

GREATER GRAND RAPIDS AREA SERVICE COMMITTEE MINUTES
March 24, 2009

1. Opening

Richard opened the meeting at 7pm with a moment of silence followed by the Serenity Prayer.

2. Reading of 12 Traditions

The 12 Traditions of Narcotics Anonymous were read by Fred.

3. Reading of 12 concepts

The 12 Concepts of Narcotics Anonymous were read by Anne.

4. Roll Call

ASC ROLL CALL

(Present) Chair (Richard H.)
 (Open) Co-Chair
 (Present) Secretary (Earl)
 (Open) Co-Secretary
 (Present) Treasurer (Kat)
 (Open) Co-Treasurer
 (Present) RCM (Fred)
 (Open) Alt. RCM
 (Open) H & I
 (Present) PI (Michael B.)
 (Absent) Activities (Latonya)

GROUP ROLL CALL

P=Present A=Excused Absence X=Unexcused Absence

Attendance

Group Name

<u>Present</u>	Absent (Excused or Unexcused)	Courage to Change
<u>Present</u>	Absent (Excused or Unexcused)	Downtown Resting Place
<u>Present</u>	Absent (Excused or Unexcused)	The Gratitude House
<u>Present</u>	Absent (Excused or Unexcused)	Home Group
<u>Present</u>	Absent (Excused or <u>Unexcused</u>)	Just For Today
<u>Present</u>	Absent (Excused or Unexcused)	Just Hope
<u>Present</u>	Absent (Excused or Unexcused)	Keeping the Dream Alive
<u>Present</u>	Absent (Excused or Unexcused)	Natural Life
<u>Present</u>	Absent (Excused or <u>Unexcused</u>)	Next Phase
<u>Present</u>	Absent (Excused or Unexcused)	No Name
<u>Present</u>	Absent (Excused or Unexcused)	Open To Change
<u>Present</u>	Absent (Excused or Unexcused)	Principles Before Personalities
<u>Present</u>	Absent (Excused or Unexcused)	Progress Not Perfection
<u>Present</u>	Absent (<u>Excused</u> or Unexcused)	Saturday Night Calvary
<u>Present</u>	Absent (Excused or Unexcused)	Saturday Night Candlelight
<u>Present</u>	Absent (Excused or Unexcused)	Staying in the Solution
<u>Present</u>	Absent (Excused or Unexcused)	Sunrise to Sunset
<u>Present</u>	Absent (Excused or Unexcused)	TGIF
<u>Present</u>	Absent (Excused or Unexcused)	Traditionally Speaking
<u>Present</u>	Absent (Excused or Unexcused)	We Qualify

Groups not currently on meeting list:

<u>Present</u>	Absent (Excused or Unexcused)	No Fear
<u>Present</u>	Absent (Excused or Unexcused)	Surrender to Win
<u>Present</u>	Absent (Excused or Unexcused)	Work The Steps or Die

Total number of groups present was 17. Quorum was established.

5. Chair Report/P. & A. Report: No report.

Co-Chair Report: Open.

6. Secretary's Report: Minutes from February's meeting were made available by Earl G.

Report: In an attempt to more accurately report attendance we were trying to find past attendance records. Either my attempt to archive is bad or we were just not receiving them at the ASC, we could not go very far. If anyone see a mistake or correction please let me know and I will record mistake along with correction in next month minutes. Motion to accept minutes.

ILS Earl G.

7. Treasurer's Report

GGRASCNA Treasurer's Report March, 2009

Checkbook balances with the monthly statement. We have a balance today of **\$980.53**.

Beginning balance:	\$725.54
Credits	<u>+768.39</u>
	\$1493.93

Debits	<u>\$513.40</u>	
	\$980.53	3/25/09 balance

Deductions:	Ck #2615	\$225.00	Phone line balance
	Ck #2616	75.00	Faith Lutheran 3 months rent
	Ck #2617	75.00	Richard-music
	Ck #2618	<u>+138.40</u>	Latonya-activities
	TOTAL	\$513.40	

Group Donations

Just For Today	\$12.00
Staying in the Solution	45.00
Activities	267.34
We Qualify	10.00
TGIF	164.05
Downtown Resting Place	20.00
No Name	25.00
Principles B4 Personalities	100.00
Progress Not Perfection	80.00
Just Hope	5.00
Natural Life	<u>+100.00</u>
TOTAL	\$768.39

Hello Family,

In April, we must pay the second quarter donations to NAWS and MRSCNA. This Area voted to send a check to MRCNA25 to help Hospitality provide food for indigent addicts. Do you want me to have them this at the April meeting?

ILS, Cat L.

8. RCM report/Alternate RCM Report:

Hello Family. Nothing new to report this month as there was not a region meeting to attend. I plan to attend the next meeting, which will be held in Traverse City on the 5th of April. I will be spending the night on Saturday and will turn in my mileage and hotel receipts at April's meeting. If there is anything you would like for me to discuss or ask at the meeting please let me know and I will bring it up. Thank you for allowing me to serve you.

In Loving Service, Fred S.

9. Hospitals & Institutions (H. & I.) Report:

GGRASCNA,

After approximately 12 years of continuous H. & I. service, I find the willingness has faded. I must step down as Chairperson @ Kent County Correctional Facility. Please announce at your meetings that there is a need for a replacement.

ILS, Jeff S.

10. Public Information (P. I.) Report:

GGRASCNA Public Information Report for February 25, 2009

Traffic Summary For This Month To Date

Call Count	Min In	Min Out	Total Call Seconds	Total Surcharges	Total Call Cost	Total Messages
106	269.80	77.30	14910	\$0.00	\$20.75	2

Matt K. and I have been getting the phone answered and all seem's well at this end. I will be updating the phone line this weekend so that it is current. I have contacted Troy H. about the cost problems that we are experiencing with A T&T as he works there. I need to email him some info. about who I talked to and he will send an email to the sales person's supervisor. We are hoping this will help! Susan will be presenting her report again this month.

ILS, Michael B.

I am an addict named Susan. I appreciate your time to listen to my report. The website and meeting list are as up to date as possible. There are still problems in getting accurate attendance so I did the best I could. There are many blank spots on the attendance spreadsheet. I have copies if you would like to see that. We need to be aware that groups cannot be marked absent because according to the PI guidelines an excused absence does not count against you. I also have some ideas on how to make the attendance process easier, but we can discuss this after the meeting with the appropriate members. Literature Study and The Next Phase groups are no longer on the list.

I would also like to take this time to thank the Area for letting me serve. At this time in my recovery I feel that it is time to switch focus and take a step back from many of my service positions. I will no longer be serving on the PI committee. I will continue to update the website and meeting list for 8 more weeks. And I would be willing to train a new person to take over my duties. There are certain skills that a new candidate would need to have and I have included a list of those attached to this report. There are still many areas that need addressing on the PI committee and I will continue to work on those, hopefully within the 8-week time frame. I have several new ideas for meeting lists that should make updating and training a new person much easier. I needed to add a lot of info. to the meeting list and website this month and therefore I do not have any more new formats to propose at this time but I am planning to bring some in April that the Area can vote on.

I have been paying the phone bill for the toll free number also, the next check will need to be given to Michael B. which will be at the April meeting. Once again, thank you for allowing me to serve.
Susan S.

Skills needed for web servant/updating meeting lists:

- Recommended clean time is 18 months.
- Have an understanding of the PI guidelines.
- Have access to a personal computer with virus protection and a firewall.
- Be able to understand Microsoft Front page to edit the site, add URL's, maps, pictures and data as necessary.
- Be able to create and/or update spread sheets in Microsoft Excel.
- Be able to create and/or update Word documents.
- Possess the skill and discretion to answer emails received. Be able to attach files the to the emails as necessary.

11. Entertainment & Fundraising/Activities Ad-Hoc Committee Report:

Hi Family. Sorry I cannot be present today. The Prom Night has a new date of May 23rd at Faith Lutheran. Everything for the Newcomers Appreciation is still on point. Hope to see you guys there.
Latonya J.

12. Forward Motions and Donations

13. Group Reports

Courage to Change

Next Phase Recovery House II

658 Worden SE

Saturday @ 11:00am

Business meeting 3rd Saturday of the month, 12:30-1:00pm

Total Attendees for the Month: 14-18

Average per Meeting: 10

Total 1st Step Meetings this Month: 1

Total 7th Tradition Collected: \$37.00

Area Donation: \$0

Anniversaries Celebrated: 0

Hi Family, the Courage to Change Group meeting is still in progress. Attendance is low at this present time the order has been placed for the literature still waiting on the delivery. Courage to Change Group has changed its location, which will go in effect on April 4th. The new address will be as follows: 830 Malta NE. For now is still meets at 1145 Alexander. Sorry for any inconvenience. Flyers will be sent out and taken to the meetings as well. The Courage to Change Group still has the honesty, open-mindedness, willingness to carry the message to the still sick and suffering addict. Thank you.

Downtown Resting Place

Heartside Ministries
54 S. Division SE
Monday, Wednesday, Friday @ 5:30pm-7pm
Business meeting is last Friday of every month

Total Attendees for the Month: 136
Average per Meeting: 25-30
Total 1st Step Meetings this Month: Depends
Total 7th Tradition Collected: \$55.00
Area Donation: \$ 10.00
Anniversaries Celebrated: 3

March meeting date was almost standing room only and picking up. The meetings are structured to step meeting open topics and speaker meetings. What is missing is that we have not had a business meeting in 3 or 4 months. That is our report.
Trusted Servant, Tommie W.

Gratitude House

1018 Madison SE
Saturday @ 10-11:30pm
Business meeting is 4th Saturday each month

Total Attendees for the Month: 54
Average per Meeting: 18
Total 1st Step Meetings this Month: 0
Total 7th Tradition Collected: \$42.92
Area Donation: \$ 5.00
Anniversaries Celebrated: 0

We are only able to donate \$5.00 at this time until our 7th Tradition starts increasing. Our meetings have been going pretty good. Each meeting has had a few more people. We would like to thank you for your services.

Thank-you, Gratitude House

Home Group

Burton United Methodist Church
100 Burton St. SE
Thursday @ 7:00pm-8:30pm
Business meeting is 4th Thursday of every month

Total Attendees for the Month: 92
Average per Meeting: 20

Total 1st Step Meetings this Month: 1
Total 7th Tradition Collected: \$45.00
Area Donation: \$ 0
Anniversaries Celebrated: 1

Donations continue to be down. We are having an increase in newcomers.

Just For Today

Trinity United Methodist Church
1100 Lake Drive SE
Wednesday @ 12:00pm
Closed Meeting
Business meeting is 4th Wednesday of every month at 11:30am

Total Attendees for the Month:
Average per Meeting:
Total 1st Step Meetings this Month:
Total 7th Tradition Collected: \$
Area Donation: \$
Anniversaries Celebrated:

Just Hope

130 Delaware SW
Tuesday @ 5:30-7pm
Open meeting
Business meeting is 2nd Tuesday of each month

Total Attendees for the Month: 63
Average per Meeting: 12
Total 1st Step Meetings this Month: 2
Total 7th Tradition Collected: \$27.45
Area Donation: 0
Anniversaries Celebrated: 0

The group has had two 1st Step meetings, and 1 speaker this month. The meeting is beginning to pick up a little bit. At this time (during March). We are not able to give a donation because of rent obligations and buying supplies (books, literature, coffee) for the meetings. Please bare with us, we will be able to donate in the future months to come.

Keeping the Dream Alive

1145 Alexander, Lifehouse Recovery
Monday 7pm
Business meeting is 2nd Monday of month @ 6pm

Total Attendees for the Month: 30+
Average per Meeting: 10-12
Total 1st Step Meetings this Month: 0
Total 7th Tradition Collected: \$20.00
Area Donation: \$10.00
Anniversaries Celebrated: 0

Hello, I am a grateful Recovering Addict called San C. Keeping the Dream Alive is doing good, we are still looking for a new location.....to better suit us for larger meeting space.
Grateful to serve...

Natural Life

Faith Lutheran Church
2740 Fuller Ave. NE
Tuesday and Thursday @ 7:30pm-9pm
Business meeting is 3rd Thursday of every month following the meeting

Total Attendees for the Month: 440
Average per Meeting: 55
Total 1st Step Meetings this Month: 3
Total 7th Tradition Collected: \$254.07
Area Donation: \$200.00
Anniversaries Celebrated: 2yrs, 9 yrs., 8 yrs. 1 yr.

All is well with the Natural Life meeting. The message of recovery of NA continues to be carried.

No Name

Grace Reformed Church
100 Buckley SE
Monday through Friday @ 11:00am to 12:30pm
Business meeting is 3rd Friday of every month
Open meeting

Total Attendees for the Month: n/a
Average per Meeting: n/a
Total 1st Step Meetings this Month: n/a
Total 7th Tradition Collected: \$ n/a
Area Donation: \$25.00
Anniversaries Celebrated: n/a

Hi Family, we are doing well here at the No Name Groups. Traditions are being kept doors opening on time. I Ed. B. didn't get a full report but will get my report in next month.
Thank you, Edward B.

Open To Change

North Club
College Ave. NE, Grand Rapids MI
Monday @ 8:00pm
Business meeting is 3rd Monday after recovery meeting

Total Attendees for the Month: 200
Average per Meeting: 50
Total 1st Step Meetings this Month: 3
Total 7th Tradition Collected: \$120.00
Area Donation: 0
Anniversaries Celebrated: n/a

All is well. Being that this is a new NA meeting in a primarily AA meeting building we are doing quite well adjusting. We had our first business meeting this past Monday and there were 6 attendees there. There are changes going on but they are working out the kinks and making us a stronger group.
In Loving Service, Anne

Principles Before Personalities

St. Andrew's Episcopal Church
1025 3 Mile Rd. NE Grand Rapids, MI
Sunday @ 7pm-8:30pm
Business meeting is 2nd Sunday before recovery meeting

Total Attendees for the Month: 250
Average per Meeting: 60
Total 1st Step Meetings this Month: 1
Total 7th Tradition Collected: \$175.00
Area Donation: \$75.00
Anniversaries Celebrated: 2

Family, hopefully you have noticed that we moved our business meeting to before our regular meeting. Our format of potluck dinner and speaker every month that has a fifth Sunday in it. All addicts and families (kids & spouses) are welcome. If you like bring a dish to pass.
ILS Earl G.

Progress Not Perfection

St. Paul's Campus Parish
1 Damascus Rd. Big Rapids, MI
Tuesday @ 8pm & Saturday @ 10:00am
Business meeting is 4th Tuesday of every month @ 6:00pm before recovery meeting.

Total Attendees for the Month: n/a
Average per Meeting: n/a
Total 1st Step Meetings this Month: n/a
Total 7th Tradition Collected: \$ n/a
Area Donation: \$50.00
Anniversaries Celebrated: n/a

Family, due to medical reasons, our treasurer was not present at our business meeting, so I have no numbers available on attendance and such. We began our discussion of Robert's Rules of Order and agreed on a general business meeting format based on the Robert's Rules. A motion was made that we scrap the whole issue of Robert's Rules, but that motion was rejected, because a number of members want an organized meeting format. Those that want the format are concerned about occasions when certain members attempt to take over a meeting from time to time, when an issue comes up that they don't want. This way, everyone can get a chance to be heard, and a vote can be reached. Discussion also occurred on the subject of unpleasant language use in meetings. It was remarked that definite improvement has been observed. This is a concern, due to the fact that we meet in a church.
In Service, Ron T.

Saturday Night Calvary

Calvary Church

777 East Beltline NE, Room 112

Saturday @ 7:15pm

Business meeting is 4th Saturday of every month

Total Attendees for the Month:

Average per Meeting:

Total 1st Step Meetings this Month:

Total 7th Tradition Collected:

Area Donation:

Anniversaries Celebrated:

Saturday Night Candlelight

Pine Rest Chapel

300 68th St. SW

Saturday @ 6:30pm to 8pm

Business meeting is 4th Saturday of every month

Total Attendees for the Month: n/a

Average per Meeting: n/a

Total 1st Step Meetings this Month: 2

Total 7th Tradition Collected: \$0

Area Donation: 0

Anniversaries Celebrated: 0

Meeting continues with no problems. Attendance has been less than usual but is still quite steady. We are hosting a picnic on June 20 at Ideal Park. We will finalize details at the business meeting and should have a flyer available at the next Area meeting. This is a MRCNA fundraiser. We also plan to have an auction of NA memorabilia. Pine Rest will let us know what is available for us to move the meeting so it will stay on the Pine Rest Campus.

In Loving Service, Cat L.

Staying in the Solution

Church of the Holy Spirit

1200 Post Dr. NE

Friday @ 7:00pm to 8:30pm

Business meeting is 3rd Friday of every month

Total Attendees for the Month:

Average per Meeting: 9

Total 1st Step Meetings this Month: 0

Total 7th Tradition Collected: \$37.10

Area Donation: \$0

Anniversaries Celebrated: 1 6 yr.

Sunrise to Sunset

766 7th NW (corner of Alpine & Seventh)
Monday through Friday, 8am (Matthew's House of Ministry)
Saturday 5:30pm (Matthew's House of Ministry)
Business meeting is first Wednesday of the month

Total Attendees for the Month: 185
Average per Meeting: 8
Total 1st Step Meetings this Month: none
Total 7th Tradition Collected: \$152.74
Area Donation: \$5.00
Anniversaries Celebrated: 0

We had a 50% increase in our meeting attendance but still needs support. Everything is going good but we still are short handed in supplies but we do have enough money to catch up. This month's donation to area is minimal but we hope to be able to increase in the future. We notice we are on the Internet and the meeting list. Peace, Love, Respect, and Support.

TGIF

Trinity Reformed Church
1224 Davis NW
Friday @ 7pm-8:30pm
Business meeting is 3rd Friday of every month

Total Attendees for the Month: 168
Average per Meeting: 41
Total 1st Step Meetings this Month: 0
Total 7th Tradition Collected: \$167.75
Area Donation: \$65.00
Anniversaries Celebrated: Janine 18 month, Sandra 2 yrs., Jim 3 yrs.

Raised \$85.00 from dessert night for MRCNA. Raised \$65.00 from Pepe messages (dessert night) for MRCNA. Total \$150.00
In loving Service, V.

We Qualify

Holy Trinity Episcopal Church
5333 Clyde Park Ave. SW
Wednesday @ 7:00-8:30pm
Business meeting is 3rd Wednesday of every month before recovery meeting

Total Attendees for the Month: 150
Average per Meeting: 45
Total 1st Step Meetings this Month: 5
Total 7th Tradition Collected: \$80
Area Donation: \$10.00
Anniversaries Celebrated: 4

Hi Family. The We Qualify group is doing awesome! We have had several home group members celebrate anniversaries this month, and continue to grow our home group membership base. Recruiting and retaining trusted servants at the group level continues to be a challenge, but for now the rent is paid, we have all necessary materials needed for our meetings to run smoothly, and the NA message of recovery is strong. We will be holding elections for trusted servants in April. Thanks for letting me serve, Lisa M.

Not currently on meeting list:

No Fear

Total Attendees for the Month: n/a

Average per Meeting: n/a

Total 1st Step Meetings this Month: n/a

Total 7th Tradition Collected: \$ n/a

Area Donation: \$ n/a

Anniversaries Celebrated: n/a

New meeting. Have yet to have 1st meeting, waiting for OK from Area.

Surrender to Win

940 Clancy Ave., Clancy Street Ministries

Wednesday 8-9:30pm

Total Attendees for the Month: n/a

Average per Meeting: n/a

Total 1st Step Meetings this Month: n/a

Total 7th Tradition Collected: \$0

Area Donation: \$0

Anniversaries Celebrated: n/a

Brand new group. Will begin on April 8th at 8pm and will end at 9:30pm
In Loving Service, Brian R.

Traditionally Speaking

1042 Worden

Saturday 4-5:30pm

Business meeting is 1st Saturday of month before recovery meeting

Total Attendees for the Month: 49

Average per Meeting: 7

Total 1st Step Meetings this Month: 0

Total 7th Tradition Collected: \$37.00

Area Donation: \$10.00

Anniversaries Celebrated: 0

Group still small but making the effort to find a neutral site instead of a recovery house. Other than that meeting is being supported. Roger F.

Work the Steps or Die

Thursday 5:50-7pm

Business meeting is

Total Attendees for the Month: 40
Average per Meeting: 10
Total 1st Step Meetings this Month: 5
Total 7th Tradition Collected: We haven't been collecting 7th tradition \$
Area Donation: 0
Anniversaries Celebrated: n/a

I haven't been taking 7th Tradition until I came here and get on the list.

14. New Business/Issue Discussion

- A. Jeff S. resigned as Chairperson @ Kent County Correctional Facility. Thank you Jeff for 12 years of continuous service! We appreciate your efforts and will do our best to find a replacement. Discussion included a minimum of 2 years clean time to chair, also, no felonies, as a background check will need to be conducted prior to anyone attending that meeting.
- B. Several new GSR's were present, and encouraged to send away for the "new meeting packet" from WSO at www.na.org.
- C. Motions:
 1. Fred S. submitted a motion from his home group, Natural Life, that would replace language in the GGRASCNA Guidelines Section VII C I, page 7. The motion read: "Change amount of rotating funds from \$300.00 to \$150.00. Also, add sentences in orange on the attached, which include items of accountability for Activities Subcommittee and event guidelines. Seed money should only be given after an itemized list of expected expenses is approved. No one should be handed \$300 and be allowed to spend it at will without budget approval. Addicts must understand and agree to established policies."
Intent: We need to be mindful of other expenses that are important to our AREA-phone lines, meeting lists, etc. We need to be more creative in coming up with activities that are less expensive and more inclusive of the membership as a whole. Motion was tabled until next month, after much discussion. Below is what the section in the guidelines would look like with the proposed changes.

GREATER GRAND RAPIDS AREA SERVICE COMMITTEE OF NARCOTICS ANONYMOUS GUIDELINES

- C) Activities Sub-Committee Rotating Budget
 - i) The Activities Sub-Committee shall have a rotating fund of up to ~~\$300.00~~ **\$150.00** per month to coordinate activities for the Greater Grand Rapids Area of NA. ***An itemized GGRASCNA Budget Submittal Form must be submitted to ASC for approval prior to any event and must be approved before any seed money is dispersed.*** This money is available on an as needed basis and is to be kept in the ASC treasury. This money and any subsequent income raised from an activity will be turned over to the area treasurer or mailed to the P.O. box in the form of a check or money order within seven days from the time an activity is held. The Activity sub-committee shall then submit a ***GGRASCNA Post-Event Report, including the original receipts, showing all revenues received, and account for any remaining inventory*** at the ASC meeting following an activity (or activities) held the previous month. This report should include a list of itemized expenses and income, as well as receipts for each event, as to account for the money spent in organizing and executing the activity (or activities).

C. Motions: continued.

2. RCM Fred S. submitted a motion to change a procedure of the committee. "It is advisory for the Fellowship to not follow Area guidelines for the quarterly donations, and to only donate \$110.00 to Region and world on a one-time basis.
Intent: To use our funds prudently. Motion was seconded by Lisa M. and passed.
3. Lisa M. from the We Qualify group made the following motion, "I make a motion that \$30.00 be released in order to make 10 more new GSR packets.
Intent: To provide information for GSR's. Motion was seconded by Anne, passed.

15. Old Business

- A. Elections.
 1. All co-positions are open on administrative committee. Formal elections for all positions will be in April.
 2. H. & I. Sub-committee Chair position is open.
- B. Susan our Web servant submitted a list of skills necessary for incoming web servant. She will be stepping down in 8 weeks. Also, she will submit sample meeting list formats at next ASC. Thank you so much for your time and energy Susan, we appreciate you.
- C. Mike B. of PI is continuing to work on updating the WSO meeting list for our area. He stated there is a strong need for gay/lesbian and Spanish-speaking meetings in Grand Rapids.

16. **Please discuss at your business meeting:**

- A. Formal elections for all ASC administrative positions will be held in April. Please encourage members interested in serving at the Area level to attend next month's ASC meeting. See GGRASCNA guidelines for clean time requirements.

17. **Please announce at all regular meetings:**

- A. Traditionally Speaking along with the Activities Committee is hosting a Newcomer Appreciation Day event, April 18, 2009. There will be speakers, food, and a dance to follow.
- B. MRCNA presents a comedy film festival Saturday, May 16, 2009 at 6:30pm. Location is the Crown Plaza Hotel, 5700 E. 28th St., Grand Rapids. Speaker is Pablo P. Donation is \$6.00.
- C. The GGRASCNA Activities Committee is hosting the 2nd Annual Prom Night, **Saturday, May 23rd 2009** (date changed from previous flyers) at Faith Lutheran Church, 2740 Fuller @ 3 Mile. Doors open at 5pm, speaker at 5:30pm, dance from 7-10pm, \$10 single, \$15 couple. Contact Latonya J. @ 616-819-9610.

18. Closing

- A. Closed at 8:50pm w/ Gratitude Slogan.