

**CEO REPORT - SPRING 2010
RENO, NV**

To: ACBL Board of Directors

cc: Michael Kovacich
Peter Rank

From: Jay Baum, CEO
ACBL

MEMBERSHIP:

We expected to see a major drop in membership from 2009 due to the normal push in the last quarter. The good news is that membership increased slightly in the first two months (+170) of 2010.

In addition, the loss of members in 2009 was the lowest we have seen in decades and 2010 has started out with 10% fewer than 2009.

<http://web2.acbl.org/bb/BoD/2010FebruaryMembership.pdf>

TOURNAMENT DIVISION:

Regionals started 2010 with impressive numbers and set a tone that bodes very well for the league. The table average of nearly 1,800 is a fantastic number.

Sectionals had 27 more events in the 1st two months than 2009 and had an increase of 3,200 tables. The average table count of 198 trails 2009 year-to-date but is quite respectable versus other years.

STaCs trail 2009 by 1,300+ tables after ten tournaments with weather being a slight factor. The table average of 1,491 is still a very good number.

<http://web2.acbl.org/bb/BOD/2010FebruaryTableCount.pdf>

FINANCE:

Attached is the 2010 budget that the Finance Committee will present for ratification.

<http://web2.acbl.org/bb/bod/2010Budget.pdf>

CLUBS:

Recently Membership and Customer Service employees joined the Club and Member Services Division. The merging of these departments was made in an effort to improve the efficiency of member relationships. We are looking forward to them working together as a team especially after the move to our new headquarters where everyone will be more centrally located.

The 2009 preliminary table count for club games is 2,844,236 of which 584,177 were from on-line games. Attached below is club table report. The final numbers will be generated in late March.

[http://web2.acbl.org/bb/BoD/Club Tbls Report 03-01-10.pdf](http://web2.acbl.org/bb/BoD/Club%20Tb%20Report%2003-01-10.pdf)

MARKETING:

Final Recap of Amnesty Promotional Campaign

The amnesty promotional campaign, launched in June, 2009, as a way to encourage those with lapsed membership to rejoin the ACBL, was a huge success.

The post card mailing (and two follow-up email reminders to those with email addresses) - sent to approx. 7,500 former ACBL members with unrecorded masterpoints received an 11.4% response rate. (Average response rates range from .2% to 2%)

3% of the mail segment took advantage of the “special offer” to renew their membership for three years and receive a free deck of cards.

Cooperative Advertising Program

The Cooperative Advertising program continues to be a successful and popular resource for clubs and teachers in their efforts to reach out to beginner and/or newcomer players. The program subsidized advertising costs for 357 beginner/newcomer ad campaigns submitted by clubs and teachers in 2009.

Platinum Pairs

A postcard mailing of 1,580 was sent to all who qualified for the Reno Platinum Pairs event – inviting them to attend the event.

Radio Ads for Clubs & Teachers

In an effort to increase brand awareness for ACBL and provide a marketing tool for clubs and teachers, Marketing has produced two 30 sec. radio ads and will soon make them available to clubs and teachers for their use. The clubs and teachers will be responsible for payment of the air time; however, this cost will qualify for Cooperative Advertisement reimbursement. A “testing” of the process is currently in progress. We expect to “go live” with this project by early April.

Youth Initiatives

Reno Youth Bridge Game

A bridge game for youth is scheduled for Saturday, March 13th at 10:30 in the IN room at the Reno NABC. This event is being sponsored by the local Unit and Bud Brewer. The majority will be students of Bud Brewer's representing five middle schools in Washoe County. The Washoe County School District Director of Student Services, as well as several teachers and parents, is planning to visit and observe this event.

2010 Youth NABC

Planning continues for the 2010 Youth NABC, scheduled for July 29-31, 2010 at the Summer NABC in New Orleans.

Registration forms and event content have been placed on the Youth4Bridge web site. Signage and promotional materials announcing the event have been printed and mailed to 395 school bridge teachers of youth.

Postcards were mailed to 1,088 youth members notifying them of the upcoming Youth NABC and emails were sent to Districts/Units/Clubs/Web sites promoting the YNABC. In addition, email communications have been sent to youth members announcing the "Mystery Bridge Hand" contest. A few entries to the contest have already been received.

School Bridge Classes

There are currently 90 school bridge classes registered for Spring 2010.

National Council of Teachers of Mathematics

ACBL will have a presence at this conference in April. Booth space has been reserved and a workshop has been scheduled. The booth and workshop will serve as vehicles to create awareness among educators of the benefits of incorporating bridge into the teaching of math to students. Chris and Donna Compton are scheduled to conduct the workshop entitled, "Teaching Math Concepts and Applications Using Contract Duplicate Bridge". The Compton's will share the results of their research findings with attendees of the workshop as a way to reinforce the mathematical benefits of bridge.

Web Site Enhancements

Marketing continues to work toward improving visitor experience to the ACBL web sites. The following enhancements have recently been completed and/or are under development:

- Club managers now have the ability to post their daily game results on the ACBL web site. This new feature, officially rolled out to clubs in mid-December, 2009, currently, has over 500 clubs signed up and are taking advantage of it.
 - A new enhancement to this feature has recently been added which allows club managers the ability to post important messages to the players. (Ex., "No game today due to snow")

- Improving navigational organization and design of ACBL web site home page and secondary pages
 - Based on recommendations from Technology Committee, marketing is in the process of implementing new design elements and navigational organization to the home page
 - Useability testings will be conducted by random sampling of members/stackholders once the re-design has been completed

- Providing more interest to the ACBL web site by including video clips of Hall of Fame members
 - Interviews were conducted of seven Hall of Fame members in San Diego and more are scheduled for Reno. Footage of the interviews will be used for placement on the ACBL web site.

Social Media

Facebook – As reported previously, ACBL has created a presence on Facebook and currently has in excess of 1,000 “fans”.

Tournament Marketing Ads

As of this date, Marketing has sent a total of 77 tournament announcement email blasts to members on behalf of tournament sponsors.

Member Benefits/Incentives

FedEx Office Discount

In an effort to increase the value of ACBL membership, Marketing has negotiated a black/white and color printing discount rate of 35% with FedEx Office.

