

CEO Report

July 2007

To: ACBL Board of Directors

cc: ACBL Board of Governors

From: Jay Baum, CEO
ACBL

MEMBERSHIP – At the six-month mark for 2007, membership has a year-to-date increase of 368. Our increase versus last June 30 is 623.

Our current paying member total is the highest it has been since 2000. Our active unpaid life member number is now seeing some consistency. Our new member year-to-date numbers are slightly above 2005 and 2006.

Active Membership Chart – Attachment 1

<http://web2.acbl.org/bb/bod/JuneActiveMembership.pdf>

BULLETIN – We have been notified by Quebecor World, the printer of the Bridge Bulletin, that an increase in the price of paper is on the horizon. This is the essence of the notice.

Paper suppliers have permanently, or in some cases temporarily, idled papermaking machines across various the grades. As expected, they have announced increases of \$2 - \$3 per cwt that will go into effect with anything on press after July 31.

There will be more information coming to us in the near future, but we do expect our costs will increase.

EDUCATION

The ACBL Bridge Series – The update project is going well. The first two series books (*Bidding in the 21st Century* and *Play of the Hand in the 21st Century*) have been updated and sent to Baron Barclay. *Bidding* is available now and *Play* is expected to be available around July 11.

The teacher manuals for these two books are available for free download from the ACBL web site. The third series book (*Defense in the 21st Century*) is underway and will be ready by the end of the summer.

As needed for reprint and as time permits, the support materials for The ACBL Bridge Series are being updated. This includes "Play" courses, E-Z Deal "Play" cards and E-Z Guide booklets.

School Bridge Workshop in Nashville – The School Bridge League, a division of The LEAGUE, and the ACBL are sponsoring a reception for teachers with existing youth/junior programs and for those interested in starting programs in their areas. It will be held on July 22 between 10 a.m. and noon in Room 208 of the Nashville Convention Center. Patty Tucker of Atlanta Junior Bridge is organizing this effort with Mickie Rinehart, the Operations Director for The LEAGUE.

Patty and Mickie are hosting this event to tell teachers what is available to them through this organization. ACBL will provide information on our funded school program.

CLUBS

District Wide Charity Games – Automation of notifications, sanctioning and hand records for these games has been completed. Clubs now register online and are sent files via e-mail. These will reduce costs by eliminating the analyzing of hand, printing and mailing of materials.

Membership Rosters – Since fall 2006, club managers and Unit and District officials have had the option to request electronic file of membership rosters. We have processed approximately 900 requests to date. This has eliminated processing time, materials and postage cost.

E-Bills – 3400 members have currently opted to have membership renewal notices sent via e-mail instead of regular mail.

Point Cards – 3600 members have opted out of receiving masterpoint postcards. Cards are sent only to members who do not receive the Bulletin or have too many entries to fit in the space provided there.

MYACBL Portal Page – A link has been added to the member's District and Unit Mini-McKenney and Ace of Clubs race web pages. This was a request from members and club directors.

BRIDGE

Table Counts – 2007 continues to be a very good year in terms of table count totals. Regionals are slightly ahead of 2006 despite having four fewer tournaments. The tables per tournament number (1637) is very good.

Sectionals and STaCs are also doing very well with increases in both. Average table counts are running slightly ahead of 2007.

To date, we have six fewer regionals, 19 fewer sectionals and eight fewer STaCs sanctioned for 2007 vs. actual from 2006. If your units and district have plans for tournaments in 2007 and do not have sanctions, please encourage them to get them finished as soon as possible.

Table count – Attachment 2

http://web2.acbl.org/bb/bod/June2006_2007TC.pdf

Intermediate/Newcomer Report – Attachment 3

<http://web2.acbl.org/bb/bod/072INStat.pdf>

MARKETING

Promotional Insert – A promotional insert (Bookmark) will be included with all hard copy renewals sent from headquarters. Beginning with the renewal cycle in September 2007.

We will also provide Baron Barclay Bridge Supplies (BBBS) with the promotional insert, which they will included in all outgoing orders.

A Marketing Plan has been finished and is included in the Strategic Plan update. We will focus our efforts on three primary strategies: Public Relations, Membership promotion and Youth bridge.

FINANCIAL

NABC Board Report – Attachment 4

<http://web2.acbl.org/bb/bod/072NABCBoDRpt.pdf>

Public Report – Attachment 5

<http://web2.acbl.org/bb/bod/072PublicReport.pdf>

April Financials – Attachment 6

<http://web2.acbl.org/bb/bod/072April Financials.pdf>

STRATEGIC PLAN UPDATE

Strategic Plan – Attachment 7

<http://web2.acbl.org/bb/bod/072StrategicPlanUpdate.pdf>