

Board of Governors Proposal – Teaching Clubs / Centers Incentives

Subject Matter	Teaching Clubs and Bridge Centers Incentives
Statement of Issue	Performance based incentives help support teaching clubs and teaching bridge centers in the face of unfair competition from nearby clubs who do not teach or recruit.
Proposal	<ul style="list-style-type: none"> • In addition to the guest membership program, offer a new player year one membership discount available through teachers, teaching clubs and centers exclusively. (We recommend a year one price between \$9.99 and \$19.99). • Offer 1-2 additional Club Championship games for free based on objective performance - number of prospects engaged (guest members), number playing rubber bridge, and number of new members created (Year one or full membership price). Lessons, rubber bridge sessions, I/N games. Supervised play, Teaching Games are all evidence of best practice. The ACBL defines and publishes objective performance criteria. • Feature Teaching Clubs and Centers in advertising that targets known guest members and new prospects. Make access to these programs timely and accurate. • Award extra matching Cooperative Advertising Program funds to the top 200 clubs proven top performers. <p><i>Teaching Clubs and Teaching Bridge Centers are defined separately.</i></p>
Material impacts	<ul style="list-style-type: none"> • This motion will help Teaching Clubs and Bridge Centers retain newer players who are regularly siphoned off by nearby predatory pricing clubs. • The implementation, tracking and administration of the regulation might require active Unit involvement. • Annual verification of the status of the Teaching Club / Bridge Center depends on timely program updates.
Reasons why Management and the Board of Directors should adopt the Proposal	The effort and resources to find, attract, train, and retain new members is substantial. The current business model makes doing so unattractive to the Teaching Club / Bridge Center when competing with low cost clubs who do no recruiting or teaching. The ACBL and the Unit have a strategic and financial interest in creating as many new rubber bridge players, ACBL members. and duplicate bridge players as possible. It is extraordinary that the business model today allows unfair price competition with no protection or recourse for the Teaching Club / Bridge Center. The business incentive for growth demands that the effective programs that create new members be supported, not disincentivized.
Risk if the motion is not approved	Teaching Clubs / Bridge Centers will decline, reducing the ability of the ACBL to locate, attract, train and retain new ACBL members.