

**ACBL BOARD OF DIRECTOR'S MEETING  
ORLANDO, FL  
NOVEMBER 21-24, 2010**

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

The following actions were taken by the Board:

- Craig Robinson of Lansdale, PA was elected 2011 ACBL President defeating three other candidates, Bill Cook, Jr. of District 10, Shirley Seals of District 9 and Bill Arlinghaus of District 12.
- Approved an amendment to the Bylaws which states that "The President may not serve his term of office if he is not re-elected to the Board of Directors."
- Also approved another amendment to the Bylaws which reads: "The Chairman of the Board of Directors shall be the immediate past president of the ACBL if he is the elected director from his district".
- Amendments to the Bylaws dealing with Unit Voting Power and Resident Requirements for District Wide Election failed.
- A motion requiring all National Pair Events to be scored across the field failed.
- Approved the 2011 Budget projecting a profit of \$170,880.00.
- Approved an increase in the TD Session Fees of 4% effective 4/1/11.
- Approved a job description for the League Counsel.
- Appointed Larry Cohen as the 2011 Honorary Member of the year.
- Approved a change in the Chairman of the Board's responsibilities to read:  
  
"The Board Oversight Committee will consist of three members, the Chairman of the Board as the Committee Chairman with the two most immediate past president currently on the Board and not holding any other Board officer position."
- Rejected a motion that would have required the vote by units in District election to be kept confidential.

- Approved hosting an annual Zone 2 World Bridge Federation meeting during an NABC in lieu of paying for ACBL's WBF representatives to attend the annual WBF Executive Committee meeting.
- Approved a policy allowing teachers who receive a stipend from the School Bridge program to also receive payment from other sources provided the combined compensation shall not exceed \$500.00 US.
- Approved a policy that ACBL and only ACBL shall be permitted to sponsor Regionals at Sea beginning in 2012, ACBL may sponsor three RAS per year.
- Approved the ACBL CEO succession plan frame work to provide guidelines for future CEO Search Committees.
- Rejected a motion to establish a Non-Senior Pair Championship at one of the NABC's.
- Approved new Slow Play Regulations that state "when a pair is late finishing a round by more than two or three minutes on more than one session the Director is to presume they are the pair responsible and it's expected that the Director will penalize such a pair. The size of the penalty will tend to increase for subsequent instances of slow play while warning will typically be given before a penalty is assessed, failure to do so in no way limits the Directors authority to issue a penalty."

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

- Membership through the 1<sup>st</sup> ten months of 2010 has remained flat. It is hoped that with the projected new members in November and December and our retention that ACBL will show a small gain for the year. 2010 new members should be in excess of 11,000 which has been our average for a number of years.
- Club game tables for the year have remained steady. Online tables continue to grow substantial with 529,327 tables through September. 2009's total for the year was 589,520.
- Regional tournament tables continue to make a strong showing with more than 1490 average tables per tournament.
- Sectional tables remained flat with 2009 but average tables per tournament trail 2009. There will be 15 less sectionals in the last quarter of 2010 causing a drop in total tables.
- STac's continue to grow with an average of 1677 tables per tournament. Total 2010 STac tables will set a new record as well as the average tables per event.

- Marketing began the availability of radio ads in June to clubs and teachers that target “baby boomers” and “empty nesters”. Ten requests have been made so far for the ads but it is expected requests will increase as more become aware of the availability and that they qualify for reimbursement under the Cooperative Advertisement Program.
- The Learn to Play Bridge automated new members campaign was launched in June and since then 103 individuals have responded to the promotional offer and joined the ACBL.
- Marketing exhibited at the 2010 AARP Convention in Orlando, FL from September 30 to October 2. There were 23,500 who attended this convention and the ACBL booth received an almost steady volume of traffic by attendees interested in the game of bridge. A total of 855 Learn to Play Bridge CDs and a total of 1932 decks of cards were distributed at the booth. It is estimated that the ACBL booth received about an 8% - 10% rate of traffic volume – an excellent rate given that there were 417 other exhibitors competing for the attendees time.
- The Cooperative Advertising Program continues to be a successful and popular resource for clubs and teaches in their effort to reach out to beginner and newcomer players. This year’s program has subsidized 288 beginner/newcomer ad campaigns as of November.
- As of November Marketing has distributed a total of 417 tournament advertising email blasts to members on behalf of tournament sponsors in 2010.
- A total of 193 classes of School Bridge were conducted during the spring/summer of 2010. There are 124 classes registered for Fall/Winter making a total of 317 classes conducted in 2010.
- A total of 113 players attended the 2010 Youth NABC held in New Orleans on July and a total of 125 tables were played.
- The ACBL website home page is in the process of being redesigned. We are aiming to make it easier navigation for our members in addition to a fresh look.
- The replacement of ACBL score is moving very fast and it is hoped to have the initial stage finished by the end of February 2011.