



BOARD MEETING REPORT

Summer 2010
New Orleans

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District 11 Dominates GNTs!

The New Orleans committee members were wonderful hosts and almost made us forget the oppressive heat (almost). Their unit deserves special kudos as it was wiped out by Katrina and they all worked to rebuild, regroup and put on this NABC—like their city, they came roaring back, bloody yet unbowed. I had never been to NOLA and was amazed at its unique culture. Beignets and Voodoo! Attendance was just under 11,000 tables. Promotion for our Louisville NABC continued and fans with our logo were MOST appreciated! Let's see if we can top that number!!!



Championship Flight Winners Walter Johnson, Dennis Clerkin, Doug Simson and Jerry Clerkin prevailed in their final match 142-112. It was the second win for Walter, Doug and Denny who had five-man winning squad in 1990 with Jeff Meckstroth and Eric Rodwell. Walter joked after the victory that replacing "Meckwell" with Jerry clearly improved their lineup. The fabulous District 11 team knocked out the Meckwell team this time in the round of 16 and went on to best more of the finest players in our game. Congratulations, guys—we are SO proud of you!

Flight C Winners Ryan Schultz, David Camillus (both of Dayton), Tom Terwilliger of Cincinnati and Ambrish Bansal of West Chester crushed their final round opponents 152-52. Ryan and David have played together for about 4 years but have been friends since the second grade. Ambrish and Tom became friends and partners in a mentor-mentee program with Tom as mentor. It is wonderful to see our new players do so well. Congratulations!!!



Our Flight A Team of Bill Higgins, Tim Crank (Cinci), Bob Lyon (Indy), Yauheni Siutsau (Loveland OH), Siraj Haji (Columbus) and Daniel Neill (Lexington) did splendidly as well—they made it all the way to the semi-final round of 4. Our Flight B Team of Matt Cory (our Juniors Rep), Penny Millar, James Farley and Monitor Editor Brad Bartol, all of Indy, were the top qualifiers the first day—and Matt and Penny went on to make the semis in the Mini-Spingold. Given our Flight B victory last year, I'd say District 11 has earned a top spot in the annals of the GNT and DEFINITE bragging rights for some time to come! GREAT JOB EVERYONE!!!!



ACBL Headquarters Update—

Our new headquarters in Horn Lake MS had its grand opening in June. Be sure and catch the coverage in this month's Bulletin. The new Hall of Fame Museum is breathtaking. Be sure to go see it if you're headed near Memphis—as I'm sure you will be in March of 2012 if not before!

**AILEEN OSOFSKY
1928-1010
The Goodwill
Reception in NOLA
was a tribute to
Aileen, who headed
the ACBL Goodwill
Committee for 25
years. She brought
joy to all her knew
her and will be sorely
missed. Let us always
remember Aileen's
Top Ten Goodwill
Gestures**

**Greet and Welcome
Opponents
Always Say, "Director,
Please"
Lead or Place Dummy
before You Write
Mentor a New Player
Say, "Thank You, Partner"
Compliment Opponent's
Play
Discuss Hands after the
Game
Accept Defeat and Victory
with Grace
Leave a Tidy Table
Smile Often!**



MARKETING NEWS

Marketing is busting out all over. I sit on this committee and we and the department have far more ideas than cash—here are just a couple of projects among the many that we're implementing.

Radio Ads for Clubs and Teachers

In an effort to increase brand awareness for the ACBL and provide a marketing tool for clubs and teachers, the Marketing Dept has produced two 30-second radio ads and have made them available for your use. Clubs and teachers have the ability to "personalize" these ads by adding their own contact info at the end of the ads. The ads were developed to specifically target the "baby boomer" and "empty nester" audiences. You can listen to the ads at <http://www.acbl.org/marketing/radioadrequest.php> and complete an online form to begin the media purchase and personalized recording process. Clubs and teachers will be responsible for payment of the radio air time but the cost will qualify for reimbursement under the Cooperative Advertisement program guidelines.

A Media Specialist will be available to work with you.

Website Enhancements

Marketing continues to work toward improving visitor experience on the websites. The following enhancements have recently been completed and/or are under development:

-In addition to being able to post daily game results on the ACBL website, club managers who have duplicating machines or electronic scoring devices now have the ability to post game hand records and contracts. Currently, 760 clubs have signed up and are using this free feature.

-Based on recommendations from the Technology Committee, ACBL is in the process of implementing new design elements and navigational organization to the home page. Usability tests will be conducted by random sampling of members once the re-design has been completed.

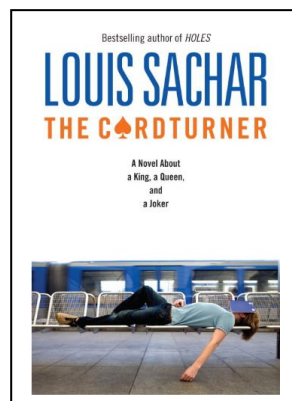
Learn to Play Bridge Member Drive Promotion

A monthly email member drive campaign has been launched targeting non-ACBL members who download the Learn to Play Bridge software from the ACBL website. The campaign invites those

who downloaded the software the previous month to join ACBL and receive a free deck of tournament quality playing cards. The email was deployed on June 14 and within a week a total of 15 people became new members. This campaign will be an ongoing automated process that utilizes promotional codes allowing Marketing to track, monitor and analyze the results.

New Bridge Novel

Louis Sachar, author of the phenomenally popular youth novel Holes has now published The Cardturner, revolving around bridge with several references to the ACBL. We've been working closely with Random House on its promotion. Sounds like a stocking stuffer to me!!!





REGIONALS AT SEA

The hot-button issue at the NOLA meeting was the new phenomenon of "regionals at sea". A private for-profit sponsor runs a regional on a cruise ship, making a huge profit and giving the District who "sold" it to him a cut. Although not a pressing issue for this district (unless we want to run riverboat regionals!), it is for the ACBL as a whole. We cannot allow the dilution of our brand; much less allow for-profit entities to usurp the District function. Nor should Districts be able to gain extra regionals. The President has appointed a committee to study the issue (guess who's on it) and has meanwhile put a moratorium on new sanctions. We also passed motions dramatically increasing sanction fees for regionals and sectionals at sea assuming they continue on some basis.



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 DAYTON!!

BETH

Other News

MEMBERSHIP

Membership continues to grow. As of June 2010 we stood at 165,500 members, up 4,957 from 2009.

TOURNAMENT MOTIONS

Although the Competitions & Conventions Committee asked the Board to approve a change to the General Convention Chart to allow the two-diamond bid over one no-trump to show an undetermined major, the Board defeated the motion.

Unless otherwise instructed by a TD, a member of each side must be present and seated before cards are removed from a board.

In order to be eligible for overall awards in a STaC or any event that is scored across more than one club, the minimum number of boards played is set at 20.

The Mini-Spingold II (0-1500) will no longer be limited to 5 days. (This obviates the necessity of deep cuts to the field the first day). The Mini-Spingold I (0-5000) will now use the Mid-Chart (as will the Mini-

Blue Ribbons).

There were technical changes made to both the NAP and GNT Conditions of Contest. Our NAP/GNT Coordinator will assure we are in compliance.

There is yet another new National event established: **Senior Mixed Pairs** will be held on Wednesday and Thursday at the Fall NABC. Although I voted against establishing the event (enough already), once the motion had passed, I voted FOR making it a qualifier for Grand Life Master. The other senior events qualify and I couldn't quite see barring this one as the only difference is that it requires the participation of women. Hmm. A majority agreed.

Although a motion failed that would have put the burden on the ACBL to enforce territorial restrictions on upgraded club games (they may not be held within 25 miles of a tournament), the

Board felt strongly that we should urge our Districts to be aware of this regulation and to comply with it. If you are aware of any violations, please let me know.

The start times for the 2012 Summer NABC in Philly will be 10:00(30) and 3:00(30). Most of the Board (including me) were skeptical but were swayed by the Philadelphia committee's strong belief that this would work best in their town. Local option prevailed. We'll see.

A new Masterpoint Structure committee will be appointed now in advance of the major five-year review committee. We continue to struggle with how to most accurately rate our players in stratified events.



Only 7 Months Away!!

