



BOARD MEETING REPORT

Spring 2010
Reno

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The Reno folks put on a great NABC. As many of you know I'm not a big fan of casino sites but I'm a distinct minority. Attendance was down slightly from predicted. The Grand Sierra is showing its age and the Silver Legacy is aggressively recruiting us for our next Reno trip. I spent lots of time talking up our NABC (people LOVE our t-shirts) and passing out promotional material. Folks seem to be excited about coming to Louisville and pleased to have a location in the "real" Midwest. Hannah Davis and her committee chairs are working hard and the time is near for specific work commitments from the rest of the District—you'll be hearing from us! And thank you all for the tremendous financial support—we'll be able to put on quite a show!



Strategic Goals

Building on the strategic planning the Board has been formulating the last couple of meetings, our new President, Rich DeMartino asked us to propose specific goals we wanted to achieve this year. We submitted our ideas before the meeting and Director Sharon Anderson, who advises non-profit boards for a living, helped us focus our suggestions in specific areas. We then assigned these goals to the appropriate committees for their input and plans on how to achieve these goals and how to measure our success. I worked on the marketing committee where we tried to define for ACBL management where they should focus their marketing resources. They already have a plan they've been working on and we wanted to streamline it to reflect our primary goal: **TO AGGRESSIVELY PROMOTE THE ACBL TO BRIDGE PLAYERS AND NON BRIDGE PLAYERS WHO ARE NOT CURRENTLY MEMBERS TO INCREASE MEMBERSHIP AND TO IDENTIFY TARGET GROUPS AND STRATEGIES FOR GROWTH AND BRAND IDENTIFICATION.** We decided that the three most important target audiences are, in order, 1) Baby Boomers and Empty Nesters; 2) Youth and Juniors; and 3) Marketing Support for our sales force (clubs, teachers, volunteers). We identified specific areas in the marketing plan that target these audiences and asked management to focus their resources here (such as a bigger presence at AARP conventions) and report back to us with the results. I urge all of you with concerns and ideas in these areas to contact me or check out all the marketing resources on the ACBL website. Our Marketing Director, Vicki Campbell is doing a wonderful job. Other committees did similar work and some, like Technology, have already begun to achieve the goals previously identified by the Board such as a new website and a complete overhaul/replacement of ACBLScore. (See below for website news) I also worked on Finance, Board Operations and Governance. And this year I am chairing the Audit Committee. Fiscal and legal oversight is obviously important but not "newsy". In other words, I could tell you what we did but I'd have to kill you.☺



I did get a half-day off and got to see Lake Tahoe but not the Michael Corleone estate.

ACBL Headquarters Memphis Update—

Well, the big day is ALMOST here. As the Board and key staff were meeting in Reno, ACBL was putting things in boxes and making ready its move from Memphis to Horn Lake, MS. There have been delays but CEO Jay Baum assures us that he'll be ready to welcome the Board for a grand opening sometime this June and of course all of us will get to see our new digs and the new Hall of Fame when we go to Memphis in Spring 2012.



David Berkowitz—the most recent inductee to the Hall of Fame. We welcomed David and his wife Lisa to Louisville in 2008 for the Buffett Cup and look forward to their return next March.

New Rules Changes

CLUB/LOCAL TOURNAMENT NEWS

The Notorious “Triple-Point” Game Issue

Although it's not a major issue in our District (other than having to explain to returning snowbirds why they can't rack up points like they do in FLA), the number of “special” games that a club can run and award big sectionally-rated masterpoints has gotten out of hand in many areas of the country. Started originally as a way to support ACBL and local charity as well as the Junior and International Funds, many clubs have been able to use the rules to run these special games every week. Although many smaller clubs that can't afford to subsidize the bigger fees for these games have complained about unfair competition, I don't think this is the ACBL's business. But it has also caused skewering in Ace of Clubs races and is simply too many masterpoints handed out at clubs. A special committee of the Board was formed to study the issue and after lots of hard work came up with a compromise, e.g., they didn't cut

back enough for some people and cut back too much for others. The new rules are as follows:

*The month of February is reserved for Junior Fund Games, the month of April is reserved for charity games and the month of September is reserved for International Fund games and in those months any and all ACBL sanctioned club sessions may be special games for the named funds. In the remaining nine months of the year **one game per month per sanctioned session may be a special game for either the Junior Fund, Int'l Fund, Educational Foundation or charity. The masterpoint rating for all of these special games will be 70% of Sectional Rating** maintaining the current cap of 6.00 masterpoints.*

The change is effective July 1st. The major drawback is the loss of funding for the Junior Fund, which will have to come out of the general budget (programs won't be cut), but the Board of Governors gave the Board a big round of applause for coming up with this solution to a thorny and long-standing problem.

Charity Games at Clubs

In a related issue, any club that, in any calendar year, runs one or more allowed special local charity games that are sanctioned for extra masterpoints must make available for public

inspection an accounting of all funds raised in such games no later than February 28th of the following year. This rule is effective immediately. The ACBL recognizes how popular local charity games are but believes that club owners should be accountable to their players for extra funds collected for charity.

Ace of Clubs

ALL sanctioned games held at clubs, with the sole exception of STACs, are to be counted in the Ace of Clubs Races. There had been questions raised about events such as NAP qualifiers and this motion clarifies the rules.

Upgraded Club Games

A motion to double the distance restriction from 25 to 50 miles within which a club may run an upgraded game during a nearby sectional or regional was defeated. I was in the majority who felt club owners don't deserve additional restrictions—50 miles generally takes you into another unit in this district.





GET YOUR \$\$'S WORTH IN LOUISVILLE!!!

One of the hotly debated issues throughout the membership, the Board and the Board of Governors is the number of boards played in regional events at NABCs. The BOG in San Diego petitioned the Board to consider this issue in Reno. A motion to require 26/27 and 52 boards failed 10-15. The issue came down to local-option control and the flexibility required of directors to meet a variety of situations that may arise. Those regions (like the Mid-Atlantic) who favor 24 boards have their reasons, so I took the "states' rights" position here. This means, however, that we have a terrific selling point for **OUR** NABC where we're 'fer sure guaranteeing 26/27 and 52 (except last Sunday) boards!!!

PLEASE FEEL FREE TO EMAIL ME AT THE ADDRESS ABOVE WITH ANY QUESTIONS OR CONCERNS OR SUGGESTIONS OR HEYHOWAREYAS YOU WISH AND I'LL DO MY BEST TO RESPOND PROMPTLY!

**SEE YOU IN
CINCINNATI!!**

BETH

Other News

TOURNAMENTS

--Side what?

District 8 Director Georgia Heth and I co-sponsored a motion to allow us to advertise the Regional Side Game Series (the old "Continuous Pairs") in the old way. We lost the battle but won the war. The motion failed but management consented as an "action item" to allow the change. So if you get confused complaints about what's a "side game" as opposed to a "side game series" you can now go back to calling it "Continuous Pairs".

--Who you callin' a "senior"?

As I let the Unit and District officers know before Reno, there was a motion before the Board to raise the age for "senior events" a year at a time over the next 5 years from 55 to 60. Although this seems like a "duh" sort of issue, it's not. Obviously, if we were setting the senior age today we might well wish to make it 60 or 65 or even older. But at NABCs and the only 2

senior regionals in the country (Mesa and New England) the events are EXTREMELY popular and VERY well attended. So why fix what ain't broken—and tick off a bunch of people currently eligible to play for no reason? I was willing to consider "local option" here as well for local games (what a "senior" is in Florida is probably a little different than elsewhere) but the Directors from those areas chose not to push it, so I voted with the majority to defeat the motion 9-16.

--But "real" seniors take heart...

Starting this year in Orlando, there will be a new national event at Fall NABCs: **THE SUPER SENIOR PAIRS**. This will be an NABC+ event for players 70 years of age and older. It will be held the last 2 days of the Fall NABC; with start times of 10 and 3; 2 qualifying and 2 final sessions; national formula applies to award platinum points; points earned will not count toward senior masterpoint races; and the event

will not qualify for Grand Life Master eligibility.

REQUIREMENTS FOR RANKS UP TO LIFE MASTER

In conjunction with the new requirements for Life Master that took effect in January, the requirements for the lower ranks have been modified for members who join or re-join after January 1, 2010. They do not apply to those who were members before then and maintain their membership continuously. The changes, though minor, are several and can be viewed on the website as soon as the minutes from Reno are posted.

WEBSITE

The technology committee is moving apace on improving the website. A sample mock-up of a potential new home page can be viewed at <http://www.mylovedone.com/Bill/ACBLwebsite/WorkingDocumentACBLwebsite.htm>

A bigger page and drop-down menus improving navigation are just the beginning...

