

**CEO REPORT**

**SUMMER 2010  
NEW ORLEANS, LA**

To: ACBL Board of Directors  
ACBL Board of Governors

cc: Michael Kovacich  
Peter Rank

From: Jay Baum, CEO  
ACBL

Date: July 2010

**MEMBERSHIP:**

The first half of 2010 saw a gain of 250 members. Our June '10 membership vs. June 09 is 4,957 greater.

New members for the first six months totaled 5,845, a decrease of 917 vs. 2009. We remain optimistic regarding membership growth.

<http://web2.acbl.org/bb/BOD\10JuneMembership.pdf>

**TOURNAMENT DIVISION:**

Tournament tables continue at a nice pace for 2010.

Regionals are doing well, averaging over 1,600 tables per tournament and having an increase of nearly 3,000 tables over 2009.

Sectionals are staying even with 2009 and have a solid average of 176 tables per sectional.

STaCs total tables trail 2009 by 2,200 tables with four fewer events. The per STaC table average of 1,676 is an indication that these tournaments continue to be very popular. We expect a healthy total table increase by year-end.

Overall, 2010 promises to be another very good year for all tournaments.

<http://web2.acbl.org/bb/BOD\June2010Tables.pdf>

## **CLUB/MEMBER SERVICE**

A reminder e-mail has been sent to all club managers regarding the changes in the special fund games that went into effect on July 1. The notice has also been placed on the club page of our web site: <http://www.acbl.org/clubs/index.html>

The masterpoint chart has been upgraded from 100% to 70% sectional rating. You can find the chart at: <http://www.acbl.org/about/masterpointCharts.html> under Special Fund Games.

The e-mail is as follows:

Dear Club Manager,

Effective July 1st, clubs are allowed to hold one "special fund" game per sanctioned session per month except for February (Junior Fund), April (Charity) and September (International Fund). In the designated months only, clubs may hold any or all of their sanctioned sessions for that fund.

During the nine months other than February, April and September you are allowed one special "fund" game per month per sanctioned session. You may choose one of the following funds: Junior Fund, International Fund, Educational Foundation or Charity. The regulation regarding the charity games to benefit ACBL/CBF and local charity did not change. Every other charity game may benefit a local charity.

The latest version, 7.66, of ACBLscore includes these changes. To download and install:

1. Go to ACBL's web site: <http://www.acbl.org>
2. Click "ACBLscore" (near the bottom left hand side of the page).
3. Click "Specs and downloads" (near bottom left hand side of the page).
4. Click "Click here for more information" (right side of the page), and follow the instructions.

Please contact Carol Robertson with any questions you have regarding the changes in the fund games. For assistance with ACBLscore, you may contact Keith Wells by e-mail at [ACBLscore@acbl.org](mailto:ACBLscore@acbl.org) or telephone at 662-253-3165.

## **FINANCE AND ADMINISTRATION:**

### **Goodbye and Thank You**

We bid farewell to three long time ACBL employees, Gary Blaiss, Merrell Branan and Rena Hetzer. We wish them good health and happy days in their retirement.

## Welcome

Three newcomers to ACBL:

Cheryl M. Eppenger, Executive Assistant to CFO  
Ken Horwedel, Manager, Bridge Administration  
Sam Whitten, Assistant Recorder/Executive Assistant

## Moving Up

Annual reviews have been completed and the following promotions have taken place:

Rosie Fairchild - promoted to Senior H.R. Assistant  
Patricia Glover - promoted to Director, Budgets and Internal Audit  
Lorrie Henderson – promoted to Manager, Clubs and Member Services  
Dana Norton – promoted to Education Program Coordinator  
Wendy Sullivan – promoted to NABC Planner

The upgrade to our comprehensive software system, J.D. Edwards World, version 9.2 has been completed with a few modifications to be made and some new modules to be added. Training on the new version of the software has begun for all staff involved with accounting, budgeting and human resources. Additional training will occur during July and later in the year.

## **MARKETING:**

Radio Ads for Clubs & Teachers – targeting “baby boomers” and “empty nesters”.  
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 have made them available for use by clubs and teachers. Clubs and teachers have the ability to “personalize” these ads by adding their own contact information at the end of the ads. The ads were developed to specifically target the “baby boomer” and “empty nester” audiences. Clubs and teachers are able to listen to the ads on the ACBL web site at <http://www.acbl.org/marketing/radioadrequest.php> and complete an online form to begin the media purchase and personalized recording process. Clubs and teachers will be responsible for payment of the radio air time, however, the cost will qualify for reimbursement per the Cooperative Advertisement program guidelines.

### 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:

- In addition to being able, to post daily game results on the ACBL web sites. Club managers who have duplicating machines and/or electronic scoring devices now have the ability to post game hand records and contracts. Currently, 760 clubs

- have signed up and are taking advantage of posting their game results and/or hand records/contracts on the ACBL web site.
- 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.
    - Usability testings will be conducted by random sampling of members/stackholders once the re-design has been completed.

#### Learn to Play Bridge Member Drive Promotion

Marketing has launched a monthly e-mail member drive campaign targeting non-ACBL members who download the Learn to Play Bridge software from the ACBL web site. The campaign invites those who downloaded the software the previous month to join ACBL and receive a free deck of tournament quality playing cards. The e-mail was deployed on June 14 and within a week a total of 15 individuals took advantage of the campaign and became new ACBL members. This campaign will be an ongoing, automated process that utilizes promotional codes. The promotional codes will allow Marketing the ability to track, monitor and analyze the results of the campaign.

#### LA Times Special Report Targeting 50+ Promotional Ad

Marketing has placed an ad to appear in a special report to be inserted in the July 29, 2010 issue of the Los Angeles Times newspaper. This special report will target the 50+ audience and will have a distribution reach of 1.5 million readers. The cover story of this report will feature an interview with Maria Schriver who will be discussing her father, Sargent Shriver's, struggle with Alzheimer's. Aligning our organization with the theme of the special report, our ad will focus on the mental and social benefits of playing bridge. Additionally, the ad messaging will seek to drive people to our web site to find a bridge club and/or teacher. A special promotional offer will also be included in the ad for those who join ACBL as new members. Marketing will make copies of the special report available to Board members after the publication has printed.

#### Exhibiting at AARP 2010 Tradeshow – Targeting Baby Boomers

Marketing will be exhibiting at the 2010 AARP Convention to be held in Orlando, FL, from September, 30 – October 2, 2010. We are currently developing traffic and lead generating strategies.

#### 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, this year, has subsidized advertising costs for 175 beginner/newcomer ad campaigns submitted by clubs and teachers as of June, 2010.

#### Tournament Marketing Ads

As of this date, Marketing has sent a total of 217 tournament advertisement e-mail blasts to members on behalf of tournament sponsors for 2010.

### Youth Initiatives

#### National Council of Teachers of Mathematics

In an attempt to create awareness among educators of the benefits of incorporating bridge into the teaching of math to their students, ACBL's Marketing and Education departments exhibited at the National Council of Teachers of Mathematics in April. Additionally, Marketing sponsored and organized a workshop entitled "Teaching Math Concepts and Applications Using Contract Duplicate Bridge." Marketing arranged for Chris and Mary Beth Shaw to conduct this workshop for attendees of the event. A random drawing was incorporated in the exhibit strategy in order to drive traffic to the ACBL booth and capture lead generating information from booth visitors. Within a week after the exhibit, we received five requests from teachers desiring to start a bridge class in their school. A follow-up e-mail will be sent out in early August to leads generated from the booth traffic reminding them of ACBL's free School Bridge Class program available to them and their students.

#### Monthly Youth Column in the "Bridge Bulletin"

Beginning with the August, 2010 issue, a regular column dedicated to youth activities will be included in the Bridge Bulletin magazine.

#### Louis Sachar's Bridge Themed Youth Novel – The Cardturner

Marketing has been working closely with Louis Sachar's publicist at Random House to help promote Sachar's latest youth novel – The Cardturner. This fiction story revolves around the game of bridge and includes several references to the ACBL. The success of this novel would equate to tremendous exposure and awareness of the game of bridge to the young audience.

Sachar will speak with the attendees of the New Orleans Youth NABC on Friday, July 30 at 9 a.m. about his latest book, The Cardturner. Marketing will be giving away copies of his book as door prizes at the Youth NABC. In addition to coordinating Sachar to speak with the young players at the 2010 Youth NABC, Marketing has also arranged for Louis Sachar to conduct a book signing the last weekend of the New Orleans NABC.

#### Youth NABC

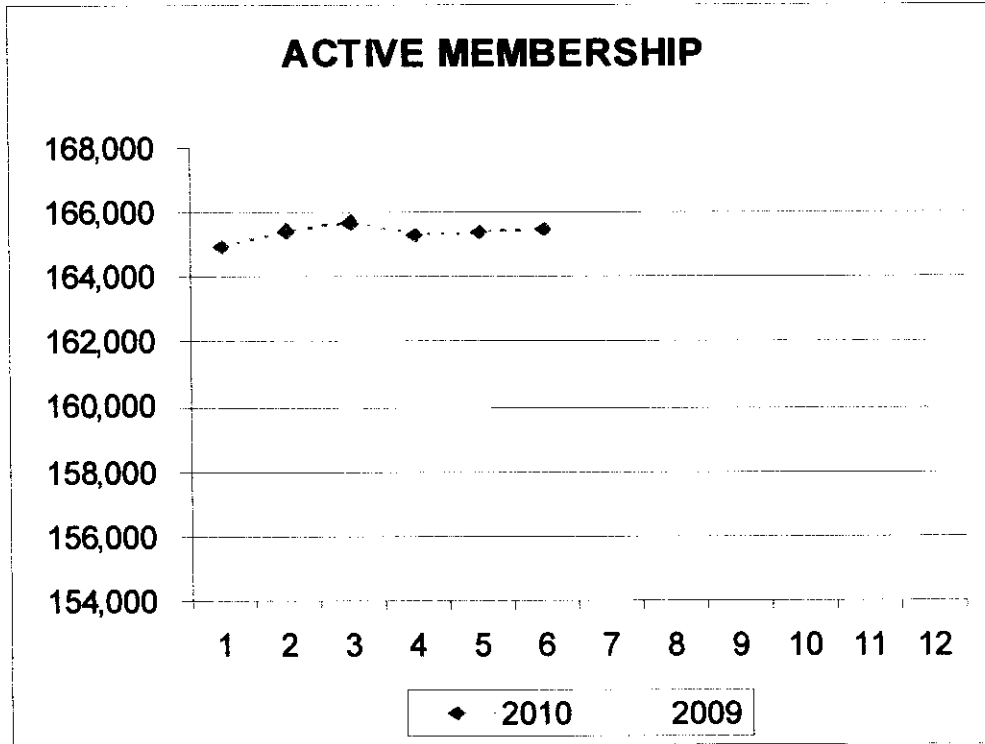
Education has been working closely with Marketing and the New Orleans local volunteers in planning this year's Youth NABC. As of July 1, 80 young players have pre-registered to attend the 2010 Youth NABC. Marketing has arranged for astronaut, Greg Johnson, to speak with the attendees of the Youth NABC on Saturday, July 31 at 9 a.m.

#### ACBL Staff Promotion – Education Project Coordinator

Dana Norton, ACBL Education Dept employee, was recently promoted to Education Project Coordinator. Her new duties will include serving as primary contact and coordinator for youth programs and initiatives. She has been working closely with junior and youth bridge programs and teachers at ACBL since 1988 and in the past five years she has been managing the ACBL's School Bridge Class program.

**Active Membership Statistics**  
Jun-10

<u>Membership Category</u>	<u>2010</u>	<u>2009</u>	<u>Change</u>	<u>%</u>
LifeMasters	49,536	48,826	710	1.5%
Non LifeMasters	111,039	106,690	4,349	4.1%
<b>Total Paying Members</b>	<b>160,575</b>	<b>155,516</b>	<b>5,059</b>	<b>3.3%</b>
Active Unpaid LM	4,925	5,027	(102)	-2.0%
<b>Total Members</b>	<b>165,500</b>	<b>160,543</b>	<b>4,957</b>	<b>3.1%</b>



	<u>2010</u>	<u>2009</u>	<u>Change</u>	<u>%</u>
New Members YTD	5,845	6,762	(917)	-13.6%

	REGIONAL				SECTIONAL				STAC									
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010						
#	TABLES	%CH.	#	TABLES	%CH.	#	TABLES	%CH.	#	TABLES	%CH.	#	TABLES	%CH.				
JAN	11	15,815.5	11	19,852.0	12.37%	63	14,364.0	67	16,161.0	8.79%	5	2520.5	6	4752.5	5	12238.5	5.71%	
FEB	10	19,194.5	9	15,228.5	-2.37%	78	13,248.0	86	15,222.5	10.87%	5	1283.5	4	1157.5	5	12238.5	5.71%	
MAR	7	10,786.0	8	2,580.5	-3.50%	88	14,878.0	109	19,806.5	16.92%	7	4875.0	8	7284.0	8	9458.5	27.81%	
APR	10	19,112.5	8	19,238.0	14.19%	92	13,628.5	83	12,285.5	-8.43%	4	4871.5	5	3782.0	3	2084.5	-8.54%	
MAY	17	19,887.5	15	18,877.0	-5.00%	71	12,822.5	93	15,248.0	-2.74%	4	8471.5	4	11484.5	4	11278.0	-1.87%	
JUN	13	15,891.0	11	16,327.5	0.74%	79	12,448.5	88	11,255.5	-7.76%	15	1787.5	9	14888.0	9	15128.5	2.16%	
JUL	7	9,485.5	6	11,121.0	17.12%	47	9,117.0	49	10,841.0	19.19%	1	971.0	3	3888.5				
AUG	10	26,116.5	15	19,724.5	-24.12%	84	14,887.5	78	11,629.5	-21.15%	8	11812.0	7	14358.0				
SEP	7	8,875.0	11	17,214.0	93.85%	92	13,488.3	182	15,714.0	16.43%	3	2872.5	1	1271.5				
OCT	9	10,564.5	13	10,848.5	2.69%	109	10,288.5	184	18,272.5	78.71%	1	3211.5	2	1281.0				
NOV	8	12,834.5	8	10,287.0	-20.29%	71	13,453.5	82	16,238.5	21.45%	11	10488.0	8	18238.5				
DEC	5	7,526.5	5	7,128.0	-5.33%	25	5,118.5	28	4,858.2	-5.27%	8	21491.0	8	28731.5				
YTD	121	172,285.5	84	82,288.5	-48.24%	884	152,281.0	483	88,282.5	-42.36%	491	88,282.5	38	45,818.0	32	53,822.0	-3.84%	
AVG	1,433.0	1,433.0	1,815.4	1,815.4	126.65%	171.5	171.5	171.5	178.4	103.97%	1,413.9	1,413.9	1,413.9	1,413.9	1,413.9	1,413.9	1,413.9	
YEAR	121	172,285.5	121	174,518.5	1.30%	884	152,281.0	824	161,565.2	4.96%	491	88,282.5	21	188,355.5	85	187,514.0	32	53,822.0
AVG	1,433.0	1,433.0	1,446.4	1,446.4	1.01%	171.5	171.5	171.5	178.4	103.97%	1,413.9	1,413.9	1,413.9	1,413.9	1,413.9	1,413.9	1,413.9	

Tournaments switched to date	
JUL	11
AUG	14
SEP	12
OCT	14
NOV	7
DEC	6
Total for year	123