

2011 INTERMEDIATE/NEWCOMERS REPORT

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The Intermediate/Newcomers Program was started in 1984 for 0-50 players. This was the start of a program to enable players who knew little about the game an opportunity to play at an NABC. This program has grown to include games for all players from those with no master points to those with less than three hundred master points. The program is composed of ten elements which have helped encourage these players advance to the open games.

The ten elements are:

1. Games each session for 0-5, 0-20, 0-50, 0-100, 0-200 and 0-299 (games may be Stratified)
2. Trophies for each overall winner of each strata
3. A separate room/area for the IN Games
4. Directors experienced in working with newcomers
5. A Celebrity Speaker Program
6. Special Events
7. Pictures of the Winners
8. A New Player Services Program
9. Flyers to invite the players and guarantee partners
10. Newcomer hand records with analysis sheets for players with fewer than 50 master points

New to the Program in 2010 was the Gold Rush Games (300/750). These have proven very popular with the under 300 players seeking gold points. It is a two-session pairs games which award gold points for overalls in the 750 strata and for sections tops. The games are listed in the IN Schedule but are not counted as tables in the IN area. This is a way to encourage the newer players to play in the open games. It also lets the newer players know what is available at the tournament on their own schedule. This helps the players move toward open games which is one of the main reasons for the IN programs.

The tables below shows the number of 300 players in comparison to the 750 for the three NABC's this year. It shows the popularity of this event and the number of 0-300 taking advantage of the opportunity for gold points.

New Orleans - Tables

	0-300	300-750	Total
Monday	35.0	12.5	47.5
Tuesday	30.5	14.0	44.5
Thursday	26.5	16.5	43.0
Total	92.0	43.0	135.0

Orlando - Tables

	0-300	300-750	Total
1 st Saturday	20.0	27.0	47.0
Tuesday	40.5	47.0	87.5
Thursday	38.5	38.5	77.0
Friday	25.0	38.0	63.0
2 nd Saturday	19.0	22.0	41.0
Total	143.0	172.5	315.5

Louisville - Tables

	0-300	300-750	Total
1 st Saturday	26.0	20.0	46.0
2 nd Saturday	25.0	19.0	44.0
Total	51.0	39.0	90.0

NEW ORLEANS SUMMER 2010

The only activities were the IN reception on Saturday afternoon and the food for the two free lessons by Jerry Helms and Barbara Seagram.

The National 199er had 20 tables. (The fewest number of tables since we have been keeping records) The record is held by Chicago with 67 tables.

The total number of tables in New Orleans was 10,955.5. The total number of IN tables was 818 with 786 participants.

Free Games, Coupons, & Memberships:

Number of players that played in ONLY the FREE games - - >	26
Percent of players that participated in ONLY the FREE games (of all those who played in the FREE games) - - >	30.2%
Number of players that played in FREE and non-Free games - - >	60
Number of times that players who played in FREE games, played in non-Free games - - >	223
Average number of times that a player who played in FREE games, played in non-Free games - - >	3.72
Total players that participated in any of the FREE games - - >	86
Number of participants in ANY I/N game (0-300) - - >	778
Half-Price Coupons issued - - >	526

Half-Price Coupons redeemed - - >	110
Percent of Half-Priced Coupons redeemed - - >	20.9%
Total IN tables - - >	818
Total NABC tables - - >	10956
Percent of NABC tables in IN area - - >	7.5%
Number of new ACBL memberships sold in IN area	35
Number of players that played in IN games AND OPEN games (games held outside the IN room) - - >	415
Percent of IN players that played in OPEN games - - >	53.3%
Average number of times "IN Players" participated in OPEN games - - >	8.53
Total OPEN tables represented by IN players	746

ORLANDO 2010

The committee chose palm trees to grace the entrance to the room. There were also palm trees for the photo area. The photos were placed in a picture folder using the same theme. The photos go the winners of each strata of each game along with trophies. The players claim section tops at the main prize desk.

They did not have a registration desk, but the main one was directly across from the IN area. They did pass out convention card holders, pamphlets, and bags several times during the tournament along with candy treats

There was also free juice and coffee directly outside of the room. We were treated to the IN reception on Saturday afternoon. The special free lessons also had pastry and coffee for the players.

The National 99er had 26 tables. San Francisco holds the record with 37 tables.

The total number of tables in Orlando was 12,647.5. The total number of IN tables was 875 with 898 participants.

Free Games, Coupons, & Memberships:

Number of players that played in ONLY the FREE games - - >	45
Percent of players that participated in ONLY the FREE games (of all those who played in the FREE games) - - >	42.9%

Number of players that played in FREE and non-Free games - - >	60
Number of times that players who played in FREE games, played in non-Free games - - >	173
Average number of times that a player who played in FREE games, played in non-Free games - - >	2.88
Total players that participated in any of the FREE games - - >	105
Number of participants in ANY I/N game (0-300) - - >	898
Half-Price Coupons issued - - >	432
Half-Price Coupons redeemed - - >	55
Percent of Half-Priced Coupons redeemed - - >	12.7%
Total IN tables - - >	875
Total NABC tables - - >	12648
Percent of NABC tables in IN area - - >	6.9%
Number of new ACBL memberships sold in IN area	35
Number of players that played in IN games AND OPEN games (games held outside the IN room) - - >	496
Percent of IN players that played in OPEN games - - >	55.2%
Average number of times "IN Players" participated in OPEN games - - >	6.12
Total OPEN tables represented by IN players	759

LOUISVILLE 2011

The committee chose roses and horses in honor of the Kentucky Derby. There were paintings of roses and horses on poster boards to represent large playing cards. Kentucky Fried Chicken buckets of roses were placed in front of the paintings on small tables.

The room was decorated very colorfully. There was even a horseshoe of roses to mark the speaker's room.

A large painting of the river front was the backdrop for the photo of the winning players. They also received trophies. The photos were placed in a frame denoting the NABC and displayed until the winners claimed the pictures.

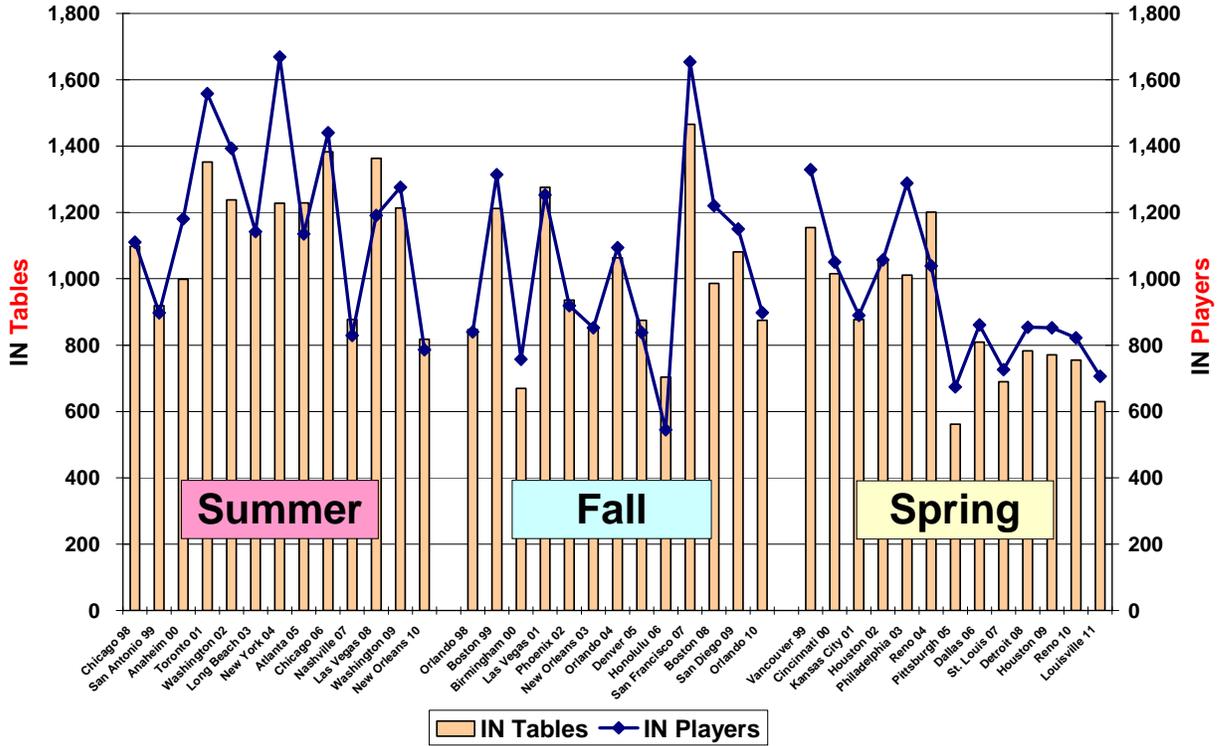
There was candy available in the room at all times. The reception was tacos with all the trimmings and ice tea. Each of the morning free lessons also had pastries and drinks.

The total number of tables in Louisville was 9547. The total number of IN tables was 629.5 with 706 participants.

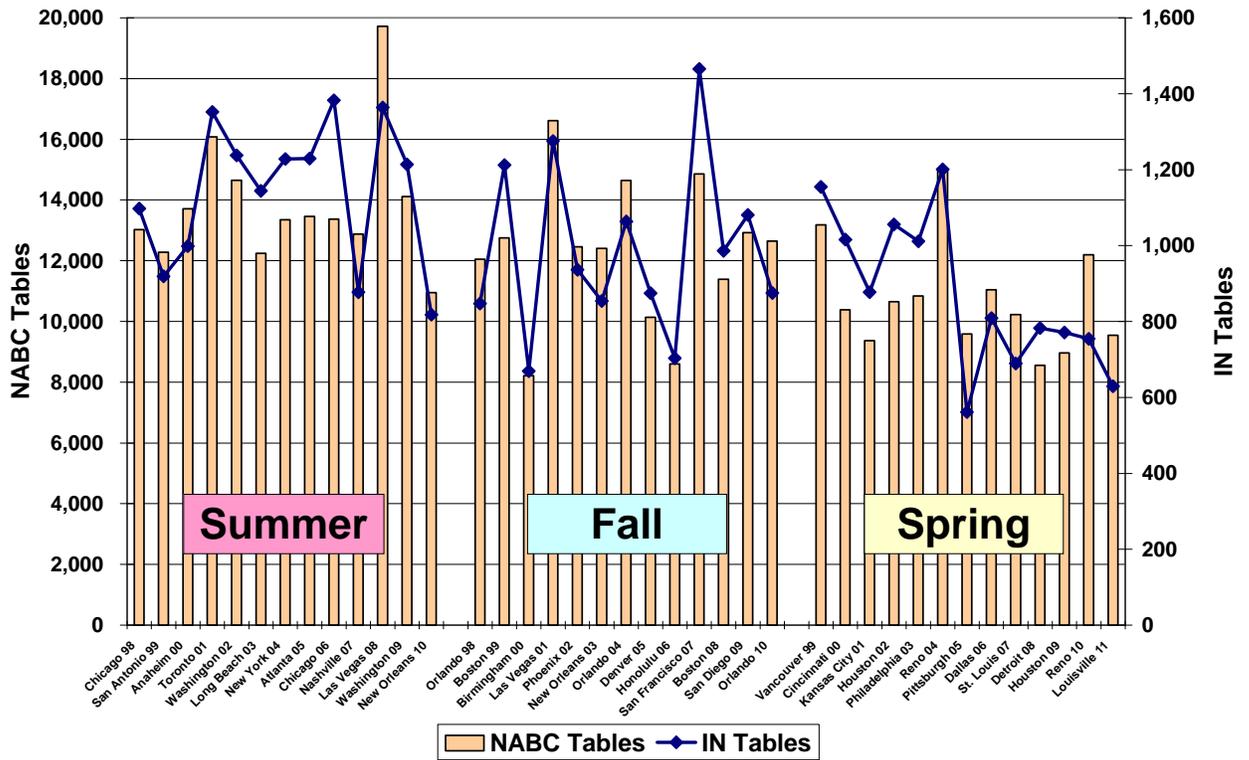
Free Games, Coupons, & Memberships:

Number of players that played in ONLY the FREE games - - >	68
Percent of players that participated in ONLY the FREE games (of all those who played in the FREE games) - - >	60.2%
Number of players that played in FREE and non-Free games - - >	45
Number of times that players who played in FREE games, played in non-Free games - - >	145
Average number of times that a player who played in FREE games, played in non-Free games - - >	3.22
Total players that participated in any of the FREE games - - >	113
Number of participants in ANY I/N game (0-300) - - >	706
Half-Price Coupons issued - - >	548
Half-Price Coupons redeemed - - >	76
Percent of Half-Priced Coupons redeemed - - >	13.9%
Total IN tables - - >	629
Total NABC tables - - >	9547
Percent of NABC tables in IN area - - >	6.6%
Number of new ACBL memberships sold in IN area	32
Number of players that played in IN games AND OPEN games (games held outside the IN room) - - >	324
Percent of IN players that played in OPEN games - - >	45.9%
Average number of times "IN Players" participated in OPEN games - - >	6.30
Total OPEN tables represented by IN players	511

Intermediate/Newcomer Tables vs Intermediate/Newcomer Players



Intermediate/Newcomer Tables vs Total NABC Tables



Intermediate/Newcomer Tables as % of Total NABC Tables

