



F2F CLUB MANAGER DISCUSSION

DECEMBER 13, 2022

LEARNING FROM THE PANDEMIC

- We taught in excess of 50,000 members to play online during 2020 when tournaments and clubs were shuttered.
- Our membership has split on their preference for face-to-face and online sanctioned bridge
- We can not force players to return to F2F clubs and economically we can not shut down the VACBs
- Success will come from embracing both forms of the game and using all our talents and tools to attract and retain members



NOVEMBER BOARD ACTIONS

- Approved revised N/18 formula for increased masterpoint awards. Starts at 18 boards; max factor is 1.5
- Increased the NLM Regional allocation from 3/yr. to 5/yr.
- Authorized a week of NABC Fundraising games for each of 3 years in advance of an NABC
- Created the Ace of Virtual Clubs race
- Approved one week of fundraising by VACBs for the Junior Fund, ACBL Educational Foundation, ACBL Charity Foundation, Grass Roots Fund and International to be played during the designated fund month
- Created two classes of open sectionals:
 - Championship which requires ACBL TDs and must accept credit cards and online payments
 - Local: <25 tables anticipated which may be run by approved club directors/Tas. ACBL will provide training material and conduct the testing. ACBL will provide support during the tournament.



FEES AND VACB REBATE PROGRAM

- Base fee for all “full” Club games will be \$1.10 effective January 1.
- BBO fees will increase too by 10%
- VACB fees will be \$5.10; Unit clubs that distribute proceeds to their clubs will be exempt
- Rebate program
 - All VACBs receive a rebate for the 1st 50 tables/month (Help to small clubs)
 - VACBs that operate F2F games get an additional rebate for 3 times their F2F tables
 - In addition, the VACB may add 2 clubs from their pool and their District and count 3 times their F2F tables for an additional rebate. Clubs make their own financial arrangements; commitments are made for a year.
 - The VACB operator’s sanction fees must be paid up to receive a rebate.



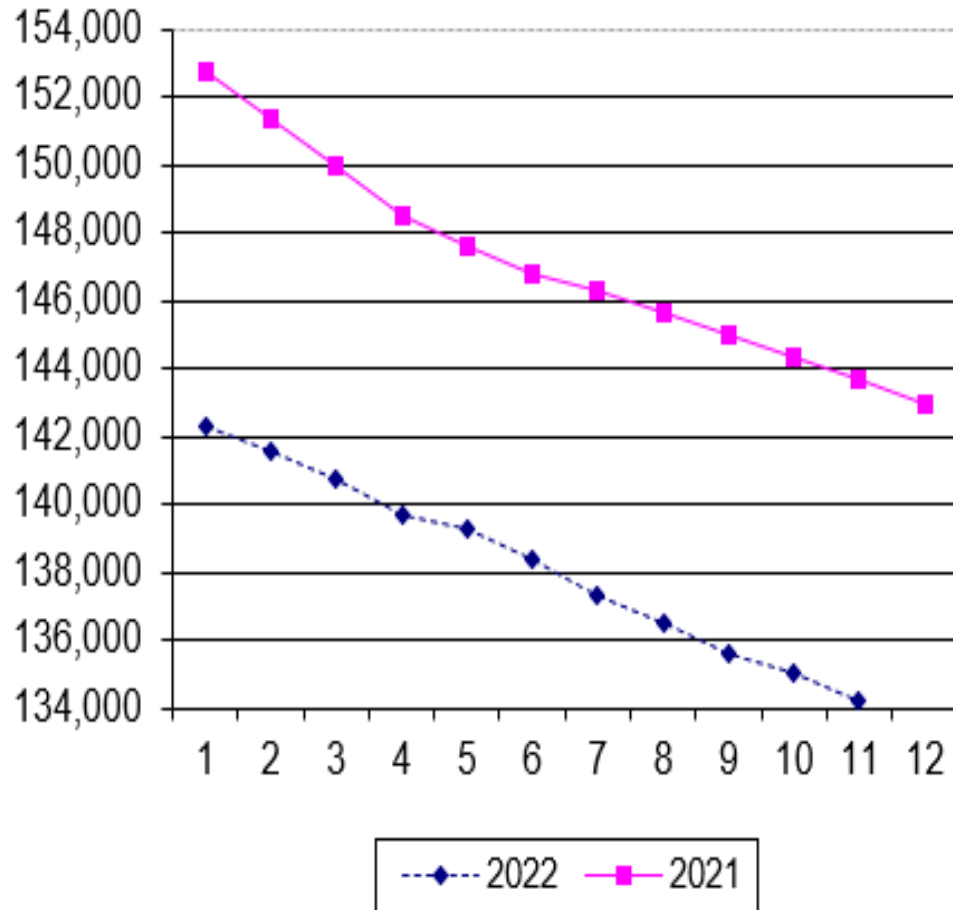
PROGRESS WITH ONLINE CHEATING

- We are using data from automated online cheating detection to identify and prosecute players
- The Recorder's Office is clearing the backlog of cases
- ACBL is working with the developers of EDGAR on an operating agreement
- The Institute for Bridge Arbitration will begin training members to be arbitrators in January



CURRENT STATE MEMBERSHIP

ACTIVE MEMBERSHIP



The decline is caused by two factors:

Decreased new member recruiting which is running about 50% of pre-pandemic

Decreased new member retention which is down to 47.4% from over 55% pre-pandemic



TOURNAMENTS

- Tournament attendance is down versus 2019 and generally running from 40% to 60% of pre- pandemic.
- Overall fewer tournaments are being held
- Economic pressure on sponsors
- Tournament Managers Workshop being developed by Bob Heller and Warren Smith to be given in early 2023



CLUBS

- The number of operating face-to-face clubs continues to grow; now about 1600
- Club table counts show decreasing VACB attendance offset by increasing F2F with BBO steady
- Are the VACB players moving to non-sanctioned bridge or returning to pre-pandemic playing frequency?



ACBL'S CHALLENGES

- Reverse the membership decline and start growing
 - Project Boost – ACBL purchase advertising for Teachers who teach beginning bridge. Working in cooperation with the ACBL Educational Foundation
 - Fall 2022 pilot involved 30 teachers and was moderately successful.
 - Improvements being made and expect 60 - 70 teachers to participate in the 1st half of 2023 and more in the 2nd half
 - We need more teachers teaching beginning bridge and more clubs offering masterpoint limited games for graduates of the classes
- We need to work together to identify and propagate best practices in:
 - All areas of new member recruitment, retention and integration
 - Volunteer Management
 - Tournament Management
- Our success is dependent on mobilizing our members through the Districts, Units, and Clubs

