

Subject Matter of Motion	ACBL Code Chapter 1 – Membership New Section K – Recognition for Top New Member Sponsors of the Year
Statement of Issue	The top new member sponsors receive little recognition currently having done the majority of the new member growth work. This offers a visible and affordable bridge reward for the best performers.
The motion:	<p>The ACBL reward the top 4, 8, 12, 16, or 20 new member sponsors among large medium and small units (tiers) with \$700 credit toward bridge entries at the Fall NABC Tournament.</p> <p>The Top 4 to 20 Sponsor Awards will be determined as follows:</p> <ol style="list-style-type: none"> 1) 1 to 5 go to the top recruiters based entirely on the number of sponsored members in the recruiting year. This headcount award is independent of Unit membership size. 2) 0-10 From the Top tier of the remaining units based on % unit population 3) 1-10 from the Middle tier of the remaining units based on % unit population 4) 1-10 from the Bottom tier of remaining units based on % unit population. 5) The total number of awards in a given year shall be equally divided among top headcount and the three unit membership population tertiles, and shall be multiples of 4. The Board of Directors shall determine the number for any given award year based on total annual recruiting and financial health of the ACBL.
Conditions:	<ol style="list-style-type: none"> 1) The award goes to the individual sponsor (Teacher, Sanction Holder, Director, or member in good standing) based on the new member’s application. 2) Units, Clubs and Districts are ineligible for this award. 3) Only one individual winner per unit. 4) All 4 to 20 awards will be made to individuals from 4 to 20 different units. 5) The Top Tier (large population) Units may not earn more than 5 awards of any kind (headcount or % Unit Membership). 6) No more than 10 Middle or 10 Lower Tiers Units may earn awards in a given recruiting year. 7) Awards must be used the year they are earned. Unused awards are deemed returned to the NABC. Credits are void the day after the Fall NABC ends. 8) No credits carry over to any other tournament. 9) Credits may not be converted to cash. 10) At least 1 to 5 awards must go to the middle and to the lower tiers. 11) Any individual teacher or sanction owner in good standing can win this reward a maximum of 3 times regardless of the unit where they reside. 12) Principals only – not transferrable. Spend it or lose it. 13) Temporary memberships do not count toward these awards. Temporary members who convert to permanent members count once in the award year they convert. 14) The award year shall run from August 1 to July 31. 15) Unit population is defined as of Aug 1 for the award year. 16) Once a unit receives a total headcount award, that unit cannot win in the % unit population pool for that year. 17) The number of recruits is the actual total new members enrolled, unadjusted. 18) % Unit Population means dividing the sponsor’s total number of recruits in that unit by the total unit population of the recruit’s home unit.

	<p>19) That ratio expressed as per cent is the metric for awarding the remaining 15 awards.</p> <p>20) Where sponsors recruit in more than one unit, their unit by unit totals are managed separately, and not in the aggregate.</p>
Creating Unit Tiers	<p>21) The tertile of unit member population and not units <i>per se</i> defines the tiers:</p> <ol style="list-style-type: none"> All units are ranked by membership headcount from largest to smallest. The top tier is from the largest unit to that unit at which the cumulative membership is 33% of the members for that year. The next tier starts with the largest remaining unit and ends with the unit that represents the next 33%. The bottom tertile are the remaining units. (Note this is NOT the top third of 300 or so Units but the top third of the member population. This way recruiters are recognized for recruiting in a similar context to their population peers. Population tertiles assigned to units shall be fixed by the Board of Directors for not more than 3 years, after which the tiers are renewed as stipulated above.
Material impacts	<p>The cost maximum is $20 \times \\$700 = \\$14,000$ for games actually played for those choosing to attend. Funding TBD by the Board of Directors and ACBL Management (we recommend the ACBL Marketing budget).</p>
Reasons why the Board of Governors should adopt the motion	<p>Top recruiters deserve special recognition. Free plays at the Fall NABC is a great way to reward their accomplishments. (The award value matches the top award given to NAP qualifiers).</p> <p>Many award winners, teachers, and club owners attend the Summer NABCs. We recommend the award be announced at the Summer NABC for the Fall tournament that year.</p> <p>The Board has an interest in</p> <ol style="list-style-type: none"> having these accomplishments recognized and having these recognized sponsors attend more than one NABC in the year.
Why Units and Not Clubs	<p>We want to be as inclusive as possible, so that club sanction holders, club directors, teachers and members in good standing all have a stake in recruiting new members. Focusing on clubs creates issues regarding stable measures of underlying population necessary to level the playing field among low medium and high population areas. Clubs do not have defined memberships, and do not necessarily enable teachers and ordinary members from participating. Clubs are also easy to form and easy to disband. Units are relatively stable.</p> <p>We want to motivate everyone with this high profile award.</p> <p>We are aware that Teachers have major functions at the Summer NABC. That is why we want to announce the winners at the NABC. However the Fall NABC is a more appropriate venue for this award as we will promote playing to people who will likely add to the attendance of this NABC.</p>

Risk if the motion is not approved	None
Principle of Severability	<p>We recognize that the Board of Directors might choose to modify the proposal as stated by</p> <ol style="list-style-type: none"> 1) adjusting the number of the awards, or 2) adjusting the size of awards, 3) when the awards are determined, 4) and when they are awarded. <p>These good faith modifications to this motion will not require additional Board of Governor's approval.</p>

Respectfully Submitted,
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