

**CEO REPORT
2008 NABC
LAS VEGAS, NV**

To: ACBL Board of Directors
ACBL Board of Governors

cc: Linda Mamula
Peter Rank

From: Jay Baum, CEO
ACBL

Date: July 2008

MEMBERSHIP

The 2008 upward trend continued in June. Year-to-date gains are over 1,300 and June '08 vs. June '07 is +1,800. We are now under 5,000 unpaid active LM. We will continue to clean up our membership by dropping those that are inactive for 24 months or longer.

New members continue on a good pace (+6%). We expect 12,000 new members for 2008.

<http://web2.acbl.org/bb/BOD/June08Membership.pdf>

MILEAGE RATE CHANGE:

The IRS changed the mileage rate. As of July 1, 2008, the mileage rate will be 0.585, instead of 0.505.

If you would like to read what the IRS has published on their website, click on the link below.

<http://www.irs.gov/newsroom/article/0,,id=184163,00.html>

MEMBERSHIP SURVEY

Our annual survey showed no significant change from the previous two years. Satisfaction levels remain very high and membership renewal for 91% of our current members is extremely likely, with 8% somewhat likely.

<http://web2.acbl.org/bb/BOD/08MemberSurvey.pdf>

FINANCIAL UPDATE

http://web2.acbl.org/bb/BOD/1st_Trimester.pdf

TOURNAMENT DIVISION

Zero Tolerance citations in Detroit were proportionate to the smaller table count. The last three NABCs: Nashville = 24; San Francisco = 12; Detroit = 7. The Nashville total was larger than a trend line would have predicted.

We will continue to experiment with wireless scoring devices in Las Vegas, expanding out of the I/N program into a couple of open events. We will likely have 300 Bridge Pad units available for our continuing evaluation. Subsequent to the Las Vegas event we have no firm plans vis-a-vis wireless scoring.

We have re-established contact with Grand Prix Tournaments. This group stages a variety of card game tournaments, including spades. Still believing that spades players can readily transition into bridge, we have tentatively agreed to host two days of spades competition during the last weekend of this year's Boston NABC.

TOURNAMENT TABLES

Total regional tables, year to date, show an increase of over 6%. This is primarily a timing issue, with more regionals having completed play this year versus last. Still, the average table count of 1,460 tables is healthy.

Sectional tournaments are averaging 174 tables. With a few more sectionals on this year's tournament calendar, sectional tables should be about flat for the year.

STaC tables are just about flat this year, with an average table count at 1,310 per sanction number.

Overall, tournaments may be affected by the price of gas and other economic factors, but we believe 2008 will continue on a pace to be a "good" year.

http://web2.acbl.org/bb/BOD/June2007_2008TC.pdf

CLUB

The percentage of sanctioned club games reporting with the ACBLscore program is 88%.

Club tables with additional fees (special games) have increased 30% and online tables over 44%. Overall, clubs tables continue to be impressive with a year-to-date increase of 5%.

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

MEETING SERVICES

The Las Vegas NABC is shaping up to be one of the largest ever. The local team, led by not-quite-so-local Ken Monzingo, has their plans in place and are ready to provide great experiences for the players. The directing staff is geared up to provide tons of opportunities for some excellent bridge. The Hilton staff has been briefed and is ready to provide not only a super venue for the tournament but a true Las Vegas experience for the players - they have a number of things they are going to do to make us feel welcome and appreciated. Wendy has worked tirelessly to manage a huge room block and has been successful in assisting in the reservations for 21,549 room nights. Elvis is warming up backstage. Everything is in place to make this NABC truly memorable.

At the same time, there are energetic and talented volunteers working to get things in place for more great NABCs in Boston, Houston, Washington, San Diego and the other cities on the books. As these plans come to fruition, it will be hard to choose a "best NABC" as they will each be great bridge events.

BRIDGE BULLETIN

We are working with Quebecor World out of Covington TN to investigate missing magazines in one area of California. The problem seems to be concentrated in one area, where so far about two dozen members have reported non-delivery.

E-MAIL ADVERTISING

We have completed steps to certify our e-mail as spam-compliant. Further information can be found at <http://www.isipp.com/suretymail.php>. This should keep our e-mails going out without some of the interruptions we have experienced in the past.

MARKETING:

Three online surveys were conducted in the month of June. An in-house survey for HDQ employees (60 responses), a TD survey (81 responses) and the annual membership survey (1,525 responses).

Booth and presentation stage assignments confirmed for the AARP convention to be held in Washington DC September 4-6. Bob Levey will be giving a presentation on Friday, September 5. We will be running a 5 x 7 ad in the convention's daily newspaper.

The A-Z Member Guide has been updated and reprinted. This can be viewed at <http://web2.acbl.org/documentLibrary/about/atozguide.pdf>.

The following marketing materials were sent (Jan. through June) to support local trade shows and teachers:

Bookmarks	1,300 each
Exciting World of Bridge brochures	1,400 each
Bridge Bulletins	9 boxes (810 each)
Your Best Partner in Bridge brochures	1,050 each
Learn to Play Bridge cds	120 each

Cooperative Advertising Program reimbursements through June 2008 and compared to June 2007:

	Subsidies	New Members	Amount Reimbursed
June 2008	170	6,342	\$71,446.90
June 2007	163	5,969	\$66,961.39

The Spring issue of the Marketing Matters eNewsletter was sent April 10. It can be viewed at the following link: <http://web2.acbl.org/mailings/MM/0408/index.htm>. The Summer issue will be the first of August.

YOUTH BRIDGE

To date Patty Tucker has identified 109 existing youth programs/teachers (not including ACBL's School Bridge Lesson Teachers) in North America. Twelve people have contacted her in the last two months concerning starting new programs.

A web-site is 'in the works' which will consolidate all youth information, contacts, funding information, existing programs and lesson plans in one place. Completion of this will make it much easier to get information to these new teachers and facilitate networking with existing teachers. The preliminary introductory pages and skeleton of the website are completed.

Patty will attend ABTA's convention (barring conflicts with ACBL meetings) and pursue the idea of speaking at their convention next summer concerning Youth Bridge.

Response from the advertising through ACBL sources is steady. We received the most response/feedback from the mentions in the ACBL Monthly Bulletin, Teacher newsletter and the Club managers newsletter.

A letter was sent to all Unit and District Educational Liaisons (or President if this position was unfilled) introducing our Junior Coordinator and asking them to contact her in Las Vegas if they plan to attend. If they were not to be in Las Vegas we will contact them in August to talk with them about their Youth activity; if they have none, to determine their interest in creating Youth activity.

Patty has contacted the Smithsonian and requested that she get a '\$ number' for us that might generate interest on their part in preparing an exhibit for next summer.

Future plans:

Continue to document and speak with other youth programs nationwide.

Form a plan of action for establishing a partnership between ACBL and School Bridge League to be implemented/discussed in Las Vegas

Document funding opportunities for youth efforts and how to apply for those funds. Give examples of paperwork necessary to apply (this will be national, district and unit funds)

Create a 'Teaching Youth' TAP.

Complete the bridge teachers of youth website

YOUTH NABC

The Youth North American Bridge Championships were a huge success. Children from 21 states and 3 Canadian provinces came to Atlanta played bridge and made new friends.

The final table count was 210 tables over the course of 7 sessions.

198 children and young adults attended the event. 94 were from out-of-town, 104 from the greater Atlanta area. The Atlanta teachers were surprised that we did not have a larger Atlanta turnout.

Every out-of-town parent, player and teacher indicated they would be in Washington DC in 2009 for the next event.

The Atlanta volunteers did a magnificent job of keeping up with their responsibilities and managing the younger players. The youngsters were chatting with players outside of their group, playing games and talking about hands. A great sight!

Directors Nancy Watkins and Andrew Echols did a great job directing and maintained a professional demeanor and performance throughout.

A survey was issued to the students, teachers and parents the last day requesting feedback on the length of the tournament, time of the games, breaks, and just general information of what we could have 'done better' and what we 'did well'.

A 'Bridge for Parents' seminar was held at the Youth NABC. This was also a test run to see if this is a viable idea for future Youth NABC's.

A seminar was held during the Youth NABC for bridge players to learn about teaching bridge to children. This was a test run of a seminar to use at future events.

STRATEGIC PLAN

We are approaching the end of the fourth year of the Strategic Plan that was developed in November of 2004. Much of the plan has changed due to completion of programs, redefining of some objectives and elimination of some strategies.

In order to prepare for an update and revision, I have outlined what management sees as the needs to be considered for the future. We are asking you to review the objectives and strategies prior to Boston and bring any additions, deletions or other changes that you feel need to be part of this document.

<http://web2.acbl.org/bb/bod/082StratRpt.pdf>