

**ACBL BOARD OF DIRECTORS' MEETING  
RENO, NEVADA  
MARCH 8-11, 2010**

**REPORT FROM BILL COOK, JR.  
DISTRICT 10 REPRESENTATIVE**

The following actions were taken by the Board:

- One of the most significant was adjustments to the Special Games at Clubs. The month of February is reserved for Junior Fund Games, the month of April is reserved for Charity Games and the month of September is reserved for International Fund Games and in these months any and all games at ACBL sanctioned club sessions may be special games for the named funds. In the remaining nine months of the year one game per month per sanctioned session may be a special game for either the Junior Fund, International Fund, Educational Foundation or Charity.

The masterpoint rating for all special games will be 70% of sectional rating maintaining the current cap of 6.00 masterpoints. Effective July 1, 2010.

- Defeated a motion to phase in a change in the ACBL Senior Age from 55 to 60 over a four year period.
- Approved a motion to require any club that runs one or more allowed special local charity games for extra masterpoints in any calendar year to make available for public inspection an accounting of all funds raised in such games no later than February 28<sup>th</sup> of the following calendar year.
- Established a new NABC event, Super Senior Pairs for those that are age 70+. To be held at the Fall 2010 NABC and continuing at each Fall NABC until further notice. The event will be held the last 2 days of the Fall NABC with 2 qualifying and 2 final sessions. Start times will be 10:00 a.m. and 3:00 p.m.
- Approved that the NAP monetary awards for the various flights will be a fixed amount beginning with the 2010/2011 event. In the event of a tie the qualifiers will receive the total of the awards for the tied places, divided by the number of players involved with the tie.
- Defeated a motion that would require 26 or 27 boards to be played in any session of a pair game or 52 boards in a two session team games at NABC Regional Events.
- Approved a change in the name of the regionally rated event, the Side Game Series, to the Regional Pairs Series Game.
- Retroactive to 1/1/10, all sanctioned games held at clubs, with the sole exception of STaCs are to be counted in Ace of Clubs masterpoint races at Unit, District and ACBL wide levels.
- Approved the table which follows that shows the masterpoint requirements for ranks up to Life Master for those who join or rejoin after January, 2010. Effective retroactive to January 1, 2010.

Rank	Min Pts	Min GP	Min RGP	Min S	Min B	Min B	Max B	Max B	Max T	Max T
					Now	Proposed	Now	Proposed	Now	Proposed
Junior Master	5	0	0	0	0	0	5	5	1.66	5
Club Master	20	0	0	0	0	5	20	20	6.66	15
Sectional Master	50	0	0	5	0	10	45	45	16.66	25
Regional Master	100	0	5	15	0	15	60	60	33.33	40
NABC Master	200	5	15	25	0	20	155	155	66.66	70
Advanced NABC Master	300	25	25	50	50	50	200	200	100	100
Life Master	500	50	50	75	75	75	325	325	166.66	165

- Deferred to the Summer 2010 NABC proposed amendments to the General Convention Chart.
- Deferred to the Summer 2010 NABC a motion to eliminate the preempt pre-alert for 5-card weak 2's and 6-card 3-level pre-empts.
- Selected the Manchester Grand Hyatt in San Diego, CA as the site of the 2017 Fall NABC, November 23 – December 3, 2017.
- Ratified the 2010 Budget with a projected loss of \$374,352.00, which included \$211,138.00 in non reoccurring items.

**JAY BAUM, ACBL CEO REPORTED THE FOLLOWING:**

- He anticipates a major drop in new membership from 2009 due to the normal push in the last quarter to beat the change in Life Master requirements on January 1, 2010.
- Loss of members in 2009 was the lowest we have seen in decades and 2010 has started out with 10% fewer than 2009.
- Regional tournaments started 2010 with a fantastic average of nearly 1,800 tables per tournament.
- Sectionals had 27 more events in the first 2 months than 2009 and had an increase of 3,200 tables. The average table count of 198 trails 2009 year to date but is quite respectable vs. other years.
- STaCs trail 2009 by 1,300+ tables with weather conditions being a factor. However the table average of 1,491 is still very good.

- Preliminary 2009 table count for club games is 2,844,236 of which 584,177 were from on-line games.
- Membership and customer service employees have become part of the Club and Member Services Division. The merging of these departments was made in an effort to improve the efficiency of member relationships.
- The cooperative advertising program continues to be a successful resource for clubs and teachers to reach beginner and/or newcomer players. The program subsidized the advertising cost for 357 beginner/newcomer ad campaigns submitted by clubs and teachers in 2009.
- A post card mailing was sent to the 1,580 members who were qualified to play in the first Platinum Pairs to be held at the Reno NABC.
- In an effort to increase brand awareness for ACBL and provide a marketing tool for clubs. Marketing has produced two 30 second radio ads and will soon make them available to clubs and teachers for their use.
- 2010 Youth NABC is scheduled for July 29-31, 2010 at the Summer NABC in New Orleans. Registration forms and event content have been placed on the Youth 4 Bridge website and promotional material for the event have been mailed to 359 school bridge teachers of youth. Postcards have been mailed to 1088 youth members notifying them of the upcoming youth NABC.
- There are currently 90 school bridge classes registered for Spring 2010.
- ACBL will have a presence at the National Council of Teachers of Mathematics at their conference in April. Booth space has been reserved and a workshop scheduled. Chris and Donna Compton will conduct the workshop entitled "Teaching Math Concepts and Applications Using Contract Duplicate Bridge". The Comptons will share the results of their research findings with workshop attendees as a way to reinforce the mathematical benefits of bridge.
- The amnesty promotional campaign, launched in June 2009, as a way to encourage those with lapsed memberships to rejoin ACBL, was a huge success. Postcard mailing (and email follow up reminders) to approximately 7,500 former ACBL members with unrecorded masterpoints resulted in a 11.4% response rate. (average response rates range from .2% to 2%)
- Marketing continues to work toward improving visitor experience to the ACBL websites.
  - 1) Club managers now have the ability to post their daily game results on the ACBL website. This new feature, officially made available to clubs in December 2009 has over 500 clubs signed up and taking advantage of it. A new feature has been added which allows club managers to post important messages to the players.
  - 2) Work is underway on improving navigational organization and design of the ACBL website home page and secondary pages.
  - 3) In an effort to provide more interest in the ACBL website by video clips of Hall of Fame members are being planned. Interviews were conducted with seven Hall of Fame members in San Diego and more were scheduled for Reno. Footage of the interviews will be used for placement on the ACBL website.

**PETER RANK, LEAGUE COUNSEL REPORTED:**

He reported that there is no pending ACBL litigation.