

MANAGEMENT REPORT

To: ACBL Board of Directors

cc: Michael Kovacich
Peter Rank

From: Robert Hartman, CEO
ACBL

Date: July 2012

MEMBERSHIP:

Membership figures have shown a slow but steady increase during each month of 2012. Overall ACBL Membership has grown by 1,219 Members for the period of January 1 to June 30, 2012.

We have signed up 6,431 new Members year-to-date, an increase of 2.4% over the same six month period last year. Full membership statistics can be found at:

[http://web2.acbl.org/bb/BOD/Active Membership Statistics.pdf](http://web2.acbl.org/bb/BOD/Active%20Membership%20Statistics.pdf)

TOURNAMENT DIVISION:

Average table count at tournaments has seen a slight decline over the first six months of 2012 as compared to 2011.

Average table count at Regionals is down 4%. However there were ten more Regionals held in 2012, resulting in a 12% overall increase in table count (101,145 vs. 90,047).

Average table count at Sectionals was flat. However there were eight fewer Sectionals held in 2012, resulting in a 3% overall decrease in table count (83,180 vs. 85,385).

Thirty-two STaCs were held in the first six months of 2011 and 2012. Total table count was down 2% (51,728 vs. 52,745).

We are expecting an increase of ten Regional tournaments, a decrease of eight Sectional tournaments and an increase of one STaC in 2012 as compared to 2011. For detailed tournament counts, please visit: <http://web2.acbl.org/bb/BOD/2012TC.pdf>

EDUCATION DIVISION:

Online Teacher Directory

Currently, there are 1,743 teachers who have elected to be listed on the ACBL’s “Find a Teacher” web site. This compared to 1,695 teachers listed on the site last year.

Teacher Accreditation Program

In 2012, we have completed three TAP Programs -- Spring NABC, Gatlinburg Regional, and Long Island, NY. We currently have four scheduled TAP Programs for the remainder of 2012 -- Summer and Fall NABC, St. Louis Regional and Calgary, Regional.

The TAP containers have been completely reorganized to ensure that all items are shipped and arrive safely. A binder has been created specifically for the TAP Trainer to identify all of their supplies and reorganize it after the completion of the TAP.

2011 Accredited Teacher Stats*

TAP Accredited	4,525
TAP Accredited since the TAP was updated	1,090
Accredited through Better Bridge	848
Accredited through Easybridge!	999
Registered Teachers	241
School Bridge Teachers	681
ABTA Teachers	579
ABTA Master Teachers	97

*Note that teachers may be accredited under more than one program.

Teacher Recruitment

New Members recruited by teachers -- 2011	1,246
New Members recruited by teachers -- 2010	1,111

TAP Trainers

Some of the current TAP Trainers will be retiring within the next couple of years. Plans are underway to create a succession plan to identify and train new TAP Trainers.

Intermediate/Newcomer

A copy of the Intermediate/Newcomer Report prepared by Judy Cotterman can be found at <http://web2.acbl.org/bb/BOD/2012 INTERMEDIATE Report.pdf>

There will be two free bridge lessons geared toward newer players held during the Philadelphia NABC. Audrey Grant will give a two-hour lesson on the first Saturday. Amy Nellissen will give a two-hour lesson on the first Sunday.

Junior Reception

Bryan Delfs will host the Junior Reception. The goal is to build upon the ideas from the Memphis NABC. This will be a working reception, where the juniors will be asked to form work groups to give ideas on how they can contribute to various areas in Junior Bridge, such as social media, BBO, and education.

Youth NABC

Over 110 students are preregistered for the Philadelphia Youth NABC. We are honored to have 36 competitors from China attending this event. Huān yíng means “welcome” in Mandarin.

King/Queen of Bridge

Nominations were received and a recommendation was sent to the Education Foundation. We are waiting to hear their final selection. Upon their selection, it will be announced and posted in the Bridge Bulletin and on the Youth4Bridge Website.

Youth/Junior Membership

Youth and Junior membership has grown from March 2012 to June 2012. Youth membership increased from 797 to 892 (11%) and Junior membership has increased from 1,140 to 1,240 (8%).

YOUTH AND JUNIOR MEMBER STATS BY DISTRICT

(The chart reflects paid members only. Parenthesis indicate Spring 2012 NABC Values.)

District	Youth	Junior	22	40 (6)	42 (9)
1	24 (28)	33 (36)	23	15 (12)	26 (23)
2	38 (46)	52 (56)	24	33 (32)	50 (48)
3	74 (79)	88 (91)	25	26 (20)	45 (41)
4	15 (16)	30 (35)	99	12 (14)	25 (30)
5	5 (5)	8 (9)			
6	44 (29)	65 (52)	Youth		Junior
7	137 (133)	165 (159)	Total	892 (797)	1,240 (1,140)
8	12 (19)	16 (23)			
9	70 (59)	83 (73)			
10	87 (52)	101 (64)			
11	31 (32)	47 (50)			
12	8 (8)	16 (15)			
13	13 (13)	34 (30)			
14	28 (25)	43 (37)			
15	41 (43)	50 (52)			
16	39 (40)	66 (67)			
17	13 (12)	19 (18)			
18	3 (3)	10 (9)			
19	21 (16)	37 (34)			
20	13 (13)	16 (15)			
21	50 (42)	73 (64)			

MARKETING DIVISION:

Cooperative Advertising Program

During the first five months of 2012, a total of \$58,257 has been distributed to 131 qualified advertising campaigns. This compares to \$67,372 distributed to 153 qualified advertising campaigns through May 2011. We are planning to promote this benefit to our Clubs more aggressively.

Tournament Advertising

A total of 259 tournament ad email blasts have been distributed between January 2012 and June 2012.

Learn To Play Bridge Offer

A direct mail campaign offering eight weeks of bridge lessons and an ACBL membership for \$49. There were 15,000 direct mail pieces sent to three different market areas – Denver CO, Houston TX, and Charleston SC. There were two classes offered in each of these market areas. A total of 62 people responded to this offer.

Publicity

The following is a selection of the known publicity the ACBL and game of bridge received since the Spring NABC.

1. Top Bridge Players Gather in Memphis for Prestigious Tournament – The Commercial Appeal – March 8, 2012 - <http://www.commercialappeal.com/news/2012/mar/08/buzz-for-bridge/>
2. Bridge Championships to Bring Blitz of Players and Cash to Memphis – The Memphis Business Journal – March 9, 2012 - <http://www.bizjournals.com/memphis/news/2012/03/09/bridge-championships-to-bring-blitz-of.html>
3. The Other Tournament Happening This Week – Live News Story on My Fox Memphis – March 12, 2012
4. Bridge Scene: Bols Bridge Tips Still As Useful as Back When They Were Written – Naples News – March 13, 2012 - <http://www.naplesnews.com/news/2012/mar/13/bridge-scene-bols-bridge-tips-still-useful-today-b/>
5. Thousands Expected for Gatlinburg Bridge Tourney – WBIR.com – March 14, 2012 - <http://www.wbir.com/news/article/210886/2/Thousands-expected-for-Gatlinburg-bridge-tourney>
6. Bridge A Life Long Passion for Seville – Corvallis Gazette Times – March 15, 2012 - http://www.gazettetimes.com/news/local/bridge-a-life-long-passion-for-seville/article_8171522a-6e62-11e1-80c0-001871e3ce6c.html
7. With a little finesse: Bridge devotees try to entice a new generation – The Commercial Appeal – March 17, 2012 - <http://www.commercialappeal.com/news/2012/mar/17/with-a-little-finesse/>
8. Do's and Don'ts of Competitive Bridge and Bridge Whores – The Memphis Flyer – March 20, 2012 <http://www.memphisflyer.com/AFansNotes/archives/2012/03/20/dos-and-donts-of-competitive-bridge-and-bridge-whores>

9. Bridge League Officials Win Award – Tampa Bay News - March 22, 2012
http://www.tbnweekly.com/pubs/pinellas_park_beacon/content_articles/032212_par-03.txt
10. Award-winning bridge player Chris Nelson has a passion for the game – Ann Arbor.com – April 8, 2012 – <http://www.annarbor.com/news/local-award-winning-bridge-player-has-a-passion-for-the-game/>
11. A Big Deal: Serious Competitors Play Duplicate Bridge – PostBulletin.com – April 11, 2012 - <http://www.postbulletin.com/news/stories/display.php?id=1492764>
12. Bridge Scene: So Many Different Ways To Earn Masterpoints – NaplesNews.com – May 1, 2012 - <http://www.naplesnews.com/news/2012/may/01/bridge-scene-so-many-different-ways-earn-masterpoi/>
13. Bridge Clubs Hoping to Attract Young Converts To The Game – TCPalm – May 6, 2012 - <http://www.tcpalm.com/news/2012/may/06/bridge-clubs-hoping-to-attract-young-converts-to/>
14. Senior Residents at Center of Attention – The Commercial Appeal – June 3, 2012 - <http://www.commercialappeal.com/news/2012/jun/03/lakeland-senior-residents-at-center-of-attention/>
15. Bridge Players on Staten Island Say the Game Keeps Their Mind Sharp – silive.com - June 18, 2012 - http://www.silive.com/healthfit/index.ssf/2012/06/bridge_to_a_shaper_mind_on_staten_island.html
16. Popularity of Bridge Growing in Rochester Area – Webster Post.com – June 21, 2012 - <http://www.websterpost.com/latestnews/x836137913/Popularity-of-bridge-growing-in-Rochester-area>
17. Celebrity Bridge Teacher Visits Bridgewater – South Shore Now – June 27, 2012
http://southshorenow.ca/archives/2012/062712/arts/Celebrity_bridge_teacher_visits_Bridgewater.html.php
18. Q&A: Burton Mandrell Competing in the 2012 North American Collegiate Team Championships – Metro Pulse – June 27, 2012 - <http://www.metropulse.com/news/2012/jun/27/q-burton-mandrell-competing-2012-north-american-co/>

Web Stats

www.acbl.org – Average visit per day: 9,235
Unique visits per day: 6,982

Top 20 referring sites

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
clubresults.acbl.org	27,660	4.17	0:03:01	5.25%	4.66%
bridgebase.com	21,708	4.39	0:03:18	18.32%	16.98%
webutil.bridgebase.com	7,284	4.41	0:03:16	9.34%	13.54%
districtsix.org	6,957	4.74	0:03:14	3.33%	12.65%
pzbs.pl	6,807	3.42	0:03:05	21.90%	26.74%
facebook.com	4,649	4.31	0:03:02	8.13%	19.96%
d16acbl.org	4,181	4.36	0:03:07	9.02%	16.02%

mabcbridge.org	3,986	4.63	0:03:17	3.39%	5.80%
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	3,616	4.02	0:02:51	13.50%	17.56%
acblunit174.org	3,211	3.87	0:03:07	8.97%	25.91%
bridgewebs.com	3,177	4.19	0:03:03	5.32%	13.69%
baronbarclay.com	3,162	3.69	0:02:29	23.85%	32.51%
5earch.com	3,127	3.93	0:02:42	31.37%	23.22%
moot.typepad.com	2,899	5.27	0:04:17	4.28%	7.38%
home.comcast.net	2,885	2.88	0:02:25	39.83%	48.32%
unit166.ca	2,752	4.66	0:03:21	5.96%	7.85%
acblemba.org	2,658	4.48	0:03:27	2.97%	11.81%
d21acbl.com	2,638	4.47	0:03:06	5.12%	13.80%
svenskbridge.se	2,610	3.99	0:03:19	22.41%	21.49%
nvba.org	2,478	4.59	0:02:59	5.85%	3.87%

www.youth4bridge.org - Average visits per day: 38
Unique visits per day: 35

Top 20 referring sites

Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
acbl.org	1,791	2.75	0:01:49	69.51%	52.60%
webutil.bridgebase.com	131	1.45	0:00:26	96.18%	90.84%
cssmania.com	107	1.44	0:01:09	73.83%	80.37%
clubresults.acbl.org	88	1.44	0:00:16	76.14%	81.82%
d17acbl.org	72	1.54	0:00:51	73.61%	84.72%
bridgeguys.com	49	1.9	0:00:50	93.88%	59.18%
kids.yahoo.com	31	1.87	0:01:11	96.77%	74.19%
usatoday.com	29	2.59	0:00:46	96.55%	37.93%
atlantajuniorbridge.org	26	3.04	0:01:06	65.38%	38.46%
bluechipbridge.co.uk	22	1.23	0:00:16	77.27%	81.82%
delugestudios.com	21	2.48	0:01:20	71.43%	47.62%
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	20	3.85	0:04:52	70.00%	25.00%
greatbridgelinks.com	19	3	0:01:37	78.95%	36.84%
usbf.org	19	5.05	0:01:12	52.63%	42.11%
google.com	17	1.41	0:00:17	100.00%	76.47%
btfy.org	15	2.73	0:01:27	26.67%	40.00%
bridgegear.com	14	1.79	0:01:50	57.14%	78.57%
bridgeacademyofnorthdallas.com	13	2	0:03:07	100.00%	61.54%
nytimes.com	11	2.64	0:00:46	63.64%	63.64%
amle.org	10	1.6	0:05:06	20.00%	80.00%

STAFFING UPDATE:

- Bruce Knoll has been hired as the new Director of Information Technology.
- Bryan Delfs has been hired as the new Education Manager.
- The Bridge Administration area has been restructured with Sam Whitten being promoted to Manager, Bridge Administration, Ken Horwadel, Manager, Bridge Quality & Systems, and Debbie Vickinar promoted to Tournament Administrator.
- LeAnn Bowers has been hired as the new part-time NABC Coordinator.
- There are currently three open position 1) Director of Marketing Communications, 2) Marketing assistant, 3) Assistant to the Recorder.

CLUBS & MEMBERS SERVICES:

Membership payments have been streamlined from being processed by three different departments to being processed by one department. This has allowed us to post payments more efficiently.

The Department received many “Thank You” messages from our Members regarding the Happy Birthday emails we are now sending each week.

The Data Services Department has been eliminated and two employees from that department have been welcomed by the Club and Member Services Department. The functions of these two positions were reviewed and determined to be primarily customer related instead of data entry.

The lapsed member calling and emailing campaign has continued. We are finding that the two main reasons for non-renewals are due to poor health and lack of interest in the game. The majority of the players we contact have been appreciative for us contacting them.

Approximately 4% of the clubs are still submitting their month-end reports by hard copy. In the near future we will be looking at ways to assist clubs to the transition over to the use of ACBLscore thereby reducing processing costs and providing better service to our Members.

We are also researching the best way to end the mailing of masterpoint postcards and drive the recipients online. This would result in a savings of \$10,000 per year.

REGIONALS AT SEA:

The following is an update to the 2012 and 2103 RAS cruises:

2012

Western Conference (Hawaii) September 26, 2012

As of 6/21

186 sign-ups

Above ACBL estimated of 150-175

Alice Travel (Bermuda)**September 9, 2012**

As of 6/21

234 sign-ups

Keeping estimate of 300-350

Western Caribbean**December 16, 2012**

As of 6/21

102 sign-ups

We are considering lowering the estimate from 400 to 350

2013 RaS Cruises

All of the proposals submitted for the 2013 RAS cruises were rejected for a variety of factors. It was decided that the ACBL would run the Regional at Sea cruises using in-house resources. An outside travel agency will be secured, who will be paid on a flat fee per cabin basis. Although a travel agency has been identified, a contract with the agency has not yet been signed.

HOUSING RFP:

Four bids were received in response to the Housing RFP. Each bid was thoroughly reviewed and the NABC Advisory Committee has been given an overview of the submitted bids. A final decision will be made by August 10th in order for the company to prepare for the St. Louis reservations which open on September 15th.

ACBLscore+ UPDATE:

Phase 1 of the ACBLscore+ project has been completed. The project remains on-time and on-budget. Patricia Glover is currently serving as the technical point of contact on the project. Patricia ensures that Hammond Software adheres to the budget and also acts as the in-house coordinator for resource allocation on the project. Bruce Knoll, the new Director of IT, will work with Patricia to transition this function over to the IT Department this summer.

Hammond Software provides monthly reports to the key ACBL staff and Merlin Vilhauer, who serves as management's liaison to the Board on this project.

Nicolas Hammond will be engaging with all stakeholders – the Board of Directors, tournament director/staff, club managers, teachers, and Members to solicit ideas and provide feedback as the project progresses. Three websites are currently up and running to engage these audiences. The first site provides background information on the project (acblscoreplus.com), the second site is a bulletin board site to allow for the exchange of ideas about the project (ideas.acblscoreplus.com) and the third site is geared toward programmers (developer.acblscoreplus.com). A PR campaign began in the June *Bridge Bulletin* and more information about these three sites will be included in the July issue. Nicolas Hammond will also be attending all future NABCs to meet face-to-face our stakeholders, including an appearance on the Club & Teacher Q&A panel in Philadelphia. Beginning with the San Francisco NABC, Nicolas will make a presentation to the ACBL Board of Directors at every NABC to provide a project update and answer any questions. A presentation to the Board of Governors will also be scheduled at some point in the future.

FINANCE:

The Financial forecast for 2012 as of May 31st shows a projected Net Income of \$137,073 for the year compared to the budgeted net income of \$86,000.

The Budget/Forecast team received high praise from the Finance Committee chair and a former treasurer for the improved processes incorporated into the May report. Field Supervisor Charlie MacCracken was critical to improving the forecasted amounts for tournaments.

PENSION PLAN & 401K ADMINISTRATION:

The revised Actuarial Valuation statements reflecting the Pension Plan Benefit Freeze were prepared and distributed to all participants. The Pension Plan Trustees will have a follow-up conference call with the Investment Manager in August once the 2nd quarter 2012 results are in.

The actuary is working on some projections related to cash requirements for the plan so that investments can be reviewed with the estimated liquidity needs in mind.

The engagement letter with the new ERISA attorney was reviewed and approved by Peter Rank, so any further necessary changes to plan documents can be made timely.

The 401(k) Trustees: Al Levy, Dan Morse, Robert Hartman; Plan Administrator, Sylvia Hardin; and CFO, Dee Wallace met to review the current Broker and Investment Manager for the 401(k) plan as well as review the new rules on fiduciary requirements. Proposals from three new brokers and investment managers in addition to the existing Investment Manager were considered. Following the meeting the proposals were narrowed to two brokers and investment managers and additional due diligence will be conducted before a decision is made and announced to employees. It's expected that a change would be in place by January 1, 2013.