

CEO REPORT

2008 Fall NABC Boston, MA

To: ACBL Board of Directors
ACBL Board of Governors

cc: Linda Mamula
Peter Rank

From: Jay Baum, CEO
ACBL

Date: November 2008

MEMBERSHIP

Membership from January 1, 2008 through the first ten months has increased by 1,389. October 08 vs. October 07 increased by 1,193. New members continue to average nearly 1,000 per month, a 2% increase over 2007.

Our membership continues to be a bargain. Clubs, units and teachers are doing a great job in their efforts!

<http://web2.acbl.org/bb/BOD/October08Membership.pdf>

FINANCIAL UPDATE

<http://web2.acbl.org/bb/BOD/2ndTrimester.pdf>

TOURNAMENT

Regional table averages dipped slightly in September and October. Average tables per regional stayed above 1,400 (1,416) but trails 2007 by 5% and total tables lag by 2%.

Sectionals are running flat with 2007 in terms of tables, however, average tables per sectional has dipped 3.5%.

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STaC tables per tournament continue at a good pace with a 10% increase over 2007. Totals tables, while 3,400 less than 2007, are expected to surpass 2007 totals due to additional STaCs in November and December.

Overall, tournaments were affected only slightly by energy costs and the slumping economy.

http://web2.acbl.org/bb/BOD/October2007_2008TC.pdf

Club tables are equal to 2007 (excluding online games). Due to late reporting, we expect to surpass last year. Special games increased to 15% of the total of games played in clubs vs. 12% of that total last year.

In total, clubs games continue to do well.

Online tables continue their upward trend. Through the first nine months, we are 24% ahead of 2007.

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

BRIDGE BULLETIN

The November issue of the Bridge Bulletin is online. We plan to make the magazine available each month for paid-up members who have registered for MyACBL. We eventually plan to have archives of the Bulletin in the new format going back to 2005. This is a benefit members have asked for that will allow them to reference articles without having to keep years of Bulletins. Members will also have the ability to print pages.

MARKETING

Vicki Campbell was hired in September 2008 as our new Director of Marketing. Campbell, a graduate of the University of Memphis, has worked as a direct marketing specialist in a local marketing consulting firm and in relationship marketing for Harrah's Entertainment.

ACBL was an exhibitor at the Life@50+ AARP National Event & Expo in Washington DC Sept. 4-6. The convention was a success with 28,000 in attendance. Bob Levey, an ACBL member and former Washington Post columnist, gave a stage presentation entitled "Why Bridge is a Game for All Ages."

The Learn to Play Bridge postcard has been completed. This card has some of the same graphics and information that the Learn to Play Bridge CD jacket contains. The postcard directs people to the ACBL web site to download the Learn to Play Bridge software. The

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postcard will net large savings over the production of the Learn to Play Bridge CD and jacket.

The 2009 Goodwill calendar has been created, produced and printed. The theme of this year's calendar is the supporting of Youth bridge players. The calendars will be distributed at the Boston NABC.

The Summer issue of the Marketing Matters eNewsletter was sent August 15. It can be viewed at the following link: <http://web2.acbl.org/mailings/MM/0808/index.htm> A survey will be sent to the recipients of this newsletter in December to ascertain the usefulness of the information it contains as well as its popularity.

An electronic survey was sent during the month of October to the Youth ACBL members and attendees of the Youth NABC in Atlanta (approx 1,200 individuals) to get their feedback in helping guide the development of the Youth web site and Youth bridge programs.

Cooperative Advertising Program reimbursements through Sept. 2008 and compared to Sept. 2007:

	Subsidies	New Members	Amount Reimbursed
Sept. 2008	233	9,020	\$96,381.29
Sept. 2007	225	8,746	\$93,216.52

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

2009 ACBL MARKETING PLAN SUMMARY

<http://web2.acbl.org/bb/bod/2009MktPlanSum.pdf>

YOUTH BRIDGE

The first run of the 'Bridge Teachers for Youth' web site (www.btfy.org) which consolidates all youth information, contacts, funding information, existing programs and lesson plans in one place is done. Julie Greenberg was of great help in descriptions and links to ACBL sources as well as a being a sounding board for the text of introductions for each section.

The ACBL Certified Director we found (Alvin Daigle) to help the School Bridge League (SBL) with their tournaments is on board.

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We have received verbal approval from Mickie Rinehart that SBL will sponsor the 2009 Youth NABC.

We have e-mailed Houston's School Bridge Lesson Program teachers asking if they thought a Saturday morning class for area children at the Houston NABC was a good idea and if they were interested in participating. We have heard from a teacher in that area that is interested in helping in this endeavor.

We have finished compiling a list of District and Unit youth teachers, potential teachers and programs in North America.

Notices have been sent to all bridge web sites, contacts and District/Unit contacts with details of the Youth NABC and link to the Youth NABC web site, which has been updated. Printing of schedules and notices to be mailed is underway.

Areas of Youth Interest by District:

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

ELECTRONIC SCORING DEVICES

Both BridgeMate and BridgePad the manufacturers of the devices are working on upgrades to their current products. We will continue to monitor the progress of these units as well as other new products that can help us modernize the tournament experience. We expect another innovation to be unveiled in Houston that could revolutionize how we are able to run tournaments.

CONDITIONS OF CONTEST

We have had many comments regarding some specifics in the General Conditions of Contest as well as conditions for certain events. We feel a total review and possible rewrite of all the conditions should be considered.

ACTION ITEMS from LAS VEGAS

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