



**SCIF & SOCYPAA
Co-Hosting**

Sober Valentine's Day Dance

Saturday · February 14, 2026
8:00 PM – 12:00 AM

Sonoma County Alano Club
1050 Petaluma Blvd N - Petaluma, CA

AA Meeting at 7:00 PM

Music by DJ Blackout

Food & Beverages Provided

\$20 Recommended Donation

Come celebrate love, connection, and sobriety – a safe, fun way to enjoy Valentine's Day!



ALCOHOLICS ANONYMOUS

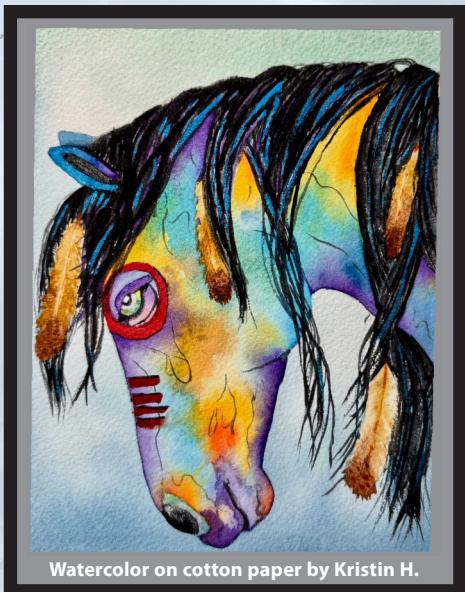
This is the Fourth Edition of the Big Book, the Basic Text for Alcoholics Anonymous



Big Book Comes Alive
Mon 2/2 through Mon 3/16
6pm to 8pm (5pm dinner)

BRING YOUR BIG BOOK and 12 & 12
(childcare available donation appreciated)

Sonoma County Alano Club
1050 Petaluma Blvd. N
(707)782-0588



Sonoma County Intergroup Fellowship Committee Chair Elections

February 23rd

Alkathons, Activities, Outreach, Newsletter, Seminars, Teleservice, Webmaster, Tech & Intergroup Central Service Committee Nominating Committee

You don't need to be an Intergroup Representative to run. One year commitment, and a second year is optional. Two years of sobriety are required.

7:30 pm. at St. Luke's Episcopal Church
905 Mendocino Ave. in Santa Rosa
Zoom ID: 860 4370 3384 PW: 62

Come Join the Fun!

BOOKSTORE/CENTRAL OFFICE/MEETING HALL

750 Mendocino Ave., Suite 10, Santa Rosa (707) 546-2066

Bookstore Open Mon. – Sat., 10:00 am – 6:00 pm

Online store open 24/7: <https://scifbookstore.com/>



Our new SCIF Meeting Hall next to the Bookstore is happening, thanks to many Fellows and Friends!

Meetings and Seminars have already started.

**Stop by for a complete schedule and
to sign your meeting up for a time slot!**



Bookstore

AA is raising the price of all AA books \$3 on February 1st & 15% for all other materials.

**Expansion of the group materials is in progress.
The Bookstore has service commitment
opportunities.**

Book cover Bundles are on sale.

Central Office

Assistance for groups to acquire a GSO Group ID number and an IRS EIN for a checking account is available.

Meeting Hall

The SCIF Meeting Hall has openings for day and some late night meetings.

Weekend meeting hall rental is available to members for private and open sober events.

Secretaries are needed for a daily weekday audio "Dead Speakers Meeting."

Over \$7000 in goods and services was donated to the SCIF Meeting Hall.

The meeting hall has plenty of nice new chairs now. Thank you all!

Donations/Contributions for The Meeting Hall are greatly appreciated. We need a vacuum cleaner, canister or upright. It won't be long before the meeting hall is fully self-supporting!

SCIF Meeting Hall Schedule							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7:00 AM	Attitude Adjustment	Attitude Adjustment	Attitude Adjustment	Attitude Adjustment	Attitude Adjustment	Attitude Adjustment	Attitude Adjustment
9:00 AM							
9:30 AM							
10:00 AM	Gray is unavailable			Yellow is available			
10:30 AM							
11:00 AM							
11:30 AM							
12:15 PM	12:15 Dead Speakers Meeting (temporary time slot)						
1:00 PM							
1:30 PM	o p e n						
2:00 PM							
2:30 PM	r o r						
3:00 PM	p r i v a t e		Tuesday 3:30 Topic Meeting				
3:30 PM	r i v a t e						
4:00 PM	r i v a t e						
4:30 PM	r i v a t e						
5:00 PM	r i v a t e						
5:30 PM							
6:00 PM							
6:30 PM		2nd Mon ICS C. 6-7:30					
7:00 PM							
7:30 PM		2nd Mon Inter-group Sharing 7:30-9		2nd Tue BTG 6:30-7:30			
8:00 PM							
8:30 PM							
9:00 PM					Recovery Revolution 9PM		
9:30 PM							
10:00 PM							
10:30 PM							
11:00 PM							
Midnight							



SCIF General Meeting Minutes for December 22, 2025

Meeting opened at 7:32 with the Serenity Prayer, followed by readings of the Preamble by Ray, Tradition 12 by Greg, and Concept XII by Brittany.

Introduction of New Representatives: Charles, Attitude Adjustment; Javier, Men in the Solution; Jim, Recovery Revolution; Joey, Serenity Sat; Alex, How It Works; Andrew, PICPC Liaison; Chris, Midmorning Sanity M-F zoom; John, Azure Acres Daily Reprieve; None on zoom.

Birthdays since we last met: Scott, 27yrs; Brittany, 18mos; Alex, 1yr; Greg, 7yrs - None on zoom.

Representatives were asked to sign in and drop names in the hat for the drawing,

COMMENTS REPRESENTATIVE SHARING:

Selection for the group to speak for 1 min: why you are here and why it is important to you.

Mike to report on new space beside bookstore.

PJ - was a lit rep before struck me to volunteer, interacting with everyone. I wanted to get more involved so signed up for intergroup.

OFFICER REPORTS:

CHAIR: Joshua P. - We have elections upcoming, come on down and have some fun. We are about to launch the new meeting hall at the bookstore, we have a calendar. SCIF Meeting Hall, will be ready after the first of the year.

VICE CHAIR: Angie G. - nothing to report.

SECRETARY: Amy P. - minutes from last meeting passed.

TREASURER: Mike H. - via zoom gave 2025 December SCIF Treasurer's Report through November 30, 2025.

Now is the time to Ask that groups make contributions to selected greater AA entities.

Becoming aware of some large groups that have not made contributions in a long time. Reminder to turn commitment over. Inquire with your meetings. Can make contributions by PayPal; Venmo or check. Can go on aa website and it will note what entities you can make contributions to.

REGISTRAR: Stacy T. - Last month - Nov 24, 247 unique meetings each week: 331 in person, 110 online; 24 hybrid. 43 intergroup reps in attendance with 7 new. Intergroup meeting attendance: 28 in person 110 online; 21 Hybrid . 17% representation.

ICSC REPORT: Joann L. - not in attendance.

BOOKSTORE REPORT: Bob F. - Book covers and large print on sale. Full display of all group materials. New sterling silver jewelry. AA trivia. Doing well at the bookstore. World Service Lit Sales will go up \$3 p/book, they haven't raised prices in 3yrs.

Meeting Hall. Pick up the calendar, just email or call. Woodworking projects that Alan will be working on. May be looking for artists for wall art.

Bookstore is looking for a housekeeper.

ICSC went over merchandising plan, and was approved.

COMMITTEE REPORTS:

OUTREACH: Morgan P. - not in attendance.

ACTIVITIES: Allen A. - New Years Dance at Saturday Afternoon Club.

ALKATHONS: Isabelle L.- Bring food that is already heated up. We can keep warm, and not cook. Still looking for people to volunteer. Please reach out if you are interested .

COMMUNICATIONS/NEWSLETTER: Arjuna - Thanks to everyone who submitted. Deadline for Feb is Jan 16. Need help, I couldn't come up with animals or background.

WEBMASTER: Jay F. - Confusion over the meeting # how we get it. Up until this point we have been including Spanish meetings, but they have their own intergroup. Go onto website with any updates and he will get it done, there is a form on the website..

SEMINARS: Clark W. - Jan 19 at the new space next to the bookstore, we will have all of our 4 main books for sale, come by before the prices go up in Feb. Invite students, classes - anyone who is interested in the literature of AA.

TELESERVICE: Maria - All shifts are covered.

ICSC NOMINATING COMMITTEE: Greg A. - not in attendance.

TECH POSITION: Jake H. - With the addition of the new space we will move the hybrid setup over there, you can have hybrid meetings over there. There will be a laptop and a screen but will need to provide your own zoom accounts.

LIAISON REPORTS:

Spanish Central Office: vacant - There will be elections next month, may want to go to Spanish intergroup meeting to announce.

SOCYPAA: Angela - Gifts of Sobriety had 60 ppl; committee members went outside county to help support more YPAA events; Carry the Tune not the Bottle Karaoke, always inviting more people to join.

HOSPITALS & INSTITUTIONS: Alma - New cans have new verbiage in Spanish and English. Come to the meeting to pick them up.

GENERAL SERVICE: Johnny - for Maureen G. - INT committee looking for people interested in IT; PROSSA in Honolulu, will award 2 scholarships. Last meeting we had subcommittee meetings within the regular meetings. Agenda topics workshop on 2/14. Preconference assembly 4/11-412 in Santa Rosa.

BRIDGING THE GAP: Scott - 5 presentations 0 blackouts 0 brownouts 3 blue cards, will provide someone to bring them to a meeting. Began Orenda M 6-7. Scott Valley Treatment Center got its license back, in the process of opening up a new meeting. Continues to try to expand to Pura Vida, WRS, and Athena House.

PI/CPC: Andrew - Public face of AA Drunk Driving School. High Schools. Would be interested in introductions to school leaders for presentations.

ACCESS SONOMA COUNTY: Ben G. - Access is committed to making A.A. accessible to everyone. Our meetings are held on the second Thursday of each month, at 7:30 p.m. via Zoom. All are welcome to join us.. Please mark your calendar for January 17, when the Online Forum for the Deaf and Hard of Hearing takes place. There are flyers on the table with instructions on how to register and information about the Forum.

DISTRICT 18: vacant

continued on page 4

continued from page 3

OLD BUSINESS:

- Expand fellowship to neighboring counties Use new space to hold event inviting chairs from surrounding areas - likely drop off next, just putting one last push to get that interaction going.
- Ad Hoc Committee for a 12 step guidebook. Noel and James to co-chair committee - sent info to Noel with someone who wanted to help out. Will keep you updated.
- Selection of meetings for new space - calendar and application is ready. Please spread the word. Contact Bob. 60 chairs in the new meeting space. \$30 p/meeting and you get a 2 hr block. There will be blocks for SCIF and committee meetings. Will allow for more inventory in the Bookstore.

NEW BUSINESS: none

INTRODUCTION OF NEW BUSINESS: none

DRAWING

Andrew drew Angel from Sober Sunday



SUMMATION:

What to bring back to your groups,
read by Angie

CLOSED WITH THE RESPONSIBILITY STATEMENT

PI/CPC

We have had great results speaking at high schools in Petaluma, and hopefully soon to be Santa Rosa High. We are putting together a streamlined package to present to other school administrators in the near future, with the hopes of presenting at more facilities.

We need your help to keep this momentum going! We are always looking for speakers for presentations at both high schools, for DUI classes, *and especially for females for high school presentations*. This is one of the most effective ways to carry the message to the "still suffering alcoholic" who may not have walked into a room yet.

Get Involved:

- Requirements: 2+ years of sobriety and a working knowledge of the Steps/Traditions. (And only 1+ years for younger speakers)
- Training: We hold a brief, Speaker Training session at 7:00 PM on the second Wednesday of every month, immediately preceding our business meeting.
- Next Meeting: February 11, 2026 at the new meeting space next to the bookstore.

Visit the PI/CPC Resources Page: <https://www.aabayarea.org/healthcare-professionals/> to learn more or show up at 7:00 PM next month to get trained!!

respectfully, Deric T.

Recognition

A woman had a serious heart attack. While in the hospital recovering, she asked her Higher Power if she was going to survive. Her H.P. responded with, "Yes, you are." She then inquired, "How long do I have to live?" Her H.P. responded, "Oh, at least 40 years."

With that she got a nose job, face-lift and tummy tuck and left the hospital.

While crossing the street outside the hospital she got run over by a bus and died. She went to heaven and there she came upon her H.P. and asked her/them/it, "I thought you said I had 40 years more to live?"

Her H.P. responded, "Oh, I'm so sorry... I did not recognize you!"

— Adriane H.

If I could change one word in the Big Book it would be:

"God is everything or else He is nothing." I would rewrite this sentence as "God is everything and nothing at all." Nothing is something. Just see how your math would work out if you didn't have zeros. God is everything says it all; and therefore, you and I are not separate from everything else.

— Bill K.

DANVILLE-DIABLO SPEAKER MEETING

The First Saturday of the Month

FOR MORE INFORMATION PLEASE CHECK OUR WEBSITE AT [DDSMA.ORG](https://www.ddsma.org) OR EMAIL [DANVILLEDIABLOSM@GMAIL.COM](mailto:danvillediablosm@gmail.com)

COMMUNITY PRESBYTERIAN CHURCH

222W El Pintado Danville CA

8:00-10:00pm

Doors open at

7:30pm

ONLINE:

[ZOOM LINK:](https://zoom.us/j/920883946)

[CLICK HERE](#)

885-808-3946

PASSWORD 146975

COME CELEBRATE YOUR BIRTHDAY!



We have a 50/50 and literature drawing!

30, 60, 90 DAYS, 6 & 9 MONTHS, 1, 2 AND
CONSECUTIVE YEARS THEREAFTER!

UPCOMING SPEAKERS

FEBRUARY 7, 2026 - BOB D., LAS VEGAS, NV

MARCH 7, 2026 - BILLY N., PALM BEACH GARDENS, FL

**APRIL 11, 2026 - LULU A., ST LOUIS, MO

MAY 2, 2026 - JULIE T., SEATTLE, WA

JUNE 6, 2026 - JIMMY D., MALIBU, CA

** WE WILL BE MEETING THE 2nd SATURDAY IN APRIL

Join us for dinner with the speaker!

6:00pm at Hazy Barbecue - 200 Hartz Ave., Danville
RSVP to Hospitality Chair at [danhvillediablosm@gmail.com](mailto:danvillediablosm@gmail.com) by noon,

Friday before meeting or without RSVP we cannot guarantee a seat or table.



SCAN TO PAY

7TH TRADITION DONATION

DANVILLEDIABLOSM@GMAIL.COM

WWW.DDSM.ORG

SCIF Treasurer's Report through December 31, 2025

Activities by Entity

Bookstore

Bookstore Income:	10,260.86
Cost of Goods Sold:	5,404.93
Operating Expenses:	5,344.03
Bookstore Net:	[488.50]

Central Office

Group Contributions:	5,677.40
Operating Expenses:	6,962.14
Central Office Net:	[1,284.74]

Intergroup Activities

Activities:	[282.83]
Alkathons:	981.63
Unity Day	1,831.86
Meeting Hall Net:	[169.28]

All Entities Dec. 2025	588.74
2025 YTD Net Income.	9,328.29

A Note from the Treasurer:

Greetings,

We are publishing more extensive reports this month; encompassing both the month of December and the entire year of 2025. We're also publishing two AI-generated reports showing year to year comparisons of the bookstore financial results. Kudos to Bob F. for a job well done. We're starting 2026 on a solid financial footing!

— Mike H.

Contribute to SCIF

Mail checks to:

Sonoma County Intergroup Fellowship
750 Mendocino Ave., Suite 10
Santa Rosa, CA 95401

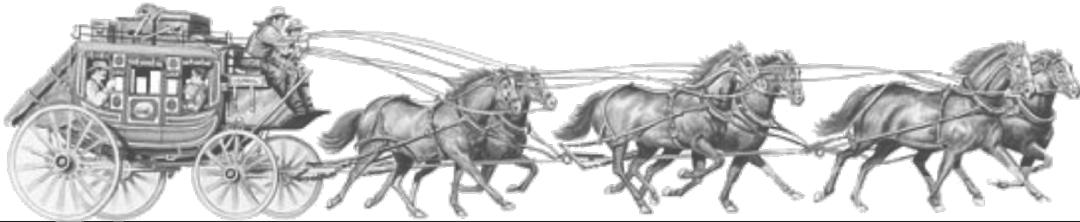
Pay via PayPal: Or through Venmo:



@SonomaCounty-IntergroupFellows

Group Contributions to Intergroup in December, 2025

	Name Current	City	Day	Dec.	
129759	Check It Out	Santa Rosa	Tue	200.00	905.36
129273	Friday Nooners Group	Santa Rosa	Fri	375.92	1,043.52
102245	Harmony Group	Santa Rosa	Mon	533.00	1,670.50
672887	Keep It Simple Big Book Study	Petaluma	Tues&Fri	50.00	50.00
134216	Kenwood Group	Kenwood	Wed	272.34	630.84
657269	Monte Rio Fellowship	Monte Rio	any	235.00	884.50
175749	New Women of AA	Rohnert Park	Mon	30.00	370.00
54074	Quitting Time	Petaluma	Th,Sa,Su	139.51	1,029.71
	Realización	Santa Rosa	Daily	50.00	351.00
57779	River Grace Group	Guerneville	Sun	327.00	327.00
65066	Saturday Solution Group	Petaluma	Sat	100.00	500.00
	Sebastopol Men's Stag	Sebastopol	Mon	91.00	415.00
173254	Serenity Fellowship	Santa Rosa	VAR	1,500.00	5,100.00
143996	Single Purpose Group	Sebastopol	Wed	20.00	170.00
355860	Sonoma Sober Sunrise			302.80	1,874.43
75715	South Park Survivors	Santa Rosa	Fri	217.00	399.00
726499	Tuesday Newcomers Group	Cloverdale	Tues	60.00	60.00
	unknown			211.00	1,854.46
<i>may not include all PayPal</i>			totals	December	4,047.65
				all groups YTD	61,228.01



**Sonoma County Intergroup Fellowship
Statement of Activities by Entity**

Accrual Basis

	Bookstore	Central Office	Activities (Intergroup)	Alkathon (Intergroup)	Unity Day (Intergroup)	Total Intergroup	Meeting Hall	TOTAL
Ordinary Income/Expense								
Income								
Alkathon Income								
Bank Interest		1.05						
Bookstore								
Sales Bookstore	10,219.86			2,442.93		2,442.93		2,442.93
Total Bookstore	10,219.86							1.05
Total Bookstore	10,219.86							10,219.86
Central Office Income								
Contributions								
Contribution- Group		5,626.35					45.00	5,671.35
Excess Group Insurance		50.00						50.00
Total Contributions		5,676.35					45.00	5,721.35
Total Central Office Income		5,676.35					45.00	5,721.35
Donations to Volunteers	40.60							40.60
Unity Day Income					1,831.86	1,831.86		1,831.86
Total Income	10,260.46	5,677.40		2,442.93	1,831.86	4,274.79	45.00	20,257.65
Cost of Goods Sold								
Cost of Sales Bookstore	5,423.51							5,423.51
Credit Card Processing Fees	(50.44)							(50.44)
Shopify Monthly fee	31.86							31.86
Total COGS	5,404.93							5,404.93
Gross Profit	4,855.53	5,677.40		2,442.93	1,831.86	4,274.79	45.00	14,852.72
Expense								
Accounting, Bookkeeping & Legal	725.00	725.00						1,450.00
Activities Exp.	7.00		242.77			242.77		249.77
Alkathon Exp.				1,461.30		1,461.30		1,461.30
Central Office Credit Card Proc	15.49							15.49
Depreciation Expense	53.62	138.91	39.46			39.46		231.99
Directories	150.00	412.50						562.50
Janitorial Expenses	25.00	25.00						50.00
Newsletters		626.50						626.50
Office Expenses	963.77	433.33					112.96	1,510.06
Pamphlets & Cards	120.00	295.85						415.85
PayPal Fees		14.01						14.01
Payroll & PR Taxes								
FICA Employer	129.07	129.51						258.58
FUTA	2.43	2.49						4.92
Gross Payroll	2,081.82	2,088.82						4,170.64
MEDI Employer	30.18	30.30						60.48
State ETT	0.41	0.41						0.82
State Unemployment	6.08	6.19						12.27
Total Payroll & PR Taxes	2,249.99	2,257.72						4,507.71
Payroll Expenses								
Rent - Facility & Storage								
4th Monday		105.00						105.00
Rent		682.09						682.09
Rent BS	682.09		870.60					682.09
Total Rent - Facility & Storage	682.09	1,657.69						870.60
Total Rent - Facility & Storage	682.09	1,657.69						2,339.78
SCIF Meeting Hall Exp							101.32	101.32
Telephone Expense	152.93	152.92						305.85
Teleservice Hot Line		57.98						57.98
Utilities - Facility	99.22	99.23						198.45
Volunteer Appreciation Expense								99.92
Web Site & Internet Costs								
Web Site & Internet		59.50						59.50
Web Site & Internet Costs - Other		6.00						6.00
Total Web Site & Internet Costs		65.50						65.50
Total Expense	5,344.03	6,962.14	282.23	1,461.30		1,743.53	214.28	14,263.98
Net Ordinary Income	(488.50)	(1,284.74)	(282.23)	981.63	1,831.86	2,531.26	(169.28)	588.74
Net Income	(488.50)	(1,284.74)	(282.23)	981.63	1,831.86	2,531.26	(169.28)	588.74

**Sonoma County Intergroup Fellowship
Statement of Activities by Entity YTD**

Accrual Basis

Ordinary Income/Expense	December 2025												TOTAL														
	Bookstore			Central Office			Total Intergroup			Meeting Hall			Dec 25			Nov 25			Jan - Dec ...			Dec 25			Nov 25		
	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...	Dec 25	Nov 25	Jan - Dec ...			
Income																											
Activities Income																											
Alkkathon Income																											
Bank Interest																											
Bookstore																											
Central Office Income																											
Donations to Volunteers																											
Seminar Income																											
Unity Day Income																											
Total Income	10,260.46	8,416.83	125,489.70	5,677.40	2,337.39	66,168.35	1,831.86	26.00	184.00	1,911.86	69.00	9,375.69	45.00														
Cost of Goods Sold																											
Cost of Sales Bookstore	5,423.51	5,149.76	74,965.29	22.86	2,768.02	256.51	2,507.31																				
Credit Card Processing Fees	(50.44)																										
Shopify Monthly fee	31.86																										
Total COGS	5,404.93	5,628.13	80,240.62																								
Gross Profit	4,885.53	2,788.70	45,249.08	5,677.40	2,337.39	66,168.35	4,274.79	69.00	9,375.69	45.00																	
Expense																											
Accounting, Bookkeeping & Legal																											
Activities Exp.																											
Alkkathon Exp.																											
Bank Charges																											
Central Office Credit Card Proc	15.49																										
Depreciation Expense	53.62																										
Directories																											
Dues & Subscriptions																											
Insurance Expense																											
Janitorial Expenses																											
Licenses & Permits																											
Newsletters																											
Office Expenses	963.77	46.07		3,166.46		626.50	128.49	5,984.65																			
Pamphlets & Cards	120.00			120.00		296.85	151.39	2,593.76																			
PayPal Fees	2,249.99			2,166.13		14.01	2.35	1,858.08																			
Payroll & PR Taxes																											
Payroll Expenses																											
Penalties Expense																											
Rent - Facility & Storage	682.09	682.09		8,077.50		1,657.69	787.09	14,088.10																			
Repairs & Maintenance																											
SCIF Meeting Hall Exp																											
Seminar Expense																											
Telephones Expense																											
Teleservice Hot Line																											
Unity Day Exp.																											
Utilities - Facility																											
Volunteer Appreciation Expense	99.92	36.71		299.51		67.50	65.50	49.18																			
Web Site & Internet Costs																											
Total Expense	5,344.03	3,262.50		43,044.30		6,962.14	3,850.09	59,620.20	1,743.53	2,764.94	8,631.05	214.28															
Net Ordinary Income	(438.50)	(473.50)		(2,204.78)		(1,284.74)	(1,512.70)	(2,695.94)	2,531.26	(2,695.94)	744.64	(169.28)															
Net Income	(468.50)	(473.50)		2,204.78		(1,284.74)	(1,512.70)	(2,695.94)	2,531.26	(2,695.94)	744.64	(169.28)															

2025 vs 2023 Financial Summary

Comprehensive financial comparison between 2025 and 2023:

Overall Performance:

- **Total Sales:** \$135,597 in 2025 vs \$48,076 in 2023 (+182% growth, nearly tripled)
- **Orders:** 3,905 in 2025 vs 1,603 in 2023 (+2,302 orders, +144%)
- **Average Order Value:** \$31.78 in 2025 vs \$27.72 in 2023 (+\$4.06, +14.6%)

Profitability:

- **Gross Margin:** 37.9% in 2025 vs 35.1% in 2023 (+2.8 percentage points) – steady progress toward your 60% goal
- **Gross Sales:** \$125,052 in 2025 vs \$44,721 in 2023 (+180%)
- **Net Sales:** \$122,633 in 2025 vs \$43,992 in 2023 (+179%)

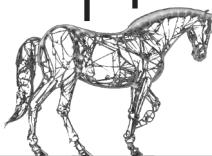
Customer Metrics:

- **New Customers:** 486 in 2025 vs 206 in 2023 (+136%)
- **Returning Customers:** 171 in 2025 vs 43 in 2023 (+298%, nearly quadrupled)
- **Returning Customer Rate:** 31.1% in 2025 vs 20.8% in 2023 (+10.3 points) – major loyalty improvement
- **Amount Spent per Customer:** \$77.52 in 2025 vs \$73.81 in 2023 (+5.0%)

Other Financial Details:

- **Discounts:** -\$633 in 2025 vs -\$289 in 2023 (119% increase, but proportional to growth)
- **Returns:** -\$1,787 in 2025 vs -\$440 in 2023 (306% increase, outpacing sales growth)
- **Taxes Collected:** \$11,825 in 2025 vs \$3,998 in 2023 (+196%)
- **Shipping Revenue:** \$1,140 in 2025 vs \$86 in 2023 (+1,231%)

Key Takeaways: Your business experienced exceptional growth over this two-year period, with sales nearly tripling and order volume more than doubling. You've built a much stronger customer base with significantly improved retention, better margins, and higher order values. The increase in returns (306% vs 182% sales growth) is worth investigating to ensure product quality and customer expectations are aligned, but overall this represents outstanding business expansion.



2025 vs 2024 Financial Summary

Comprehensive financial comparison between 2025 and 2024:

Overall Performance:

- **Total Sales:** \$135,597 in 2025 vs \$126,590 in 2024 (+7.1% growth)
- **Orders:** 3,905 in 2025 vs 3,663 in 2024 (+242 orders, +6.6%)
- **Average Order Value:** \$31.78 in 2025 vs \$31.63 in 2024 (+\$0.15)

Profitability:

- **Gross Margin:** 37.9% in 2025 vs 36.1% in 2024 (+1.8 percentage points) – excellent improvement toward your 60% target
- **Gross Sales:** \$125,052 in 2025 vs \$116,265 in 2024 (+7.6%)
- **Net Sales:** \$122,633 in 2025 vs \$115,062 in 2024 (+6.6%)

Customer Metrics:

- **New Customers:** 486 in 2025 vs 449 in 2024 (+37 customers, +8.2%)
- **Returning Customers:** 171 in 2025 vs 110 in 2024 (+55%, significant improvement)
- **Returning Customer Rate:** 31.1% in 2025 vs 22.8% in 2024 (+8.3 points) – strong loyalty growth
- **Amount Spent per Customer:** \$77.52 in 2025 vs \$74.17 in 2024 (+4.5%)

Other Financial Details:

- **Discounts:** -\$633 in 2025 vs -\$393 in 2024 (61% increase in discount usage)
- **Returns:** -\$1,787 in 2025 vs -\$810 in 2024 (returns more than doubled)
- **Taxes Collected:** \$11,825 in 2025 vs \$10,513 in 2024
- **Shipping Revenue:** \$1,140 in 2025 vs \$1,014 in 2024

Key Takeaways: 2025 showed solid growth across the board with sales up 7%, improved margins, and notably stronger customer retention. The increase in returns and discounts are areas to monitor,* but overall your collectibles business had a strong year with meaningful margin improvement.

* returns and discounts actually reflect more exchanges of chips and mispurchased books and discounts reflect increased bundles and book of the month sales. All of which helped increase returning satisfied customers.

General Service Corner

I currently serve District 12 as your Literature Chair. As part of this current position, I get to attend the Area 06 business meeting each month. There is a special Sharing Session before the main meeting for Literature/Grapevine. This last month we had a special presentation on the Call for Stories regarding new pamphlets for the Asian alcoholic and Transgender alcoholic.

You may hear announcements being made that stories are wanted/needed but do you ever think you could be that person? YES, it could be you. The speakers clarified that the intent was that Asian would include the entire continent which covers many ethnicities and cultures.

Transgender includes two-spirit, non-gender conforming alcoholics. A story is your share written down. Workshops are being held now to help you write your story. It is our literature which carries our message, wouldn't it be fun to add your story to that literature?

For those of you who love the Grapevine and want to help support, the Carry the Message Project is still active. This can be done as an individual or by a group. You buy a subscription to the Grapevine magazine, and AA will send it where it needs to go. Many jails and institutions only accept hard copy magazines and this project can help ensure our Grapevine magazine continues to be printed. AAgrapevine.org has many wonderful resources if you would like fliers or other information, much is provided at a nominal fee. If you are wondering how you can learn more about new literature or are a Grapevine representative and would like to connect with others, please join me at the CNCA06 Area meeting on the 4th Saturday of the month. Our Sharing Session starts at 9am in person or online.

—in love and service, MaryEllen W.

A Call for A.A. Slogans from the Past

What are your favorite old A.A. slogans (besides the ones already hanging on the wall)? What slogans do you wish you still heard at meetings? What saying helped you that still comes to mind? Let us know and we'll print it here in the March issue. Please send us your beloved slogans!

—Arjuna, editor. newsletter@sonomacountyaa.org

Hospital and Institution Committee: Feeling Dry? Try H&I!!!

The Hospital and Institution business meeting was held on January 7th, 2026, at the Center for Spiritual Living in Santa Rosa at 6:15pm. Please join us on the first Wednesday of the month if you'd like to be of service in H&I. Area 22 Hospitals and Institutions go into 24 local facilities and a few others in the greater area. We are always looking for people to speak and carry the message of AA to people who can't get out to meetings because they are in jail, rehab, hospitals, and other institutions. Being of service in Hospitals and Institutions is at the heart of AA and its singleness of purpose: to carry the message of Alcoholics Anonymous to the still suffering alcoholic. All speakers who go into facilities with H&I must have at least 6 months of continuous sobriety and a working knowledge of the steps. Join us!

If you are a new meeting representative who announces the pink can in a meeting, there is a New Representative meeting held right before the regular business meeting at 5:45pm. All new reps will learn about the basics of H&I and the pink can contributions.

The January H&I business meeting offers a warm welcome to all who attend, especially the following:

New pink can meeting representatives: Yvonne G. - As Bill Sees It, Gregg A. - We Are in the Now, Scot C. - Rooms-Sebastopol daily, Michael H. -12 Angry Men & Friday Night Live, John S. - Knuckleheads, Gretchen T. - Women's Big Book Study, Evan R. - Young Persons AA, Jesse B. - Out of the Ashes, Katy B. - SVFAA, Kate F. - Women Empowering Women, Richie - Saturday Night Live, Evie- Sonoma Valley, Curt J., and Nancy.

January Sobriety Birthdays: Joe 38yrs, Erik 37yrs, Laura 34yrs, Gretchen 31yrs, Morgan 17yrs, Nancy 3yrs, Brenna 3yrs, David 2yrs, Michael 18 months, Richie 1yr, Michael 9 months, Jason 6 months.

Visitors: Mary, Ben, Ian, and Jacob.

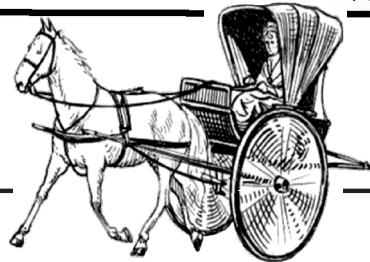
The next business meeting will be held on February 4th, 2026, at the Center for Spiritual Living

Thanks for letting me be of service! —Mandy J.

New Meeting:

• A Tuesday 3:30 **Topic Meeting** is at our new SCIF Meeting Hall, next to the Bookstore at 750 Mendocino Ave in Santa Rosa.

MY Abraham S.
Resolution Solution 1-1-2026
Finally Realizing My Life
Was No Longer Managable
I Had To Finally Ask For
Help.
Self Help is how I Realized
I Needed Help With Myself.
With My Arms Wide open
Accepting The Fellowship.
Finally looking back And
Dropping This Crap.
On my shoulder, So Broad
But Bare,
My Mind Was Finally
Lifted From all My Dispair.
Now Telling Myself I don't
have to look back.
I Finally Accept This Fact.
Just Dont Pick up-And Keep Coming
BACK.





Love & Service Group of Pleasant Hill, CA
loveandservicegroup.org

In person:
Hope Center
2275 Morello Ave
Pleasant Hill,
CA 94523

Come celebrate your birthday!


Hybrid Speaker Meeting
we will celebrate online
birthdays too!

Online:
Zoom ID: 761 118 6101
Password: LNS12tcnb

30, 60, 90 days to 50+ years!



We are now a chip meeting!

The 4th Sunday of the month
Sunday Night | 6:00 PM



*4th Sunday of each month
ASL interpretation

Love & Service Group of Pleasant Hill, CA
loveandservicegroup.org

Thursday Night | 7:00 PM

In-person meeting with
a choice of formats -
Newcomer, Big Book,
Steps/Traditions/Concepts,
or Introduction
to Meditation



Sunday Night | 6:00 PM

Hybrid Speaker Meeting
In-Person or Online
Zoom ID: 761 118 6101
Password: LNS12tcnb

2/1 Chris C., Portland OR
2/8 Debbie D., Concord CA,
Reggie A., Los Angeles & Marty J.,
Vancouver BC
celebrating 50 years
2/15 Darren P., Santa Barbara, CA
*2/22 Theresa F., N. Hollywood CA
BIRTHDAY CHIP NIGHT

*4th Sunday of each month
ASL interpretation

All in-person meetings
are held at
Hope Center
2275 Morello Avenue
Pleasant Hill,
CA 94523

Contact us for more
information:
info@loveandservicegroup.org

**PANEL 75
AGENDA TOPICS
WORKSHOP**

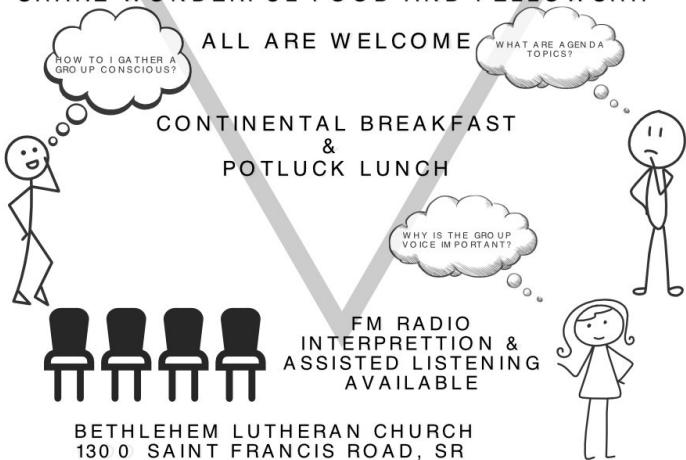
2 - 14 - 26

8:30
REGISTRATION

HOSTED BY DISTRICT 12 GENERAL SERVICE

9 - 3:30

PARTICIPATE IN A MOCK SHARING SESSION
LISTEN TO ENTERTAINING SPEAKERS
SHARE WONDERFUL FOOD AND FELLOWSHIP



**NCCAA
77th Annual
Spring Conference**

**Northern California Council of
Alcoholics Anonymous**

"Carrying the Message" Since 1947!

San Ramon, CA

San Ramon Marriott

2600 Bishop Dr. San Ramon, CA 94583

March 20, 21 & 22, 2026

Friday March 20, 2026

2:00 PM Registration Opens
5:00 PM Long Timer's Panel

8:00 PM Open Speaker Meeting

Jeffrey B.
Vancouver, B.C.

Saturday March 21, 2026

8:00 AM - Steering Committee
11:00 AM - NCCAA Delegates

8:00 PM Open Speaker Meeting

Megan H.
Hollywood, CA
YP SPEAKER

Sunday March 22, 2026

8:00 AM Meditation Meeting
10:00 AM Open Speaker Meeting

Nick H.
Tiburon, CA

Additional program information on back of flyer

**Al-Anon and Spanish Speakers &
Participation**

Area 06 & 07 Updates - Marathon Meetings

Saturday Night Dance
Free Drawing

Sunday Morning Meditation Meeting

Visit NCCAA website for more information on how to be of Service to NCCAA.

**PRE-REGISTRATION CUT OFF DATE IS MARCH 7th, 2026
CONFERENCE RATE FOR HOTEL CUT OFF DATE IS FEBRUARY 26th, 2026**

PRE-REGISTRATION - \$30.00 (per person) - AT THE CONFERENCE - \$35.00

VISIT OUR WEBSITE AT --<http://www.norcalaa.org>

**TEMAS DE LA
AGENDA DEL
PANEL 75**

14 - 2 - 26

REGISTRO A LAS
8:30

ORGANIZADO POR EL SERVICIO GENERAL
DEL DISTRITO 12

9 - 3:30

PARTICIPAR EN UNA SESIÓN SIMULADA DE
INTERCAMBIO

ESCUCHE A ORADORES ENTRETENIDOS

COMPARTE COMIDA MARAVILLOSA Y
COMPAÑERISMO.

CÓMO PUEDO REUNIR UN GRUPO CONSCIENTE?

QUE SON LOS TEMAS DE LA AGENDA?

TODOS SON BIENVENIDOS

COMO SON LOS TEMAS DE LA AGENDA?

DESAYUNO CONTINENTAL Y ALMUERZO COMPARTIDO

INTERPRETACIÓN DE RADIO FM Y ESCUCHA ASISTIDA DISPONIBLES

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February 2026 – Service Meetings & Events

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 st Sunday SOCYPAA Business Mtg. 7:30 pm. 1551 Montgomery Santa Rosa	1 st Monday General Service Business Mtg. 7:30 pm. New Reps, 6:30 pm. 4930 Newanga Santa Rosa For Zoom: email chairperson	3	1 st Wed. H&I Business Mtg. 6:15 pm. New Reps, 5:45 pm. Center for Spiritual Living 2075 Occidental, Santa Rosa	5	1 st Friday Karaoke & Pizza Night 8:30–11:30 pm. SoCo Alano Club 1050 Petaluma Blvd. North Petaluma	1 st Saturday Monte Rio Birthday Potluck 12 pm. Meeting 1:00 potluck. 20329 Hwy 116 Monte Rio
8	2 nd Monday SCIF Steering Committee 7:30 pm. AA Bookstore 750 Mendocino Santa Rosa Hybrid — Zoom 860 4370 3384 PW: 62	10	2 nd Wed. PI/CPC Business Mtg. 7:30 pm. New Reps 7:00 pm. AA Bookstore 750 Mendocino Santa Rosa Hybrid — Zoom: 961 8127 1048 PW: Dist12GS	11	2 nd Thurs. Access Sonoma County Business Meeting 7:30 pm. Zoom only: 934 2984 1277 PW: 804715	10 days before IG Meeting Newsletter Submission Deadline 5:00 pm. newsletter@sonomacountyaa.org
15 ^{3rd Sunday} SOCYPAA Business Mtg. 7:30 pm. 1551 Montgomery Santa Rosa	16	3 rd Tuesday Bridging the Gap Business Mtg. 6:30 pm. New Reps, 6:00 AA Bookstore in person only 750 Mendocino Santa Rosa	17	18	19	20
22	4 th Monday SCIF General Intergroup Mtg. 7:30 pm. 7:00 New Reps. St. Luke Church 905 Mendocino Hybrid — Zoom 860 4370 3384 PW: 62	23	Last Tuesday Birthday Party 7:00 - 8:30 pm. SoCo Alano Club 1050 Petaluma Blvd. North Petaluma	24	25	26
					27	28

*Sonomacountyaa.org would love to add your events!
When scheduling an AA event, please send details to both
newsletter@sonomacountyaa.org and to
webmaster@sonomacountyaa.org
so we can list it as soon as possible.*



Receive the SCIF News in Your Inbox!

Sign up at the bottom of our home page:
<https://sonomacountyaa.org>

A.A. English Hotline
707 544-1300
Línea Directa 24 Horas
707 623-6702

Common Acronyms:

SCIF = Sonoma County Intergroup Fellowship
ICSC = Intergroup Central Service Committee
PI/CPC = Public Information/Cooperation with the Professional Community

Addresses and Links

Alcoholics Anonymous
www.aa.org

NY General Service Office
P.O. Box 2407 James A. Farley Station
New York, NY 10116-2407

AA Grapevine/La Viña
475 Riverside Dr. 11th Floor
New York, NY 10115
www.aagrapevine.org

NORCAL H&I
Hospital & Institution Committee, Area 22
P.O. Box 192490, San Francisco, CA 94119-2490

California Northern Coastal Area 06
1390 N. McDowell Blvd., Suite G339
Petaluma, CA 94954 www.cnca06.org

Sonoma County General Service
P.O. Box 536
Santa Rosa, CA 95402-0536
generalservice@sonomacountyaa.org

Sonoma County Intergroup Fellowship
750 Mendocino Ave., Suite 10
Santa Rosa, CA 95401-4846
intergroup@sonomacountyaa.org
sonomacountyaa.org

Access Sonoma County
750 Mendocino Ave., Suite 10
Santa Rosa, CA 95401-4846
asc@sonomacountyaa.org

Bridging the Gap
750 Mendocino Ave., Suite 10
Santa Rosa, CA 95401-4846
asc@sonomacountyaa.org



Sonoma County PI/CPC *
PICPC c/o General Service
P.O. Box 11305, Santa Rosa, CA 95406
picpc@sonomacountyaa.org

SOCYPAA
Sonoma County Young People in AA
P.O. Box 7232
Petaluma, CA 94954
www.socypaa.org

**La Oficina Central del Área Norte
de la Bahía**
5959 Commerce Blvd., Suite 18A
Rohnert Park, CA 94928
oficinacn1@outlook.com
oficinacentralnorte7@gmail.com

*funded through Sonoma County General Service

Contact Information

(All emails are _____@sonomacountyaa.org)

SCIF OFFICERS

Chair	Joshua P.	intergroup@sonomacountyaa.org
Vice Chair	Angie M.	vice-chair@sonomacountyaa.org
Secretary	Amy P.	secretary@sonomacountyaa.org
Treasurer	Mike H.	treasurer@sonomacountyaa.org
Registrar	Stacy T.	registrar@sonomacountyaa.org

SCIF COMMITTEE CHAIRS

Activities	Allen A.	activities@sonomacountyaa.org
Alkathons	Isabelle L.	alkathons@sonomacountyaa.org
ICSC	Joann L.	icsc@sonomacountyaa.org
Seminars	Clark W.	seminars@sonomacountyaa.org
Outreach	(vacant)	outreach@sonomacountyaa.org
Teleservice	Maria S.	teleservice@sonomacountyaa.org
ICSC Nominations	Greg A.	icscnic@sonomacountyaa.org
Newsletter	Arjuna	newsletter@sonomacountyaa.org
Website	Jay F.	webmaster@sonomacountyaa.org
Tech	Jake H.	tech@sonomacountyaa.org

GENERAL SERVICE — DISTRICT 12

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Treasurer	David H.	treasurer-gs@sonomacountyaa.org
Registrar	Shelly J.	registrar-gs@sonomacountyaa.org
Archivist	Liz F.	archivist-gs@sonomacountyaa.org
Grapevine	Mark S.	grapevine@sonomacountyaa.org
Access Sonoma County	Ben G.	asc@sonomacountyaa.org
Bridging the Gap	Scott W.	btg@sonomacountyaa.org
PI/CPC	Andrew S.	picpc@sonomacountyaa.org
Interpret/Translation	Del P-W.	it@sonomacountyaa.org

LIAISONS to SCIF

H&I	Alma T.	handi@sonomacountyaa.org
Spanish Central Office	(vacant)	---