- Chair
- Co-Chair
- Secretary
- Chief Technology Officer

Documents Relating to the Communications
Conference Committee Breakout

- **Possible redesign for pamphlets - Appendix**

Finance Conference Committee

The purpose of the Finance Advisory Committee is to develop and implement policies and procedures in all matters concerning the finances of Crystal Meth Anonymous, including ways and means to generate funds necessary for the continued growth of the fellowship, in accordance with our Twelve Traditions and Twelve Concepts. The Finance Advisory Committee carries out this purpose through the following activities:

- a. Drafts annual CMA budget and advises on budget development and submission
- b. Recommends other financial priorities
- c. Advises on:
 - i. Acquisition of assets in a manner consistent with CMA Twelve Traditions, CMA Twelve Concepts and applicable laws
 - ii. Management, maintenance and protection of assets
 - iii. Liabilities and contingent liabilities
 - iv. Required financial filings
 - v. Ensuring that receivables are collected in a timely manner
 - vi. Ensuring that invoices and other payments are made in a timely manner
 - vii. Utilization of assets (i.e., expenses) to meet needs of CMA as determined by trusted servants in a manner that benefits CMA and does not inure to individuals by asking:
 1. Does the expenditure support the mission of CMA?
 2. Is the expenditure disallowed by CMA Bylaws or applicable law?
 3. Has the expenditure been properly authorized in writing?
- d. Acts as a resource for CMA groups on financial matters including but not limited to advising on negotiating leases and other contracts

Contact Info

Chair: David M., david.m@cmagso.net

Topics for Breakout Session Discussion

- Fulfillment Discussion including International orders
- Develop suggestions to generate more revenue (donations, sales) and work with other advisory committees and GSC to implement selected suggestions:
 - Review Mimeo Trial
 - New Group Starter Kit
 - 25th Anniversary
- Develop general procedures for budgeting process
- Develop plan for intellectual rights to CMA properties: National and International

- Board/Committee Chair Expense Policy
- Prudent Reserve Discussion
- What does the fellowship want from Finance?

Documents Relating to the Finance Conference Committee Breakout

- **None for this Conference**

APPENDIX

This section contains documents for you to review that will be voted on or discussed at the Conference. Other documents, not included here, that will be discussed can be downloaded from the hyperlinks provided throughout the Delegate Packet. You can also use the Delegate feedback form [HERE](#) to record the collective conscience of the fellowship in your Area.



What about Anonymity Feedback Request

Trusted Servants,

Thank you for participating in this year's upcoming General Service Conference. In advance of the Conference, we are asking that you help coordinate feedback on the document "What about Anonymity" on the following page. The feedback of every member, Group and service level is vital to forming a collective conscience on this critical topic. This could happen in the form of a special District or Area meeting/ sharing session, a call for feedback via email from the Groups in your service structure or in one-on-one discussions.

Please review What About Anonymity? prior to completing the feedback form found on cmaservice.org under Be of Service.

Please provide feedback once per entity. For example, if you want to submit feedback on behalf of your Area and as an individual you may do so separately.

If you have any questions please log onto cmaservice.org and navigate to Be of Service\What About Anonymity?

Thank you for being of service.

The Public Information and Outreach Advisory Committee

WHAT ABOUT ANONYMITY?

Crystal Meth Anonymous

an·o·nym·i·ty (ăn'ō-nīmī-tē)

1. The quality or state of being unknown or unacknowledged. (Also, the quality or state of being unnamed or unidentified.)
2. One that is unknown or unacknowledged.

We're creating this document to start a conversation. We encourage our members to discuss the various aspects of anonymity so that we may eventually create a pamphlet centered around anonymity for CMA.

Anonymity is an important core principle for us. The disposition of your anonymity is a tremendously personal thing, and only you can decide if you want your anonymity broken. Some of our members may not want it known they are addicts. Protecting the anonymity of everyone protects the fellowship as a whole. Individual boundaries around anonymity vary from member to member, and we can practice humility by respecting the individual levels of comfort for each member, recognizing that some may need more consideration than others. If protecting your anonymity is of great concern, rest assured we do our best to keep our affairs anonymous. Whether you realize it or not, you benefit from this basic concept.

Some of us have careers in chemical dependency treatment. Those people might only be effective in their work if their anonymity is broken in order to carry the message. Some of us engage in outreach to the public at large or to addicts unable to attend regular CMA meetings. Those of us who participate at this level understand that we give up our anonymity on a temporary basis. Those are both personal choices.

Most of us believe contributing to the fellowship anonymously is humbling. At the root of anonymity, as currently practiced by Twelve Step programs, is the importance of humility and sacrifice—the giving up personal desires for the overall good. Our Twelfth Tradition gives principles precedence over any individual's interests.

Some of us have had electronic communications sent to us with no consideration to those who perhaps may want to remain anonymous. As communications evolve, we find ourselves deluged with automated messages. Some of those messages come from members of our fellowship. Sometimes members are included in group messages with harmless intentions, but our anonymity is still compromised just the same. How would you feel if you received a digital message from a member of our fellowship and the message had nothing to do with CMA? How would you feel if your spouse read the message? Your boss? We try to keep our worlds separate because anonymity ensures that we have a safe place to share and thrive.

Just as the individual needs anonymity, groups need anonymity too. We must be careful when using the CMA name which may create legal liability issues for the organization and its board members. By protecting the fellowship as a whole, we ensure we have a seat for the member coming into the rooms for the first time.

Say no one knew you were an addict, how would you feel about showing up for an open meeting at a public location like a park with a banner advertising Crystal Meth Anonymous? Would you stay at such a meeting? Would you come back? And would you be concerned if it drove off potential addicts needing help yet fearing for their anonymity? As members, we should have an expectation of anonymity, confidentiality, and privacy at our meetings. We strive to have safe places to share our feelings with no outsiders able to observe us and make judgements.

To be most effective, cohesive anonymity should be practiced by everyone in the fellowship. We've found that many members of CMA struggle understanding the various aspects of anonymity. To that end, we present a series of questions for you to explore centered around anonymity:

- How do you define anonymity?
- What spiritual principles do you associate with anonymity?
- How do you separate personal life and recovery life?
- What is the difference between privacy, anonymity and confidentiality?
- Where are the boundaries with social media?
- What is your expectation of privacy and safety concerning your personal information outside of the meeting?
- What are the differences of anonymity inside and outside of the fellowship?
- What is the relationship between anonymity and humility?
- Why do we not use last names?
- In what ways can maintaining anonymity extend beyond your personal identity?
- Has your anonymity ever been broken? How did you respond?
- How do anonymity and equality relate to each other?

We hope you'll discuss these issues and questions amongst yourselves so that we can continue to explore them and improve as a fellowship. With this information a pamphlet, reading, or other documents can be developed. Unity is essential to our continued existence and the consensus of the fellowship is essential. As our Traditions conclude: "Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities."

CMA PI&O Approved Literature

© Crystal Meth Anonymous

12.11..2017

PI&O

Workbook - Helpline Guidelines

Draft

The purpose of the Public Information & Outreach Advisory Committee's Helpline is to ensure that CMA's message of recovery is available to the still-suffering crystal meth addict. We accomplish this by providing consistent information and resources to all those affected by crystal meth.

- This service commitment is an opportunity to practice the 12th Step in accordance with spiritual principles and the 12 Traditions.
- Remember you represent CMA and this may be the caller's first contact with CMA – you are not acting as an individual in this capacity
- Set reminder(s) so you are prepared for your shift. It's recommended that you be near a computer so you can easily look up information.
- Let Helpline Coordinator(s) know if you're going to be unavailable for a shift.
- If you don't know the answer to a question, do not try and answer it.
- Ask if you can pass the caller's information on to the Helpline Coordinator so they can call them back to answer their question.
- Alternatively, they can send an email to one of the contacts listed on our website.
- When answering a call, you do not need to indicate that it's CMA – you can simply say hello and ask how you can help.
- Before ending a call, ensure you've answered all the questions and addressed any concerns.
- We can provide referrals but not advice. We can encourage friends and family to seek out outside help or support from Al-Anon/Nar-Anon. See Appendix A.
- Practice active listening. Start the conversation by asking "What made you call us today?"
- Practice patience, gentleness and kindness. The caller does not know what you know – they've turned to us for solutions.
- Have fun – remain relatable and human; connect with the caller.

PI&O

Workbook - Starting a Local PI&O Committee

STARTING A LOCAL PUBLIC INFORMATION & OUTREACH COMMITTEE

In Crystal Meth Anonymous (CMA), the purpose of Public Information & Outreach (PI&O) work is to carry the message of recovery to the crystal meth addict who still suffers. A PI&O Committee does this by making the public aware of CMA and that it offers a solution that works.

The PI&O Advisory Committee has compiled the following suggestions to support emerging CMA groups seeking guidance in fulfilling our primary purpose as it relates to the public and the non-addict.

The suggestions listed in this document are a list of options. As your PI&O committee gets started, focus on what you feel will benefit your local recovery fellowship. If you need additional support the PI&O advisory committee is always available as a resource and we encourage any person interested in PI&O work to join the monthly conference call.

Public Information & Outreach and the CMA Member

Every member of CMA has a role in helping us carry the message to the still-suffering addict. When performing PI&O work, it is important to remember Step Twelve, and practice the principles of the program in all our affairs. This is especially important when we represent the fellowship to professionals and members of organizations that may share their impressions of us with others. By projecting a positive image, we increase the likelihood that they will refer still-suffering addicts to CMA meetings.

Public Information & Outreach and the CMA Group

Individual meetings can, and often do, perform basic PI&O work to help carry the message of recovery to addicts, as well as to members of the public. Such efforts by groups often include posting flyers or bulletins, printing and distributing meeting schedules, and informing other addicts about CMA meetings.

As the number of meetings and groups increases, the need for additional services is often met by the formation of an Intergroup and/or District and/or Area PI&O Committee. We start these service committees to better reach the still-suffering addict in our local communities and to perform PI&O services that groups alone cannot. Intergroup, District and/or Area PI&O Committees may provide, among others, the following services: maintain a website, attend local outreach events or operating a helpline.

The Work Itself

Our objective in doing PI&O work should be simply to spread the word that CMA exists, it works, and that it is free. To clearly carry the message of CMA to the public, we need to have a working knowledge of our Twelve Traditions. For specific examples, refer to the section of the PI&O Workbook titled "*The Purpose of Public Information & Outreach Work.*"

Here are some frequently used methods to accomplish this:

- **MEETING LISTS.** If there is more than one meeting in your community, compiling and distributing a list of meetings is key. It should contain information such as the day, time, and meeting location, and whether the meeting is open or closed to the public. It may also contain information such as the type of meeting (e.g., step study, speaker, or topic meeting), and any other special information. Meeting lists should be updated on a frequent basis. It is our responsibility to make sure that newcomers are given accurate information on how to find us.
- **POSTERS / FLYERS.** Posters, flyers and notices used to inform the public how and where to contact us should be distributed properly. It is critical that before we post these notices, we obtain permission to do so. Some possible posting locations are detoxification facilities, hospitals, police stations, schools and universities, churches or missionary outreach offices, government service offices, drug treatment centers, websites, newspapers or other places where addicts seeking recovery or people who help addicts might congregate. As an example, a bulletin, poster, or newspaper ad might simply read as follows:

DO YOU HAVE A PROBLEM WITH CRYSTAL METH?
Crystal Meth Anonymous may have a solution for you!
[Your Local Contact Information]

- **PUBLIC SERVICE ANNOUNCEMENTS (PSAs).** Printed materials can be created by the local area and PSA videos are available from the PI&O Advisory Committee. The Committee also has recommended scripts for radio and television PSAs which can be adapted for use locally.
- **INTRODUCTORY MAILINGS.** We can introduce CMA to health professionals, social service workers and others who deal with addicts, by mail. You can create a standard packet for mailings and for distribution during presentations. An introductory mailing packet might consist of a cover letter stating who you are, where you can be contacted, and some basic information about CMA in your community. A sample letter is made available in the Workbook under "*Sample Letter: For the Professional*". You might also include a local meeting list and some CMA pamphlets. If appropriate, the cover letter might also mention that members are available to speak with professionals and/or their staff, but only if your local CMA fellowship is able to fulfill this type of request. It is important to have enough resources available to respond to inquiries before offering such an option.
- **INFORMATION HELPLINE.** A phone number may be established in your community as a source for crystal meth addicts seeking recovery and for receiving inquiries about

our fellowship from the public. For suggested phone line protocol and guidelines, please refer to the "*Helpline Guidelines*" section of the Workbook. You should establish a phone line service only when you are able to support it. Some areas begin with only a voicemail service to start out, which does not require someone being available to answer calls. We always do our best to respond to calls and voicemails in a timely manner. If this is not an option, you are welcome to publish the General Service Committee's helpline number: **855.METH.FREE** on your materials.

- **PRESENTATIONS / OUTREACH.** You may receive requests to give a presentation about CMA to professionals at a healthcare facility or institution. See "*PI&O Presentation Guidelines*" section of the Workbook before such an undertaking. You may also receive an invitation to set up a booth or information table at a public event to provide basic information about CMA. Bear in mind, it is fine for us to decline a request that is outside our fellowship's primary purpose. It is also reasonable for us to decline a request if we do not have the time, money, or members available to honor the request. An important thing to remember is that we do respond. Failure to respond, even to decline a request, demonstrates a lack of reliability on behalf of our fellowship.

Some things to keep in mind when planning to make a presentation or do service at an outreach table:

- We never do PI&O work alone.
- This type of PI&O work may require the breaking of our anonymity.
- While some personal disclosure is encouraged, the focus must remain on a clear CMA message. What is important is not so much who we are as individuals, but how we got clean through the Twelve Steps and Twelve Traditions of CMA.
- Avoid telling "war stories". We are there to share how through CMA we found a new way to live, free from active addiction, not how it was when we were using.

Working With Hospitals & Institutions (H&I)

It is critical to understand the relationship between H&I and PI&O, as cooperation between these committees is an important part of helping to carry the message.

The purpose of an H&I Committee is to carry the CMA message to addicts in hospitals or other institutions who do not have access to regular CMA meetings. H&I will organize a team of CMA members, called a panel, to introduce the basics of the Twelve Step program to addicts in those institutions.

Here is an example to illustrate our different responsibilities and cooperative spirit: If a hospital requested a presentation of the Twelve Steps to the patients at the hospital, it would be the H&I Committee's responsibility to bring a meeting or panel. PI&O would, of course, remain available to H&I if this contact were to eventually become an opportunity for a presentation to the staff. If the hospital contacted the local fellowship to request a presentation of the Twelve Steps to their staff, PI&O would be primarily responsible to do a presentation and a member from H&I would most likely attend as a resource to bring panels to the hospital's patients.

Public Information & Outreach and the Media

When the media shows interest in CMA, their reporters often approach us without an understanding of the principle of anonymity. Maintaining personal anonymity at the level of press, radio, and films must be our highest priority when contacts are made with the public and the media.

If your local PI&O committee is contacted by the media, please refer to the PI&O Workbook section titled "*Addressing Media Inquiries*."

Where to Begin

You may want to begin by establishing your PI&O Committee's purpose, functions, and responsibilities, and then deciding how the Committee should serve the local members of the fellowship.

The suggestions listed in this document are a menu of options, not a list of requirements. All of them are scaleable and can be approached in a manner that suits the needs and resources of your fellowship.

If you have opportunities that are outside your means, feel free to get in touch with PI&O Advisory Committee. Additional resources can also be found in the PI&O Workbook, available for download from crystallmeth.org.

No matter which methods we choose to employ, we keep in mind the Twelve Traditions and our primary purpose.

PI&O

Workbook - Welcome Letter(s)

Welcome to Public Information and Outreach!

The purpose of Public Information and Outreach (PI&O) work in Crystal Meth Anonymous (CMA) is to carry the message of recovery to the still suffering addict. PI&O carries this out, in part, by informing the public that CMA exists and that it offers recovery from the disease of addiction. A PI&O committee also helps to ensure that accurate information about CMA is available to the public, to those that work with addicts professionally, as well as to the Fellowship.

CMA General Services Committee wants to help you succeed in carrying the message to your local fellowship by providing you with information that you can easily access. The PI&O Workbook (a compilation of guidelines, templates and examples) was created to help local PI&O committees carry out their work. In the following pages, you will find materials that will assist and support your local fellowship in carrying its PI&O message.

To learn more about PI&O work at all levels of CMA service, follow these tabs at the website www.crystalmeth.org: "Fellowship/CMA General Service Committees/Public Information."

We are here to guide you and to be of assistance in any way that we can. Please contact us at for more information, or to join the monthly conference call. We look forward to working with you to carry the message of CMA.

Thank you
CMA Public Information and Outreach Advisory Committee
[genericemail@cmagso.net]

Welcome to Public Information and Outreach!

The Public Information and Outreach Advisory Committee of the General Services Committee is here to offer guidance and provide assistance in any way that we can.

Public information and Outreach (PI&O) is an integral component of service in CMA. Whether it's on the local or national level, the information that PI&O makes available can help shape the public's opinion and potentially influence someone's decision about whether or not to attend a CMA meeting or refer someone else to CMA.

CMA General Services wants to help you succeed in carrying the message of your fellowship by providing you with information that you can easily access at www.crystalmeth.org. There you will find documents that can assist you when attending a public event or an event within the fellowship of CMA. Also, you will find information for friends and families of the addict, for the media, and for the professional who may come into contact with addicts.

To learn more about PI&O work at all levels of CMA service, follow these tabs at the website: "Fellowship/General Service Committees/Public Information."

The purpose of PI&O work in Crystal Meth Anonymous (CMA) is to carry the message of recovery by, in part, informing the public that CMA exists and that it offers recovery from the disease of addiction. A PI&O committee ensures that accurate information about CMA is available to the public, to those that work with addicts professionally, and to those within the fellowship that carry the message of recovery to the addict who still suffers.

If you have any questions, please contact us at for more information, or to join the monthly conference call. The PI&O Advisory Committee currently hosts a conference call on the third Saturday of each month at 12:00 Noon (Eastern). Any member of CMA is welcome to attend this call and participate.

We look forward to working with you to carry the message of CMA worldwide.

Thank you
CMA Public Information and Outreach Advisory Committee
[\[genericemail@cmagso.net\]](mailto:genericemail@cmagso.net)

PI&O

Workbook - Local Outreach Letter

DATE

Crystal Meth Anonymous of [AREA]

To Our Neighbors, Supporters & Community Professionals,

We reach out in the hope that someone you know may benefit from the fellowship of Crystal Meth Anonymous. We are a Twelve Step fellowship that advocates complete abstinence from all mind-altering substances. In sharing our experience, strength and hope with each other, we can solve our common problem and help others to recover from addiction to crystal meth. The foundation of the fellowship is regular attendance at meetings where members discuss how they achieved sobriety and a new outlook on their way of living.

Our experience has taught us the value of knowledge in encouraging the addict to seek help. We would like to welcome you at one of our meetings, so that you may form an understanding of CMA. Here, you can obtain more information on the CMA fellowship, a list of meetings, and CMA literature. This may also serve your friends, clients or coworkers.

It is important to note that the only requirement for membership in CMA is a desire to stop using. Members participate in meetings, work with a sponsor, and work a Twelve Step recovery program. We encourage the addict to attend multiple meetings to find those meetings which are most comfortable for them and with someone from the CMA fellowship who can answer their questions. Often, this person may be a temporary sponsor who can help to guide the newcomer into the program of recovery. There are no religious affiliations; CMA is based on spiritual principles.

If you are a Healthcare Professional, Correctional or Treatment Facility Professional, Employee Assistance Professional, Educator, Clergy Member, Counselor, Social Worker or Student and would like us to mail you further information about Crystal Meth Anonymous, please feel free to contact us.

Further information about CMA can be found here :

<http://crystalmeth.org>

If you would like us to send you information, please feel free to contact us here :

[LOCAL WEBSITE]

Thank you

Crystal Meth Anonymous of [AREA]

PI&O

Workbook - Event Planning

The following is an outline to assist you in the planning process for Public Information and Outreach (PI&O) outreach efforts. Please refer to the **PI&O Workbook**, in particular the **PI&O Presentation** and the **Presentation Guidelines**, the **PI&O Speaker Guidelines** and other resources that may be available through General Services or your local fellowship. These resources will help to insure that the message you are delivering is in line with the Twelve Steps, Traditions and Concepts of Crystal Meth Anonymous.

Below please find some suggested topics for consideration in each of the four major areas of outreach efforts : Identify, Plan, Execute and Debrief. These broad guidelines can be used to plan for a wide range of possible outreach opportunities including, but not limited to : attending professional events, purchase of targeted ad space or sending outreach letters.

This outline has been developed by the PI&O Advisory Committee of Crystal Meth Anonymous. If we may address any questions or concerns, please feel free to reach out.

- Identify - to whom are we presenting CMA's message and do we think it's a good use of our resources?
 - How do we identify targets?
 - Initial outreach and follow-up
 - Join email lists or newsletter broadcasts
 - Visit their offices
 - Internet searches
 - Targets
 - Treatment facilities and other recovery organizations
 - Prisons, jails and other legal system entities
 - LGBTQ associations
 - Hospitals and mental health facilities
 - Government offices
 - Colleges and universities
 - Homeless services entities
 - Places of worship
 - Philanthropic organizations
 - The general public
 - Frequency
 - What's the frequency with which this event occurs? Will we attend or participate again in the future? Or, is this a one time opportunity?

- Method of outreach and audience access
 - How will we participate? Is this a live event where we host a booth? Is it a mailing of introductory letters? Or, are we purchasing space in printed materials?
 - Who is the audience of this event? How likely is it that we will be able to introduce them to CMA's message?
- Plan - how will we make this effort successful?
 - Timing
 - Advance planning is imperative
 - How long will it take us to secure the materials, resources and/or space for this event?
 - Staffing
 - How many people can/will participate? How many are needed for success?
 - It may be useful to create a committee to plan
 - Have a back-up plan or extra folks on call
 - For long events, plan shifts of participants
 - Only CMA members from the local fellowship or are others involved?
 - Financial
 - The Seventh Tradition
 - What's the cost of materials?
 - Pamphlets
 - Flyers
 - Insurance
 - Books
 - Travel
 - Booth rental
 - Airfare and accommodations
 - Shipping
 - Fees and incidentals
 - Who is paying for this event and do we have enough?
 - Do we need to fundraise?
 - Designated second collection
 - Special fund raising events
 - Professionalism
 - How do we deliver CMA's message through this event in a spiritual, presentable and professional manner?
- Execute - following through with our plans to deliver CMA's message
 - Setup
 - Are table presentation or booth aesthetic materials needed?
 - Do we need to prepare a draft letter and get it approved?
 - What other resources or materials need to be prepared for the event?
 - Engaging Audience
 - Ensure our messaging is consistent with CMA's Traditions, Concepts and approved literature

- Speak or write professionally
 - Listen, answer questions to the best of your knowledge and offer solutions
- Follow-up and Referral
 - Send follow-up emails shortly after the event, thanking folks for their interest and offering your fellowship's materials or website
 - Reach out on a regular basis, as appropriate
 - Creating a database of contacts may be useful for ongoing outreach
- Debrief
 - Pros/Cons of the event
 - Should we consider attending again?
 - Percentage of audience interest
 - Percentage of qualified contacts made

PI&O

Workbook - Presentation Guidelines

Purpose

The CMA Public Information and Outreach (PI&O) Committee is responsible for ensuring that clear and accurate information about Crystal Meth Anonymous (CMA) is available to the public. Our message is one of solution for the addict who suffers and those who may have interest in the addict's well being. We offer a solution that works, is free, and opens the door to a new way of life that is completely free of crystal meth.

We believe that our experience should be made available freely to all who express a sincere interest. It is also our belief that efforts in the field should reflect our gratitude for the gift of recovery from addiction and our awareness that others outside our Fellowship are equally concerned with the serious implications created by addiction to crystal meth.

The Twelve Traditions and Public Information

Public information work is done by service committees or groups created by--and directly responsible to--those they serve. We try to do the best we can with what we have while upholding our Twelve Traditions. Our experience has taught us that an understanding of The Twelve Traditions of Crystal Meth Anonymous as they apply to public information is helpful. With that in mind, it may be beneficial to those communicating with the public to spend time studying and discussing the Traditions. The knowledge gained may help us to be more confident in our presentation of CMA. This confidence can be apparent to our audience and may foster a positive image of our fellowship. The following Traditions can play an important role in PI&O work and have direct applications to PI service we conduct while presenting to groups outside of our Fellowship.

Our Sixth Tradition states, "A CMA group ought never endorse, finance, or lend the CMA name to any related facility or outside enterprise, lest problems of money, property or prestige divert us from our primary purpose." "This tradition is the basis for our policy of non-affiliation and is extremely important to the continuation and growth of CMA." While it may be important to reach as many people as possible with our message of recovery, it is imperative that we not risk our independence by becoming reliant on any outside source. If CMA becomes strongly identified with any "related facility or outside enterprise" (e.g. club houses, drug treatment centers, or other twelve-step fellowships), our primary purpose and independence can become confused with the priorities of others.

Forging a relationship with those agencies and individuals who come into contact with addicts during the course of their professional work is important when carrying the message of CMA. Without their cooperation, many addicts may never find our fellow-

ship. We want to work with other organizations, but we do not want to be perceived as being affiliated with them in fact or in the mind of the public. To give the impression that we are one and the same might threaten our independence. Our aim in sharing information with these agencies is simply to make it known that CMA is available. It may require additional effort to make clear distinctions between CMA and other organizations; however, we will be rewarded as more addicts find us through other sources and our Fellowship continues to grow.

Our Tenth Tradition states, "Crystal Meth Anonymous has no opinion on outside issues; hence the CMA name ought never be drawn into public controversy." "Our recovery speaks for itself. Our Tenth Tradition specifically helps protect our reputation." We have no recommendations for any outside organizations, nor do we participate in their politics. To do so might invite controversy, which may jeopardize our Fellowship's standing in the community. If we voice an opinion on any public issue, we may block the path for a new member to join or feel welcome in our Fellowship. It is critical that we maintain our primary purpose--to reach the addict who is still suffering.

Our Eleventh Tradition states, "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television, films and other public media." "Our attraction is that we are successes in our own right. As groups, we offer recovery. We have found that the success of a program speaks for itself." This Tradition tells us that we do not have to promote recovery, but that the changes in our lives will be apparent to those around us. The positive effect of our own personal recovery can be a powerful element of attraction to a program.

We may decide that we do need to inform the general public of our existence. Is this attraction or promotion? The difference between attraction and promotion is in the content of the message and its presentation. Providing basic information and informing the public about who, what, and where we are is well within the definition of attraction. If the message goes beyond simply informing the public that our Fellowship exists, it may be considered promotion.

Participation of CMA members in public information events typically is not a violation of anonymity. We do PI&O work in pairs so that our message is the focus and not our individual personalities. Providing full names to the press, being photographed, or appearing on television, film or presenting in other media in association with or identified as a member of CMA is plainly a breach of the Eleventh Tradition. This can threaten an individual member's personal recovery, and may give a false impression to newcomers that they will have to reveal their identities to others.

Our Twelfth Tradition states, "Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities." "The spiritual foundation becomes more important than any one particular group or individual." This Tradition reminds us that CMA is here for all of us and we recover together, and that the sacrifice of personal recognition may be inherent to the spiritual principle of anonymity.

When we present a personal message to the public under the guise of public information on behalf of CMA, we are acting on ego and lose the spirit of humility. The damage that can be done to CMA's reputation by individuals acting on their own can take a long time to repair. When newcomers walk through the door of CMA we can then appreciate the spiritual aim of the fellowship and our own place within it. We are grateful to be able to carry the message of recovery and can acknowledge the actions of a power greater than ourselves.

What We Do and What We Don't Do in Public Information Presentations:

We Do:

- Follow our traditions, public relations plans, and guidelines.
- Try to be consistent and follow through on plans of action.. * Keep updated records of contacts, posted flyers, PSAs, etc.
- Remember that quality is better than quantity.
- Present a good image of recovery. We are punctual, dress appropriately, and avoid using obscenities when we speak.
- Consult with members experienced in PI work before contacting the media or making an outside presentation.

We Don't:

- Do public information service alone.
- Abuse our precious resources. When we don't complete a project, we create a negative image of CMA.
- Present ourselves as the only spokesperson for CMA.
- Accept contributions from outside our fellowship.
- State an opinion or take a stand on any non-CMA or public issue.
- Give out personal information about individual CMA members.

Crystal Meth Anonymous Does Not:

- Operate hospitals or recovery houses for addicts.
- Solicit or persuade others to join.
- Engage in or sponsor scientific research on addiction.
- Keep membership records or case histories of its members.
- Make medical or psychological diagnoses.
- Provide marriage, family, or vocational counseling.
- Provide monetary or social assistance.
- Provide or participate in primary drug prevention education.
- Accept money for its services or funding from any public or private agencies.

- Review of Anonymity; de facto PI members who present are “representing” CMA to the public; important how behave, dress, language etc (refer to same section from CMA H&I orientation)
- Types of Groups to present to (and how to find them):
 - Professionals (doctors, social workers, counselors, administrators for rehabilitation centers, law enforcement, members of the judicial community (regular and drug court), teachers...
 - Students (college courses, student groups, high schools)
 - Convention or conference attendees
 - Schools
 - Community groups and service centers (YMCA/YWCA, shelters, recovery homes (overlap w/H&I, but PI may be first to present), churches, city or mayor offices?
- How to arrange presentations, Get invited
- Guidelines for presentation:
 - Always at least 2 PI members
 - Decide who will present;
 - Have moderator and speaker or two, or
 - Have a panel of three to four PI members
 - Agenda/Topics to cover (maybe provide several sample agendas, based on time/who presenting to, whether panel or speaker format):
 - Explain that we are not experts, but we speak from our own experience.
 - History of CMA; history of 12 step programs
 - What CMA does; overview of what CMA is and is not
 - What meetings are like
 - Personal experience (members can briefly qualify, short share by main speaker if using that format); point to Speaker Guidelines for this part
 - Q and A
 - Information to have on hand; CMA pamphlets that would be good for the public; local meeting schedules (lots of copies to hand out);
 - Closing: Opportunity for us to get contacts; find new places to distribute meeting schedules and CMA pamphlets, or perhaps even opportunities for new meetings, regular and H&I (would pass information over to H&I). Have paper and pen or other means of establishing contact.

PI&O

Workbook - PSA wording

PSA wording for written media (e.g., newspaper ads)
[Editable content]

Crystal meth, is it using you? Crystal Meth Anonymous has a solution. [contact info]

If you want to use meth, that's your concern. If you want to stop using, we can help.
[contact info]

We've been there - meth addiction is isolating, scary and costly. Crystal Meth Anonymous has a way out that works. [contact info]

Have you tried to stop using crystal meth and found that you couldn't? Do you find that you can't control your use once you start?

If so, you may be suffering from the disease of addiction. The fellowship of Crystal Meth Anonymous can help. [contact info]

COMMUNICATIONS

Possible Pamphlet Redesign



Possible full bleed options for print on demand service.



Possible white border options for print at home.