**District 11 Teachers & Club Owners Brainstorming Session Friday Evening 9 June 2017**

Attendees: Terrell Holt (President D11), Maribeth Ransel (Secretary D11), Steve Moese (D11 Board of Governors, Chair – Teachers & Club Manger’s Committee), Kay Mulford, Doris Mills, Bob Fisk, John Nichols, Elaine Jarchow, John Meinking, Larry Newman, Mike Lipp, Steve Forsythe,

Sandy Forsythe, David Kennedy, Vangie Smith, Kit Overpeck, Gary Blevins, Kay Mulford, Linda Wolber, Cheryl Schneider, Sondra Holt, Jeff Chapman, Gary Blevins (ACBL Field Operations).

Proposition: “What would it take to increase tables & classes 20%?

Ask: “What have you and or your Unit done that was successful?”

Recruit & Retain

Ideas (Instances in parenthesis – grouped here for easy reference):

**Introduction:**

* Learn Bridge in a Day (4); Be sure to have class available immediately
* Olli Osher Lifelong Learning Institute (2) <https://www.uc.edu/ce/olli.html>

 <http://www.osherfoundation.org/index.php?olli_list>

* Youth Camp / School programs (3)

**First Classes**

* Start the year with 15 weeks of 2 hour lessons Jan – Apr (1)
* Offer Beginning Bridge Classes at least 4 times per year (5) – Run a 0-20 game at same time so they know where they are headed. (1)
* Bring Bridge teachers to community centers. (1)
* Bring all students to a student only (short game) at the end of each semester/quarter. Be sure to do it at the bridge club (bring in students from all venues). (1)

**First Play:**

* Supervised Play (6)
* 0-20 or 0-5 Games (3)
* Practice Game & Workshop (1)
* Short Game with Q&A (2)
* 0-50 game for Students from classes (1)
* Handicapped Games (1)
* “8 is Enough” Bridge Games (Lexington 1=0-200, 2=200-1000, 3=1000+; Cincinnati 1=0-500 NLM, 2=500-2000, and 3=2000+). (5)
* Short Game for Newbies (12 boards) (4)
* Progression of Novice/NLM/Limited Games at any one club. (11)
* Swiss & BAM Team games (3)
* ACBL Sanctioned Short Game (1)
* Member & Guest games to introduce friends/family to bridge. (2)

**Communication**

* E-mails with hand analysis (2)
* Flyers promoting Bridge Classes brought to various Community Centers, Senior Centers, YMCAs, Churches, etc. (2)
* Weekly e-mails about club events (3)
* Local Paper article promoting duplicate (evening) bridge. (1)
* Good web page (6)
* Use Pianola (3)

**Skill Building**

* Industrial League (Inter-Company Competitions (0)
* “Get Ready for Tournament Play” Series. (1)
* Mentoring Program / Discounted Games for participants / 4 month cycle (3 to play, 1 break; play 6 times in 3 months). Continual drumbeat. (8)
* Lecture / Game / Hand Analysis in one evening/session (2)

**Club Culture**

* Keep it fun (4)
* Celebrate Achievements / Birthdays (9)
* Keep those ACBL Membership application pads handy (4)
* Guaranteed Partners (5)
* Enforce Zero Tolerance evenly and fairly.

**How to RETAIN members:**

* Get a Rank Promotion? Get a Free Play!
* Need for success metrics: Recruit (e.g. Learn Bridge in a Day) 🡪 Lessons 🡪 Supervised Play/Short Game 🡪 membership 🡪 Club Games 🡪 Tournaments.
* Make my club friendly! Directors find great difficulty handling noxious personalities – they perceive a lose lose dynamic. If not stop the obnoxious person, they lose players. If stop the obnoxious person they leave the game and take friends with them. One club known for friendly play required ZT offenders to make an acceptable public apology at the club before rejoining play.
* Be sure to match personalities when matching partners.
* Use a guaranteed partner or standby program
* How to get an ACBL User-defined partnership service (the current offering is inadequate).

Gary Blevin, ACBL Director of Field Operations offered:

1. Marketing Expert to give seminars on how ot use Pianola and other ACBL Marketing tools including Facebook to D11 Teachers & Club Owners
2. Tournament Directors to give seminars about what to expect at Tournaments. Can be done at STaCs in some cases.
3. How to use Facebook to create Teacher & Club Owner Discussions/Blogs.

The attendees aligned to setting aside one hour at every D11 Regional (agenda TBD) for this group to convene and discuss common issues and ideas together. Next meeting ill be Friday Evening at the Columbus-Dayton Regional in September.

Submitted Respectfully for the Group,

Steve Moese K082411