TECHNOLOGY COMMITTEE MEETING

ORLANDO, FLORIDA
TUESDAY, NOVEMBER 23, 2010
Marriott

CHAIR: Sandy Arlinghaus
VICE-CHAIR: Bill Arlinghaus
MEMBERS: Paul Janicki, Claire Jones, Ken Monzingo, Jeff Taylor
ACBL: Vicki Campbell, Dana Norton, Carol Robertson, Jeff Johnston, Jay Baum
OTHERS: Jerry Fleming, Chris Patrias, Merlin Vilhauer, Rich DeMartino

AGENDA:

- **INTRODUCTIONS**
- **SPECIAL REPORTS**
    - WEBSITE: After considerable back-and-forth with Staff, the Technology Committee declined to support further the efforts being made with the first firm Staff selected. Statements involving rationale for the decision are housed in a computing cloud with only permitted access. Now, we have Kitty Cooper proceeding to craft a site that that takes advantage of initial bridge content contributed by the Technology Committee and simple related efforts. She is to build a home page that is more modern, that is ADA compliant, and that will eventually interface effectively with a content management system so that individual secondary pages no longer need to be separately hand coded. All this speaks well to staff being able to maintain the site.
    - ACBL Score: Systems Analyst Steve Bailey is making an initial study so that we have a view of an expert as to what is involved from a systems standpoint. A Steering Committee has been appointed, with input from us, from BOD, and from Jay, to oversee the development of ACBL Score. Members are: Rich DeMartino, Bill Arlinghaus, Sandy Arlinghaus, Fred Gitelman, Peter Marcus, Richard Oshlag, and one other TBA from Jay. Adam Wildavsky agreed to serve, not on the committee itself, but as a consultant as time permits. There may well be other experts in technology who will contribute as ancillary to this set. These appointments speak to the earlier idea of appointing a "blue ribbon panel". The effective deployment of a new ACBL Score, that is a database management system performing multiple functions, is critical as the ACBL moves forward. We discussed the importance of careful planning of specifications in order to produce a successful product. We also talked about issues associated with any change in conjunction with design considerations and education of the target population. With the plans for the big picture in place, the smaller pieces will fit in around them in an ongoing, dynamic fashion.
- **OLD BUSINESS:**
    - Club Report Software: comments from Vicki Campbell and Carol Robertson. The system is working well. There are now 904 participating clubs.
    - Timetable—where are we, AS PART OF "CURRENT GOALS" DOCUMENT
      Develop an overall technology policy which will enable the ACBL to make optimum use of technology—LONG RANGE PLANNING OF SUCH IN COORDINATION WITH A NEW POSITION OF "CHIEF TECHNOLOGY OFFICER." JOB SPECIFICATIONS IN PROGRESS; FINAL DOCUMENT WILL BE RUN PAST THIS COMMITTEE.
        - Enhance the reporting of club results by including hand records and travelers--DONE
        - Enhance the ACBL website to make it easier to navigate—ONGOING; TO BE DONE AFTER HOLIDAYS.
        - Produce a detailed plan for replacing ACBL Score (Management; October)—CONSULTANT HAS BEEN HIRED AND PLAN IS IN CURRENT PRODUCTION.
        - Evaluate all electronic scoring products to build a consensus on what product is best (to be determined)—ONGOING AT DISPLAYS AT NABCs.
        - Consider future opportunities:
            - Virtual museum plan—ONGOING.
            - Smart phone (mobile phone) application plan—ONGOING, VICKI CAMPBELL
    - Draft document, of *"Technology 2010: Prospect and Inventory,"* distributed to Technology Committee and full BOD. Final document to be delivered by the end of December, 2010.

- o Website WOW factor: research about rapid prototyping or CAVE possibilities. Left to the future but recorded.

- **NEW BUSINESS:**

Technology Master Plan, 2010:
- ACBL website: entire site needs extensive work, with emphasis on technological underpinnings rather than on advertising (one of a number of secondary possibilities)
  - Phase 1: Updating of the home page to a more contemporary form.
  - Phase 2: Integration of some sort of content management system so that individual pages do not need hand coding so that staff maintenance of the site can proceed easily.
  - Phase 3: Introduction of various creative elements, improvement of site index, and so forth as Phase 2 moves forward.
- ACBL Score:
  - The entire program needs to be redone to conform with the contemporary technological scene in which a new program serves not only as a score keeping device but also as a database management system with multiple functions.
  - An expert in Systems Analysis is undertaking an Initial Study to outline a strategy for moving forward with this complex project.
- Hire a Chief Technological Officer as a new upper-level ACBL Manager.
  - Duties would be to oversee important items such as ACBL Score, ACBL website, possible integration of them, as well as a host of other projects.
  - The CTO would also oversee all manner of lesser software development and related items.
  - The individual need not work at Horn Lake but could take advantage of the fine infrastructure already present in the building to work remotely, at least a large part of the time.
- **OTHER:** General statement from the Chair based on readings from the history of technology...during times of technological revolution. Such times are times of great advance and of great struggle. One persistent issue is the problem of "laggards"—those who are resistant or who lack capability to move forward with the mainstream of the revolution. Often, kind and thoughtful people who are moving forward, themselves, worry about those who are less fortunate, either by choice or circumstance. Others, thinking primarily of the need to move forward not only in the mainstream but also at the leading edge of the wave, think it wise not to make plans based on the needs of the transitional laggards. Primary concern is to be for advancement and leadership; if the needs and wishes of the laggards fit with the primary force, fine; but designing, at the outset, for the laggard population is inappropriate and forecasts failure for the entire project. The view of the Technology Committee must therefore be for the large, systems view. These views are not, however, mutually exclusive. In order to help reconcile them, the Technology Committee will write an article for the ACBL Bulletin, soliciting input from the broader membership on matters related to Technology, as implementation of important issue involving both the website and ACBL move forward. it's one way to fit in "small pieces" around the beginning "big pieces" and of course to make sure that no big pieces have been overlooked. Generally, such activity will assist us in working toward our clearly shared vital goal of developing an ongoing overall technology policy to move the ACBL forward in our exciting technological world.