

**CEO REPORT
July 2009**

**Marriott Wardman Park Hotel
Washington, DC**

To: ACBL Board of Directors

cc: Michael Kovacich
Peter Rank

From: Jay Baum, CEO

MEMBERSHIP:

Through the first half of 2009, we have gained 1,421 members. June 09 vs. June 08 has an increase of 1,297 members. With an amnesty program, an incentive for new members to join before January 1, 2010 due to the LM changes and mailings to unpaid LMs, we believe that a net gain of over 2,500 is possible for the year. 1,263 new members joined in June. Retention of new members remains above 65%.

<http://web2.acbl.org/bb/BOD/09JuneMembership.pdf>

TOURNAMENT DIVISION:

With six months reported, we now believe 2009 will match 2008 and is likely to exceed it.

Regionals are still over 5,000 tables behind last year, due to seven fewer tournaments, but our tables per regional are running 40 tables greater than last year. Timing will cause us to catch 2008 with one additional regional this year.

Sectionals are relatively flat with 2008. Tables per sectional are up slightly (+4) and 2009 will see 24 more sectional tournaments.

STaCs, while we will sanction eight fewer than 2008, will likely exceed 100,000 tables and the tables per STaC average rates to break all previous records.

<http://web2.acbl.org/bb/BOD/June2009tables.pdf>

CLUB:

Club table counts through May are down less than 1%. See attached chart.

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

Effective January 1, 2010 we intend to eliminate the printing and mailing of hand records, analysis and travelers for the ACBL-wide games held at clubs with the exception of the ACBL Instant Matchpoint held in September. This will save the “foundations” the cost of printing and postage. These games are as follows:

ACBL-wide International Fund Games (3) usually held in January, May and July
ACBL-wide Charity Games (2) usually held in March and November
ACBL-Wide Senior game (1) held in February

The Canadian Bridge Federation will determine if we continue printing and mailing of the two Canada-wide Olympiad games, normally held in March and October.

YOUTH PROGRAM / NABC:

The Youth NABC will be well attended this year with 124 pre-registrations in place and another 20-40 expected players.

The breakdown of registered attendees for whom we have birthdates is:

Ages: 18-19 (3), 15-17 (13), 13-14 (15), 10-12 (50), 7-9 (15), Under 7 (8)

Point of Origin: 15 States, 5 Canadian Provinces and China

We expect to raise approximately \$20,000 in registration/entry fees and donations. ACBL has budgeted for any difference.

Special events and entertainment at the YNABC include a reception by District 6 for the parents and children, a magician, and a juggler. We also plan a repeat of the ‘Bridge for Parents’ class during the Friday and Saturday morning games.

The astronaut we met in Houston, Greg Johnson, is attending the NABC and will give a presentation to the young players Saturday morning before the game and then attend the Winner’s reception Saturday night to present the Sportsmanship Award.

The Youth Advocate and Youth Ambassadors will be recognized before the Thursday morning game. We will present their certificates and have a formal announcement during the Winner’s Reception Saturday night.

MARKETING:

Marketing Programs/Initiatives

In an attempt to increase awareness of the upcoming changes to the Life Master requirements and to seize the opportunity to encourage renewal of memberships, Marketing created and distributed a postcard to former ACBL Non-Life members with 100+ masterpoints. The mailing encouraged recipients to re-join the ACBL before the new Life Master requirements go into effect in January. In addition, an announcement about the changes and a push to renew and retain ACBL membership is posted on the home page of the ACBL web site and will stay on this site until the end of this year. Email campaigns are also being planned for later in the year – to serve as final reminders about the upcoming changes. Response rate, to-date, is approximately .9%

To encourage membership renewal and to create an atmosphere of “good-will”, Marketing developed an amnesty campaign offer. A postcard was mailed to former ACBL members who currently have unrecorded masterpoints. The campaign offers the target audience an opportunity to renew their membership by December 31, 2009 to receive a full reinstatement of their unrecorded masterpoints at no additional charge. To encourage a quick response to the mailing, the campaign includes a “special” offer for those who renew for a three-year membership before October 1st. Those who renew for three-years before October 1, 2009, will receive a complimentary deck of ACBL playing cards.

The postcard was sent June 23, 2009 and, so far, has received a 4% response rate.

- Marketing sent a follow up invitation to join via e-mail to the non-ACBL members who attended the Spring NABC in Houston.
- An online Member Satisfaction Survey was distributed on June 29, 2009, to approx. 84,000 members. The survey ended on July 13th and generated a 23% response rate. A summary of the survey results will be presented at the Summer NABC Board meeting.
- Marketing has implemented a new promotion, "Marketing Tips & Tricks," to encourage clubs and teachers to begin sharing successful marketing ideas. The tips are being compiled and posted in one location on the ACBL web site and will serve as a tool for clubs/teachers to use in promoting the game of bridge and getting new members/students. Clubs/teachers who submit a marketing “tip” will receive an entry into a drawing to win a pizza party at their club/class.
- Marketing has established an ACBL presence on the online social/professional networking web site, www.Linkedin.com. Upcoming NABC's are listed on the site's calendar of events as well as a link back to the ACBL web site.

- Marketing continues to receive requests for the free weekly bridge columns from clubs/teachers. The distribution list is now up to approximately 250. The articles are also now being published on Bridge Base Online (BBO) with a link back to the ACBL web site.
- Marketing has sent samples of the bridge columns to the following airlines for placement in their in-flight publications. To date no in-flight publications have agreed to publish.
 - Delta/Northwest
 - Continental
 - Southwest
 - American
- Cooperative Advertising Program reimbursements through June, 2009:
 - Total of 182 ad campaigns submitted and processed
 - Total of \$74,828.80 reimbursements paid
- Marketing has hired a videographer who will be present at the Washington DC NABC. The videographer will gather footage of the Youth NABC and NABC that will be used in the development of video promotional materials.
- Marketing has arranged for astronaut and ACBL Life Master Gregory Johnson to be present at the 2009 Youth NABC. Johnson is scheduled to make a presentation to the youth Saturday morning and present the Sportsmanship award to the winner on Sat evening.
- Marketing made several attempts to obtain the presence of President Obama's children at the Youth NABC in Washington DC. In mid-June, word was received from the White House that, regrettably, the First Family would not be able to attend the event.

Web Site News

- Marketing has completed the following enhancements to the ACBL web site.
 - Ability to search for major winners of NABC events.
 - Ability to search for club locations by mileage ranges and/or /zip codes
- Marketing is in the process of developing the following enhancement to the ACBL web site:
 - Ability to view online video/audio of Hall of Fame members.

Marketing is working on the re-design of the youth web site – www.youth4bridge.org. Phase I of the web site is on schedule to be completed by end of July. To announce the launch of the new youth web site, hats, containing the youth logo and URL address will

be distributed to the youths participating in the Youth NABC in Washington DC.

Visitors to our web site now have the ability to search for clubs by city, state, or zip/postal code. In addition to providing the club's distance in miles, the search result also provides a map to the club's location.

Click on the following link to test drive this new enhancement to the ACBL web site.

<http://www.acbl.org/play/findClub.html>