

# ACBL MANAGEMENT REPORT

## Summer 2022

### *Bridge Services*

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#### **Club and Membership Services**

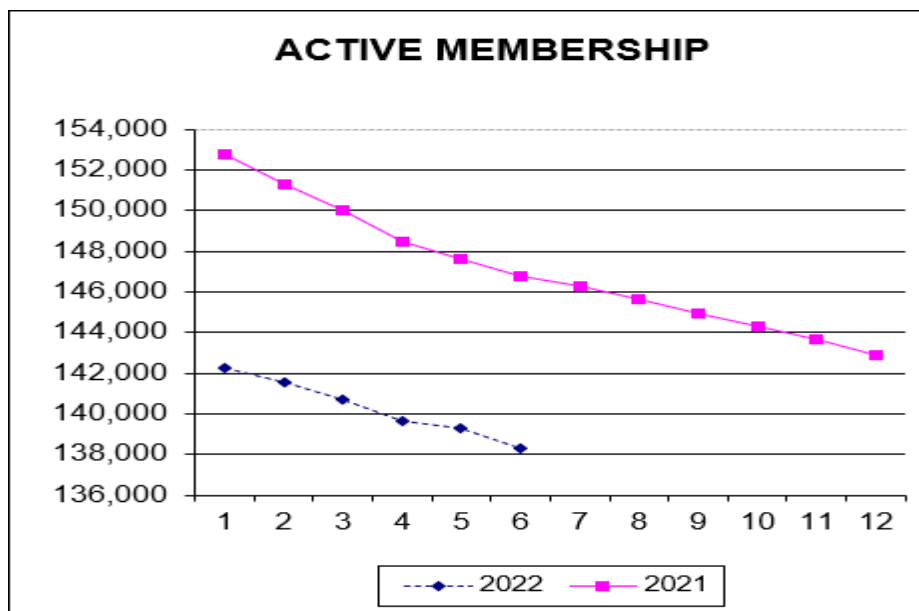
##### MEMBERSHIP ACTIVITY

ACBL’s membership count continues to drop slightly each month. However, the curve has flattened significantly over the past couple of months. Total membership is down 5.8% compared to the prior year. Note that the chart below does not include our new Guest Membership Program which includes over 3,000 new Guest Members since September 2020.

#### Active Membership Statistics

as of July 1-2022

Membership Category	2022	2021	Change	%
Life Masters	43,166	45,145	(1,979)	-4.4%
Non-Life Masters	91,391	97,190	(5,799)	-6.0%
<b>Total Paying Members</b>	<b>134,557</b>	<b>142,335</b>	<b>(7,778)</b>	<b>-5.5%</b>
Active Unpaid LM	3,771	4,464	(693)	-15.5%
<b>Total Members</b>	<b>138,328</b>	<b>146,799</b>	<b>(8,471)</b>	<b>-5.8%</b>



	<b>2022</b>	<b>2021</b>	<b>Change</b>	<b>%</b>
New Members YTD	2,938	2,277	661	29.0%
New Guest Members YTD	801	1,254	(453)	-36.1%

## CLUB ACTIVITY

The table count for Virtual Club Games has continued to decline slightly each month. May's numbers are notable because it contains Stardust Week, which saw a 55% table increase from the prior week. Without this week, May table count would have been down even more significantly. The table count for Bridge Base Online (BBO) operating as a club was stable, factoring in seasonal trends. Face-to-face tables continue to grow slowly as does the number of clubs running face-to-face games.

	<b>Monthly Table Count</b>			
	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>
Virtual Clubs	59,090	54,554	48,331	45,485
F2F Clubs	63,228	60,633	63,707	61,625
BBO	216,019	205,840	205,499	193,949
# Clubs running F2F games	1,425	1,504	1,520	1,497

## CUSTOMER SERVICE

As mentioned in the Spring 2022 Management Report, we have been closely monitoring our key performance indicators (KPI's) for our inbound call center. Metrics for February and March worsened due to IT issues (which have been resolved) impacting clubs and tournaments. Currently, ACBL service levels are well above industry standards.

<b>Call Center KPI's</b>						
	Calls Queued	Calls Handled	Calls Abandoned	Abandoned >30 sec.	Avg Wait Time	Abandoned Rate
Jan. 2022	2616	2485	131	95	1:01	3.6%
Feb. 2022	2668	2590	159	123	1:06	4.6%
Mar. 2022	3407	3119	288	234	1:35	6.9%
Apr. 2022	2315	2215	100	63	0:43	2.7%
May 2022	2461	2351	110	85	0:50	3.5%
June 2022	2802	2645	157	115	0:58	4.1%

## Field Operations

The Field Operations team ran an online Regional immediately following the Spring '22 NABC, and preparations are well underway for the next online Regional to be held in September. That March online tournament saw attendance of 2,586 tables, bringing in a gross revenue of \$157,710.

The team has run several more tests of the Entry Express program, including a very successful test at the Spring '22 NABC during Regional-rated events where over 500 entries were purchased using this new system. The program was rolled out to all Open Regionals held in the United States in early June. Improvements and enhancements are continuing.

ACBL Tournament Directors continue to provide live help on BBO and online Zoom sessions with players to assist them with playing online.

## ***Meeting Services***

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### ***Meeting Services Operations***

The ACBL continues to maintain its “safe-return” plan in returning to face-to-face bridge. The Spring '22 NABC brought about the return of in-person workshops and receptions, including the Goodwill Reception, Club and Teachers Reception, Teachers Breakfast, and a number of meetings. As it had during the Spring '22 NABC, during the Summer '22 NABC the ACBL will continue to use VOW Digital Health for vaccination clearance. There will be two Vaccination Verification Stations with multiple lines for members to obtain wristbands after they show their Vow clearance. These stations will be manned by hourly contract labor with fast lanes manned by ACBL staff. At this time, masks will be optional. We will continue to have a medic on site for medical emergencies.

To increase the ACBL's offerings to our Patron members, we are piloting a new Patron Lounge during the Summer NABC. The Patron Lounge will have free coffee, snacks and opportunities for connecting with fellow Patron members daily from 1-3 p.m. This offering will take the place of the Patron Reception, which previously has had poor attendance. Communications will be going out in upcoming email blasts to Patron members.

### ***Housing Management***

#### **2022 SPRING NABC, RENO, NV**

Unlike the Fall '21 NABC, the Spring '22 NABC achieved a positive bottom line even with COVID-19 policies still in place. Here are some details:

Total room nights: 9,636

Total tables: 6,204

Total individual players: 2,413

Net profit/(loss): \$141,915

#### **2022 SUMMER NABC, PROVIDENCE, RI**

The ACBL has contracted with seven host hotels in Providence. To create a universal experience for all NABC attendees, a NABC Welcome Hub, complete with Daily Bulletins, map of the city and other important information for members, will be located in each hotel lobby. Preliminary numbers are strong for Providence with 9,033 total room nights booked to date, not including staff. The ACBL has contracted to book a total of 7,724 room nights (three of the hotels have no minimum room commitment).

#### **2022 FALL NABC, PHOENIX, AZ**

Room night pick-up is at 2,950 as of June 13, 2022.

Following is the schedule for room block openings for upcoming NABCs:

<b>Dates</b>	<b>City</b>	<b>Hotel/Playing Site</b>	<b>Room Rates</b>	<b>Patron Open</b>	<b>Regular Open</b>	<b>Non-refundable Cancel Date</b>
Fall '22 (11/24-12/4)	Phoenix	Hyatt 122 N 2nd Street Phoenix, AZ 85004	\$179	Open	Open	9/27/2022
		Sheraton 340 N 3rd Street Phoenix, AZ 85004	\$179			
		Renaissance 100 N 1st Street Phoenix, AZ 85004	\$179			
		Phoenix Convention Ctr 100 N 3rd Street Phoenix, AZ 85004				
Spring '23 (3/9-3/19)	New Orleans	Marriott 555 Canal Street New Orleans, LA 70130	\$225	7/11/2022	9/13/2022	1/10/2023
		Sheraton 500 Canal Street New Orleans, LA 70130	\$225			
Summer '23 (7/13-7/23)	Chicago	Sheraton (Traditional) 301 E. N Water St Chicago, IL 60657	\$209	11/15/2022	1/17/2023	5/16/2023
		Sheraton (Deluxe)	\$239			
		Sheraton (Club)	\$259			
		Intercontinental 505 Michigan Ave Chicago IL 60657	\$204			
Fall '23 (11/23-12/3)	Atlanta	Marriott 265 Peachtree Ctr. Ave Atlanta, GA 30303	\$155	3/7/2023	5/23/2023	9/26/2023

## ***Future NABC Locations***

The NABC Site Selection Committee has begun working through recommendations to present to the Board of Directors for additional site selection decisions for Summer 2026 and Spring 2027. After local leadership approval of the committee's top options, our ConferenceDirect partner immediately began the RFP process. Responses to the RFP's were acquired from venues in several cities. The next step in the process is to conduct site visits of the venues selected by the committee from among the submitted proposals.

## ***Finance***

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Overall, May showed a really good turnaround against the first quarter trend. Revenue was slightly higher than that budgeted and expenses slightly lower than expectations. Compared to the prior year, May's overall revenue was \$97,000 higher while overall expenses were \$246,000 higher. For the month, the operating loss of \$79,000 was \$62,000 better than budgeted.

Tournament revenue overall was within budget expectations. Tournament Director and club revenue were 12% and 19%, respectively, better than budget while tournament fees were 19% below budget. In addition, tables and sessions at Regional tournaments were higher than expected, while sessions at Sectional tournaments were well below expectations. Tournament Director expenses were \$7,000, or 4%, higher than budget due to the increased number of tournaments.

Year-to-date revenue is trending in the right direction after a slow first quarter which was partly the result of the cancellation of several tournaments in January and February following the Omicron variant outbreak in late 2021. April experienced a significant improvement while May was the first month during which revenue met budget expectations. Membership dues are down 1.1% compared to budget. The year-to-date \$260,000 loss from operations is \$17,000 worse than budget. This was the result of a \$330,000 decrease in overall expenses netted against a \$346,000 shortfall in overall revenue.

The field work for the 2021 401k retirement plan audit and information return is underway with an anticipated filing date of July 31, 2022 to meet the required deadline. All 2021 required tax filings for the ACBL, ACBL Charity Foundation, and ACBL Educational Foundation are being completed and are expected to be filed by the required deadline.

## ***Human Resources***

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### ***Staffing***

HEADCOUNT

Headquarters – 52 full time employees

Field – 18 full time and 117 part time employees

## NEW HIRES AND PROMOTIONS

Justin Coniglio, Assistant National Recorder, reports to Jeff Edelstein, National Recorder. Justin is a Gold Life Master and has played professional bridge and taught bridge. He is a former Vice President and Zero Tolerance/Disciplinary Chairman of the Tampa Bay Bridge Center.

Brady Snuggs, Software Developer, reports to Josh Restuccio. Brady brings four years of development experience to the Information Technology team. Originally self-taught, he began learning programming in JavaScript while teaching himself web development. After building his first website, he decided to pursue development as a career path.

Dewey Peters, Systems Engineer, reports to David Benton. Dewey has worked in helpdesk/support, network administration, cloud architecture, and IT project management. Dewey will partner with the development team to understand the design and function of Amazon Web Services (AWS) assets and will offer recommendations for security and efficiencies.

Donald Davis, a part time Local Tournament Director, reports to Scott Humphrey. Don brings years of club directing experience and will be a welcome addition to the Southwest area.

Gary Peterson, a part time Local Tournament Director, reports to Marilyn Wells. Gary has experience as a Tournament Assistant, a Club Manager, and a Club Director. He will work in the Northeast area.

## OPEN POSITIONS

Data Architect

Project Manager

Software Developer (2)

## *Information Technology*

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### ***Application Development Projects***

#### MARKETING AND MEMBER SERVICES

The IT Department has begun work with vendor CodeMotion on the assessment of MyACBL. The IT Department fixed numerous bugs within the It's Your Call module on MyACBL. Support calls/emails related to this module have been virtually eliminated, leading to increased productivity within Marketing/IT for new projects.

#### BRIDGE OPERATIONS/TOURNAMENTS

The IT Department continued to add more tournaments to Entry Express and added additional functionality with each rollout. We resolved issues to invalid/expired cookies and updated the login application that was causing issues for members and Tournament Directors using ACBL's websites.

IT has been working with the vendor Escola S.A., a Polish corporation, on the Masterpoint Engine. We have made significant progress on delivering a proof of concept that is expected to be delivered at end of June.

Additionally, the IT Department, in conjunction with the third-party vendor CodeMotion, has made significant progress in documenting the application and all components of the Trax environment, including the processes those applications support. We are currently evaluating the opportunity and will do a proof of concept to move this technology to another platform.

#### OPERATIONS SUPPORT

In support of ACBL operations, significant operational issues were researched and resolved since March, including (i) added download link for XML BBO games to allow employees to correct game hacks and submit them for re-processing on the club-results page; (ii) updated error messages for the results gateway to make it clearer what was preventing a file upload; (iii) addressed various NULL pointer exceptions during the Masterpoint Engine process when certain games were failing; (iv) updated and resolved bugs to the next rank calculator on the member dashboard; (v) resolved the issue when a user tried to renew the payment for someone on the dashboard and the payment was unsuccessful; (vi) updated AWS security groups to simplify access and added a Multi-Factor Authorization; and (vii) removed placeholder.com code that was causing long load times for MyACBL pages.

### ***Business Intelligence***

#### DATA WAREHOUSE

The IT Department has added all of the participant information extracted from the raw tournament files on the AS400. This provides the first published list of all tournament participants and enables us to report on key membership play statistics. It is a great extension of the existing lists of masterpoint® winners and will allow us to show the full member participation from each tournament. We have also performed a full reload of all of the masterpoint data after the recent clean-up efforts on the AS400, and we published new summary tables of all of the masterpoint member and masterpoint event statistics. In addition, we have continued to support the growth of the tournaments database for the Entry Express application by providing daily DBA support to the team and completing an automated pipeline of member data.

#### ANALYTICS/VISUALIZATIONS

Working with the Field Operations teams, the IT Department has provided updates and enhancements for several key Tableau Dashboards, including “Club Play” and “NAP Qualifiers”. We are currently working to update the “Membership Retention” dashboard to support the Marketing Department’s growing requirements.

### ***Infrastructure Projects & Support***

#### GENERAL SUPPORT

The IT Department provided on-demand training for Call Center application to Club and Member Services employees. We purchased, configured, and distributed new laptops to Club and Member Services. This important step allows call agents to work seamlessly from home or anywhere with internet access.

Additionally, the IT Department provided training for the ACBL Board members with regards to email, posted the video training to the MIM for reference, and continued support via the BOD Helpdesk.

## INFRASTRUCTURE

Systems Support. The IT Department continued performing weekly maintenance and monthly operating system and cyber security updates, continually monitoring, and managing data backups, performing break/fix, and resolving issues. Also, we to continue work collaboratively with the IT Development team in support of production and infrastructure related issues. With the hire of Dewey Peters as a Systems Engineer, we have begun a renewed focus on the AWS cost savings initiative. We have made significant progress already and expect to implement savings beginning in July.

Tournament Director Support. We have been supporting the return to face-to-face play by bringing Tournament Directors back into the ACBL domain and providing new hardware purchases and configuration or updates to existing devices.

Accounting Department Support. Working with our support vendor, we upgraded Microsoft Dynamics Great Plains (general ledger software) to the latest version with all updates.

## IT SERVICE DESK

The IT Department continued to provide direct support to ACBL employees, both at headquarters and in the field and both remotely and locally. The staff also continued to support the Board of Directors, the Advisory Council and, occasionally, ACBL members. The continued preparations for return to face-to-face play, Spring '22 NABC, return of employees to Horn Lake headquarters, and employee turnover has continued to strain Service Desk operations but, overall, the IT Department has been successful in managing support issues. Over the period March 15 through June 15, 2022, users created 191 Helpdesk tickets and the IT Department resolved 182 such tickets.

## NABC

The IT Department provided information technology support for a successful Fall '21 NABC and Spring '22 NABC, and we are preparing to support the Summer '22 NABC.

## ***Resources***

### NEW EMPLOYEES

The IT Department onboarded new employee Brady Snuggs as a Software Developer in Application Development Support to support current application software and Dewey Peters as a Systems Engineer to provide high level support and add architectural efficiency improvements to our cloud environment. In his role, Dewey will create a bridge between development and support which is expected to increase our overall quality of service.

### TEAM UPDATES

ACBL's Information Technology Department, like that of many other organizations, continues to struggle with the 'great resignation' and has lost two more Developers as well as the Delivery Manager. To reduce staff turnover, we have placed a renewed focus on ensuring that the ACBL has employees in the right roles, providing upskilling and learning programs, and attempting to provide work-life balance.

## VENDOR PARTNERSHIP UPDATES

The current vendor partnership with CodeMotion continues to be very effective. They are assisting the ACBL with the Registration application (software that enables ACBL members to register and pay for upcoming face-to-face tournaments). The partnership with Escola S.A. has been working effectively, and we have begun an extended relationship in application support with this vendor. (See also Application Development Projects–Bridge Operations/Tournaments above.)

## TECHNOLOGY SUPPORT (IT TOOLS)

With the implementation of the Jira Service Desk, we have now provided online training on that tool to substantially all ACBL employees and made available a video of the training. This tool continues to help the team become more effective, efficient, and collaborative. It will allow us to also work with employees on issues and their prioritization. We will also be able to work with vendors within the same tool.

# *Marketing*

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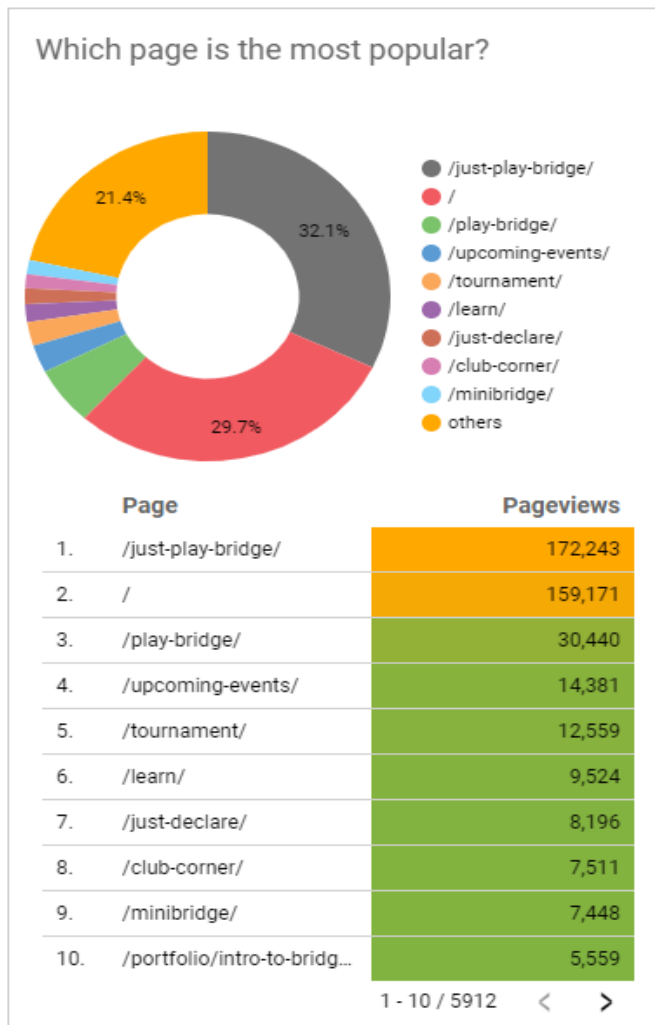
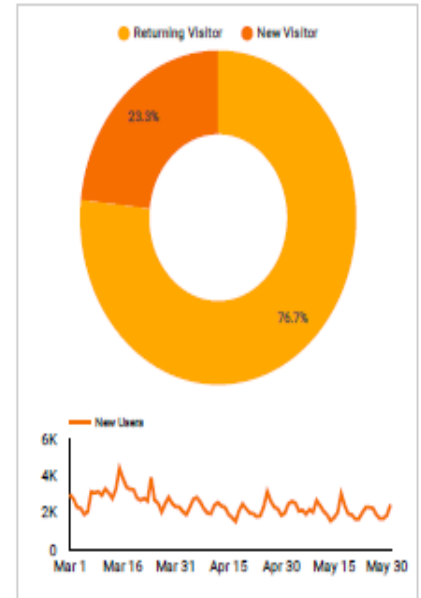
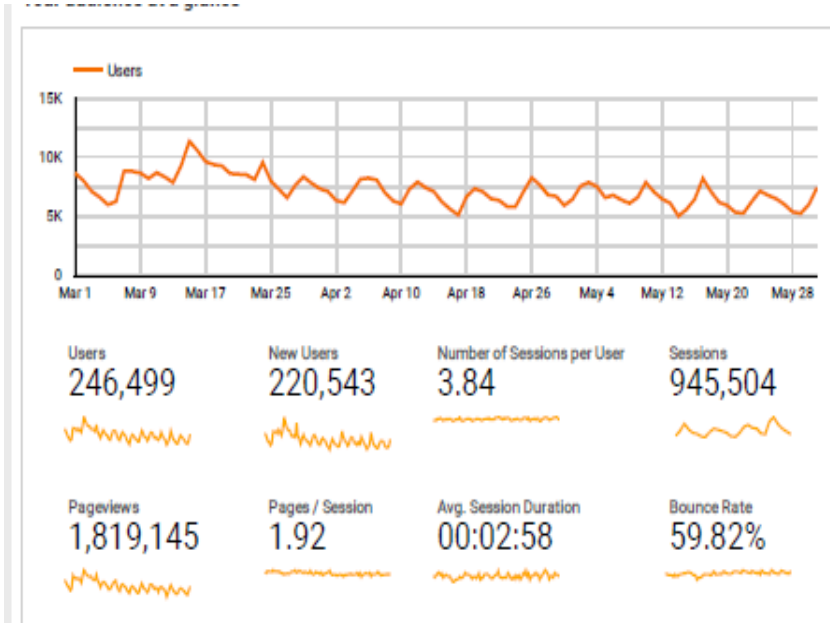
## *Digital Marketing Efforts*

### ACBL WEBSITE

Metrics for the ACBL website remain consistent and strong across the board. Page and content refinements are ongoing based on business owner and member feedback. Our top performing pages continue to be Just Play Bridge, Home, Play Bridge and Upcoming Events. With the return to face-to-face play, the tournaments calendar page moved up in the rankings. To make our search function more effective, we added a documents category that links directly to the document instead of simply taking the user to the page where the information is located.

The June 2022 Member Appreciation Event page had a total of 7,174 views on June 13, a best ever record. Of these views, 4,295 were unique. This traffic increased the website audience by more than 2,000 users compared to the previous Monday (masterpoint cycle update day) and by 4,000 users on a non-event Monday. More than 400 users were active on the page at midnight (the start of event). User peaks of 900+ occurred at 7:00 a.m. and 4:00 p.m. CST. The average page view time was a whopping three minutes and 40 seconds. Both views and average time on page were higher than Just Play Bridge, our most popular page, on that day.

## AUDIENCE (MARCH 1- MAY 31)



TOP SEARCHES		TOP SEARCH CLICKS	
convention card	476	Document Library	142 >
stac	213	Club Corner	133 >
nap	171	Home	103 >
acbl	164	Masterpoints	95 >
convention	156	ConventionCard	85 >
acblscore	152	Club Results	73 >
tournaments	131	2022-23 NAP Qualifiers	67 >
club	123	Just Play Bridge	64 >
live	122	Tournaments	63 >
club results	120	ACBL Administration	62 >

## EMAIL MARKETING & COMMUNICATIONS

As of June 14, a total of 339 email campaigns have been sent in 2022 (not including automated emails), averaging two per day. The average open rate was 53%, and the average click-through rate was 4.24%. Recent industry benchmarks showed that nonprofits have an average 26% open rate and 2.7% click-through rate, so we are ahead in both measurements. The average unsubscribe rate for emails sent March 1 through May 31 was 0.1%, which is well below the industry average of 0.3% per statistics from Hubspot, an email platform company.

Emails that received the most engagement (opens and clicks) were those targeted at current and past Intro to Bridge students, Guest Members, The Longest Day team captains and Patron members. Emails that received the least engagement were those targeted at Junior members and lapsed members.

A second special email campaign to lapsed members who lapsed since January 2020 was created and sent to approximately 25,000 former members. The open rate for this email was 32% and produced nearly 200 clicks on the membership renewal link. Follow-up communications have been planned.

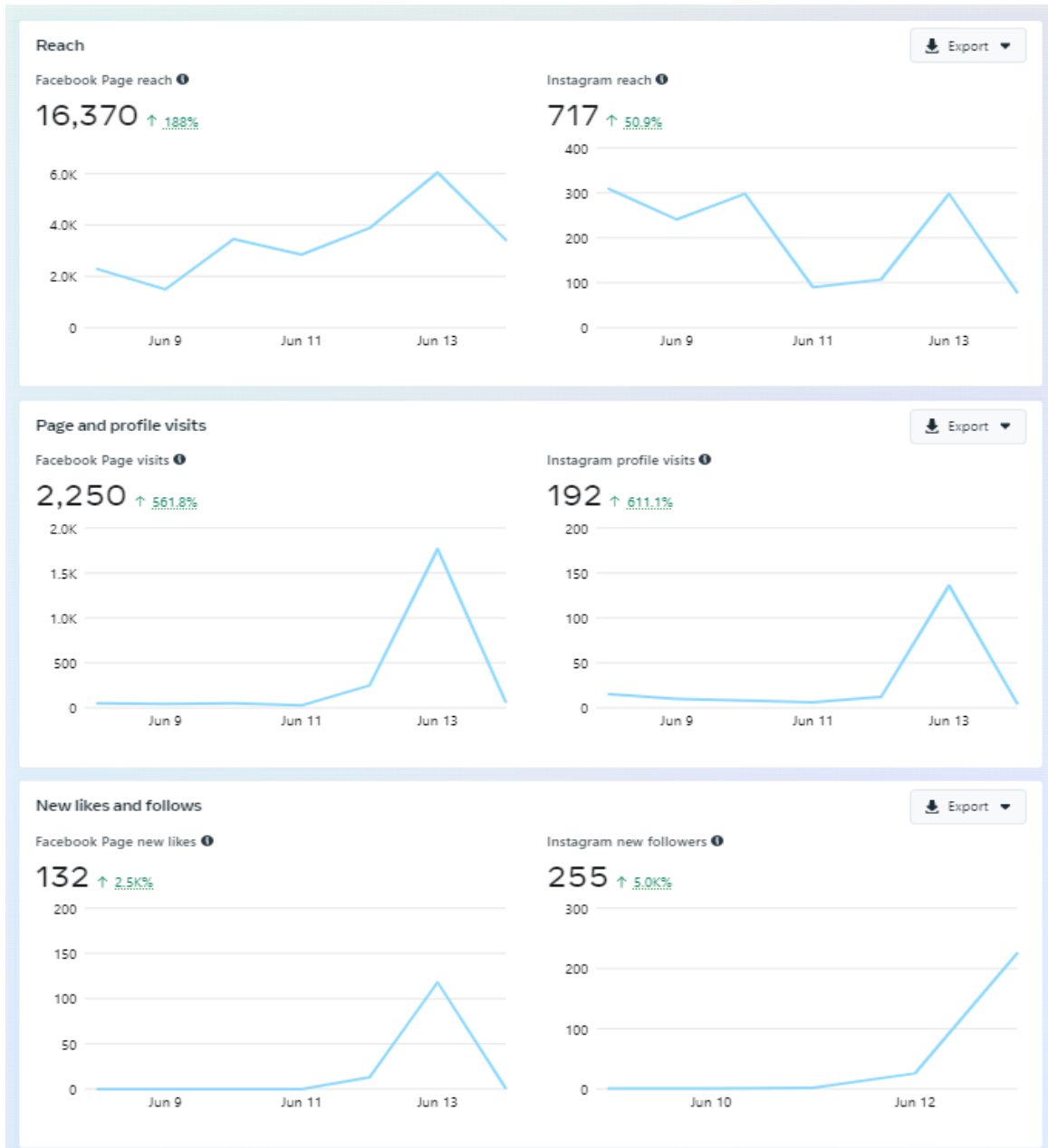
## SOCIAL MEDIA

The ACBL continues to utilize multiple social media platforms (**Facebook**, **Instagram**, and **Twitter**) to engage with current members and others interested in bridge.

As of June 2022, the ACBL **Facebook** page had 11,783 followers, a 3.8% increase from the 11,350 followers reported in the Spring Management Report. In an average week, our **Facebook** posts reach more than 7,000 people. We have expanded the type of content

posted there, including links to the ACBL Speakeasy and the BridgeFeed Funny Pages. As of June 2022, our **Twitter** account increased to 4,058 followers, an 11.5% increase from the 3,642 followers reported in the last Management Report. Currently, ACBL's **Instagram** account has 2,088 followers, a 16.5% increase from that previously reported.

Following the June 13 Grand Slam Member Appreciation Day, in which engaging with and following social media pages was a way to earn entries, there was an increase of 132 'Likes' on **Facebook**, 336 followers on **Twitter** and 255 followers on **Instagram**.



## ***Public Relations***

Memphis firm Obsidian Public Relations continued to assist with various media relations and digital advertising campaigns. For media relations, Obsidian wrote and distributed a news release about the fundraiser for Ukraine relief efforts and coordinated interviews with [WMC Action News 5](#) and the DeSoto Times-Tribune.

In our last Management Report, we reported that the Marketing Department would be following up with local and national media opportunities. In support of that goal, after the Spring '22 NABC, Obsidian wrote and distributed individual news releases for every (domestic) winner and coordinated interviews upon reporters' request. Coverage included the [Santa Barbara Independent](#), [The Independent](#) and [The Community Advocate](#). The media coverage garnered by the ACBL from March through May equals an estimated TV audience of 17,315 and online/print audience of 1,951,499.

For the Summer '22 NABC, Obsidian is currently planning and developing media materials in addition to various communication pieces for attendees. They have created a Google Form for attendees to complete that will enable attendees to share their unique personal stories and experiences at past NABCs. Their stories could potentially be used for media pitches.

Digital advertising campaigns for the ACBL Intro to Bridge courses as well as the Spring '22 NABC Learn Bridge in a Day course have been running on **Google** and **Facebook/Instagram** and have maintained a cost-per-click rate at around \$0.50, well below the \$2.00 goal. **Google** ads from March 1 through May 31 have had 443,000 impressions and 7,920 clicks. For the same time period, **Facebook/Instagram** ads have garnered 150,359 impressions and 5,400 clicks. Intro to Bridge page views have been driven by the social and digital media campaigns with 13,535 page views – 11,772 unique views. Obsidian also developed a new campaign with fresh messaging and imagery for the ACBL Intro to Bridge courses offered this summer.

Obsidian also assisted with various member communication efforts, including the launch of Entry Express. Such efforts included developing tutorial videos and compiling FAQs for the website.

## ***Creative Services***

Creative Services is redesigning the new member packet to improve new member engagement and retention. The reimagined packet has higher quality items, including a membership card, decal and instant scorer, along with an eye-catching design mimicking a bidding box. Additionally, the packet promotes member benefits and directories, such as Find a Club.

In an effort to improve member retention, initial design research into proposed hard-copy rank certificates from Junior Master to higher ranked players has been completed.

NABC signage continues to be improved. Creative Services has partnered with Meeting Services to overhaul signage for increased visibility of event spaces and special areas at NABCs. New signage includes pop-up banners, directional signage, booths and more. The new signage is more consistent across the board with colorized event titles to match the schedule. Special visual materials for celebrity speakers in the Intermediate/Newcomer (I/N) room

were also developed. The paper materials that keep the NABC going are also getting updated with our new look.

Clubs and teachers have been requesting fresh new ads and, accordingly, new content is being crafted. Designs have been created for each request and will continue for future requests with the goal of having a library of templates from which clubs and teachers may choose to promote their lessons and games.

For both social media, email marketing and online ads, we have been adding animation and GIFs to further engagement with our content and modernize our communications.

Through close partnership with the Bridge Bulletin, there has been significant finetuning of the magazine's design for features, recurring content, covers, and the general layout as it transitions design duties back in-house.

### ***Guest Membership Program***

The Marketing Department continues to promote and grow Guest Memberships with more than 3,115 Guest Members coming through the program. The ACBL currently has 468 active Guest Members. The \$29 first-year annual membership promotion was launched on February 15 and 1,241 Guest Members were successfully converted to full ACBL membership. This promotion will continue to be offered and is automatically sent to Guest Members during the period leading up to the expiration of their trial membership.

As previously reported, Guest Members continue to receive monthly reminders regarding the date the online Bridge Bulletin is available as well as highlights on effectively utilizing their ACBL membership. These emails are some of our most-engaged-with of all email campaigns to members. Emails about Guest Membership continue to be sent to prospects, including Just Play Bridge players and non-members who have downloaded the older Learn to Play Bridge software.

### ***Recruitment Incentives***

First quarter 2022 Recruiter Incentives program payments totaling \$6,530 were sent to recruiters who receive \$10 when someone joins the ACBL and \$10 each year when the member renews for years two and three.

### ***Cooperative Advertising Program***

As bridge clubs have started to reopen, we are seeing an increase in ad approvals through the Cooperative Advertising Program (CAP), which reimburses 50% of the cost of an ad campaign up to a maximum \$500 per campaign. These ads promote bridge lessons and/or newcomer programs. Through the first week of June, the ACBL has already processed \$8,800 in reimbursements. This puts the ACBL on track to exceed last year's reimbursements of \$10,423 by mid-year 2022.

### ***Alzheimer's Association Partnership***

In 2022, all Virtual Club games held the weekend of June 18 and 19 will be considered Alzheimer's Association games, and the ACBL's table sanction fees will be donated to the Alzheimer's Association. Clubs who have returned to face-to-face play will be able to choose one day during the week of June 19-26 to hold their events and offer upgraded Alzheimer's Association games. As in previous years, donations may also be made directly to The Longest Day® fundraiser. Through the first week of June, 144 fundraising teams have registered and

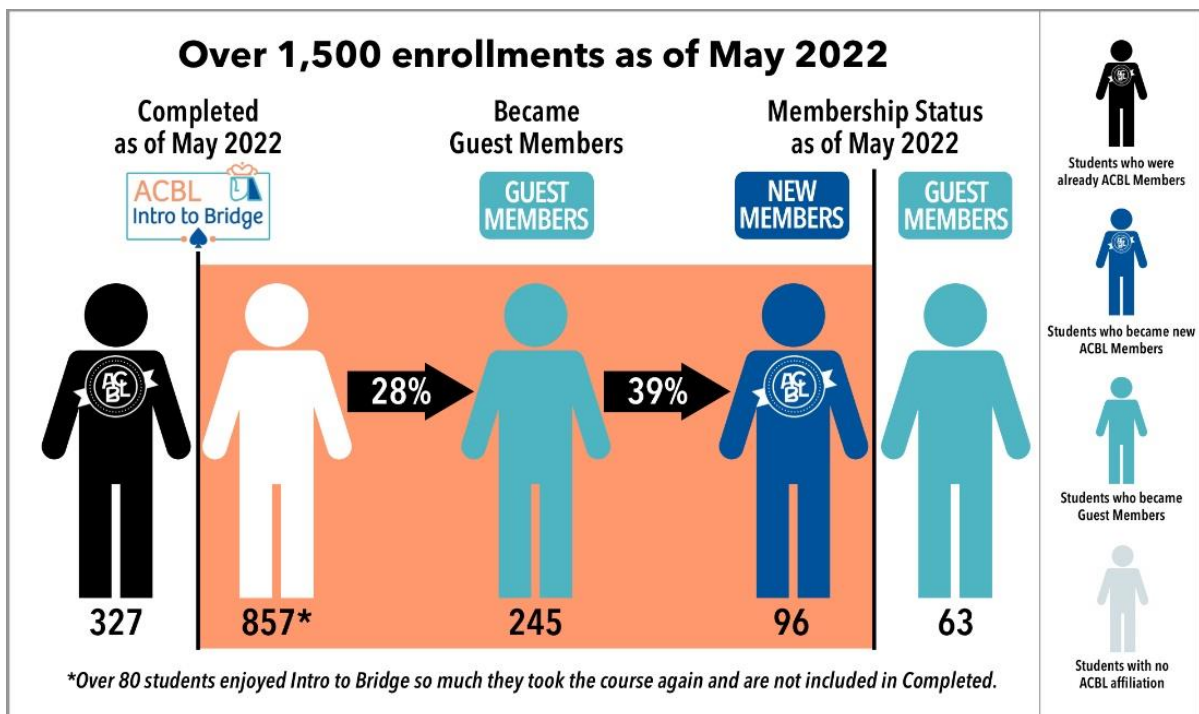
already raised almost \$220,000. In 2021, about 300 Units and clubs raised \$917,000 for the Alzheimer’s Association’s The Longest Day fundraiser, bringing the total raised by ACBL over the years to \$7.8 million for Alzheimer’s patient care and research.

We are also working with the Alzheimer’s Association to later this year schedule informational webinars about the latest scientific research and caregiver and patient support opportunities for our members.

## Education

### ACBL Intro to Bridge

As of June 2022, there are four teachers delivering the ACBL Intro to Bridge course, and, to date, 38 courses including the pilot have been completed with more than 1,500 students enrolled:

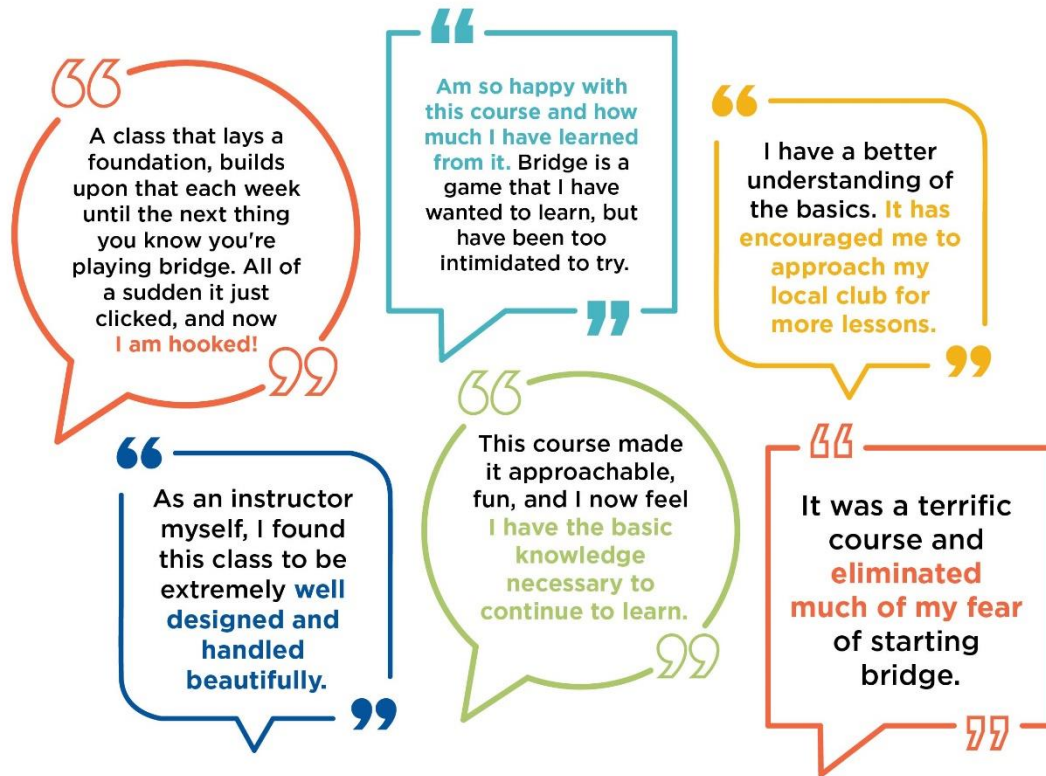


Students are encouraged to sign up for ACBL Guest Membership. As of the end of May, 245 students had taken advantage of this offer, and 96 of those students are now new ACBL members while 63 remain current as Guest Members. Twenty students have earned masterpoints since completing the course.

Students are given access to a private **Facebook** group exclusive to graduates of the program in order to ask bridge questions and connect with other graduates to schedule bridge games. To date, more than 250 students have joined that group.

To continue their bridge journey, graduating students are encouraged to find teachers in their immediate area by either using the Find a Teacher directory or connecting with one of the teachers in the online teacher list. Previously, the ACBL surveyed Club Managers and teachers and compiled a list of face-to-face and online games for 0-5 and 0-20 masterpoint players, and this list is shared with all ACBL Intro to Bridge graduates.

When surveyed after the class, 91% of respondents strongly agree that they would recommend the course to their friends and family, 55% definitely plan to take more lessons (and 33% probably will), while 75% prefer online over in-person lessons.



Seven courses are currently on the schedule starting in June or July, and additional rounds are being offered over staggered start dates and times through early October.

In order to connect graduates with their local I/N Coordinator, we contacted all District Presidents in early May with an offer to send a welcome email to course alumni on that District President's behalf. We have sent over 100 emails for three Districts and one Unit to date.

### ***Online Teacher Certification Program***

The ACBL Online Teacher Certification Workshop, launched in August 2020, focuses on how to use online tools in the most effective and engaging way to teach bridge online as well as teaching best practices that will also apply to face-to-face classes. As previously reported, since the program began 205 teachers have gone through the program and 125 have earned certification. Unfortunately, the course that was listed in May did not have enough sign-ups to make the course viable. However, another workshop will be offered in the Fall.

### ***Best Practices Teacher Certification Program***

The Best Practices Teacher Certification workshop, rolled out in early 2018, replaced the previous Teacher Accreditation Program. It focuses on training teachers how to teach rather than what to teach. Best Practices teachers receive a gold pin upon certification, exclusive marketing materials, and highlights in the Find a Teacher search results on ACBL's website. Workshops are held at the three NABCs, the Gatlinburg Regional, and upon the request of

clubs, Units, or Districts. A workshop was held in January at the Houston Regional, and we expect a few more to be added during 2022 as interest from Units and Districts grows.

### ***School Bridge Program***

<i>Programs</i>	<b>2017</b>		<b>2018</b>		<b>2019</b>		<b>2020</b>		<b>2021</b>		<b>2022</b>	
	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
<b>College</b>	15	29	3	20	15	29	9	4	1	3	6	
<b>High</b>	20	11	11	29	20	11	6	0	0	1	1	
<b>Middle</b>	32	43	57	68	32	43	10	0	3	4	4	
<b>Elementary</b>	66	47	14	99	66	47	30	1	4	1	1	
<b>Total</b>	<b>263</b>		<b>309</b>		<b>225</b>		<b>60</b>		<b>17</b>		<b>12</b>	

<i>Teacher Stipends</i>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>US</b>	\$46,686	\$43,950	\$33,300	\$15,050	\$4,200	\$4,200
<b>Canada</b>	\$27,665	\$20,650	\$14,000	\$4,550	\$350	\$0
<b>Total</b>	\$74,351	\$64,600	\$47,300	\$19,600	\$4,550	\$4,200

The COVID-19 pandemic was hard on the school bridge program. For the Spring 2022 semester, we supported 12 programs with materials and/or stipends. The ACBL Educational Foundation is funding an online Youth bridge program that we hope will translate into more school bridge participants in the future.

### ***College Programs***

An ACBL Educational Foundation grant allows the ACBL to support student bridge clubs and coaches with stipends and bridge supplies. Fall 2021 saw the return of face-to-face instruction for most schools, and we did see some programs start to bounce back from the COVID-related decrease in 2020. Nine schools submitted Spring semester reports, and seven schools applied for and received stipends.

College students have access to the College Bridge Online (CBO) Club, a free and exclusive online bridge club on the BBO platform that offers daily individual practice tournaments, free robot rental, and bimonthly special tournaments with masterpoint prizes. Since the tournaments began in October 2017, CBO members have logged over 127,500 individual entries, over 1 million boards, and almost 14 million tricks.

The ACBL and the ACBL Educational Foundation awarded travel packages to six teams and 12 pairs to travel to Providence and compete in the 2022 Collegiate Bridge Bowl team and pair events over July 21-23. In addition, the ACBL Educational Foundation agreed to offer travel packages to the 2020 pair and team qualifying winners whose Bridge Bowl was cancelled due to COVID-19. Two teams and six pairs accepted the offer. Thanks to a grant from Mitch Dunitz that was matched by the ACBL Educational Foundation, six more pairs were added to the list of participants, and they also received travel packages. In total, 80 college students are being sponsored to participate in the 2022 Collegiate Bridge Bowl, and we expect additional participants to register on site.

The Team Championships will now be named the Mitch Dunitz ACBL Collegiate Bridge Bowl Team Championships in honor of the work Mitch has contributed to support college bridge. Scholarships totaling \$28,000 will be awarded in the team and pair events by the ACBL Educational Foundation.

In addition to the usual team and pair events, the ACBL will be hosting individual games for all players the first three nights of the Bridge Bowl, and Mitch will be sponsoring a *Pizza and Pros* individual game on Saturday evening that will provide participating students an opportunity to play with some of their bridge idols.

## **2022 Youth NABC**

The next in-person Youth NABC will be held July 21-23 in Providence and will provide cardroom, open pair and team events for both beginning and more advanced Juniors under age 20. Youth have two opportunities to play each day, free lunches for participants, and a closing reception for players and family. Participation is free, but the participants must be ACBL members. While the coronavirus pandemic has taken its toll on the school bridge program and face-to-face bridge among Youth, it is hoped that some of the Educational Foundation's BridgeWhiz students will want to try in-person bridge by attending the Youth NABC. Registration is now open, and Juniors who registered before June 15 will receive an exclusive t-shirt and book bag. Information may be found at [acbl.org/ynabc](http://acbl.org/ynabc).

## **Lifelong Learning**

The ACBL supports lifelong bridge learning through the Osher Lifelong Learning Institute and several other unassociated lifelong learning programs. Although face-to-face continuing education declined during the coronavirus pandemic, since January 2022 the ACBL has supported 15 lifelong learning programs with materials and/or stipends and more programs are expected to be added this Fall.

## **Editorial**

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The Apr-May-June 2022 issues of the Bridge Bulletin featured stories on the 2022 Spring and Summer NABCs; the 2021 Ace of Clubs and Mini-McKenney races; Charity Foundation and Educational Foundation updates; a report on the Hilton Head Regional; continued coverage of the new ACBL convention card; a report on Patty Tucker's "Jump Start Bridge" program as well as the Vanderbilt Knockout; and Marty Bergen's induction into the Hall of Fame. Feature stories included bridge history featuring former President Dwight D. Eisenhower and, sadly, the passing of Eddie Kantar. The July issue will include minutes of the Spring Board meetings.

Editor Chip Dombrowski is assembling the Providence Restaurant Guide and Pre-Bulletin.

Increases in paper, ink and freight costs continue to affect the expense of Bulletin production.

## **Office of National Recorder**

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The Office of National Recorder consists of National Recorder Jeff Edelstein, Assistant National Recorder Justin Coniglio, and Administrative Coordinator Sabrina Goley. Tournament Directors Nancy Strachan (D2) manages Player Memo files, Rob Maier (D4) assists in investigations, and Mark Smith (D9) helps investigate Player Memos and prepare

evidence for hearings. The Office of National Recorder continues to provide phone and email support to members and District officials involved in the disciplinary process.

The National Recorder along with Ryan Connors, Martin Hirschman, and Justin Coniglio serve as Charging Party Advocates (Connors is the lead Advocate). Several investigators are utilized.

Since April, twenty-one recorder complaints have been submitted to the Executive Director alleging online cheating. All led to formal charges being filed against those members. Nine of the charges have resulted in Negotiated Resolutions (all of which are awaiting approval by the Appeals and Charges Committee), three have resulted in an Online Ethical Oversight Committee (OEOC) hearing, eight are scheduled for an OEOC hearing, and one resulted in a Resignation to Avoid Discipline. Two Negotiated Resolutions stemming from a 2021 case have recently concluded. Sixteen other members are currently under investigation for online cheating.

Several changes regarding methodology and practices have recently been implemented. A standardized evidence format is presented to the Charging Party for approval and, if approved, to the OEOC. Case turnover time has improved dramatically – it now requires a maximum of ten days from the time a Player Memo is filed to a letter with charges being issued, if necessary. New cases have been prioritized for several reasons, including among other things flagging memories regarding years-old hands, parties difficulties accessing old records, and newer cases becoming cold cases as they await their turn at processing.

205 Player Memos have been logged to date this year, including 14 from the Spring '22 NABC, 12 from OKBridge, 20 referred to District Recorders, and the remaining 159 from online play on BBO.

<b>PLAYER MEMO REPORT AS OF MAY 31, 2022</b>										
	2019 Spring	2019 Summer	2019 Fall	2019	2019	2020	2021	2022	2022 Spring	2022
	NABC	NABC	NABC	Non-NABC	Total	Total	Total	Non-NABC	NABC	YTD
<b>Total Player Memos Reported*</b>	38	34	22	184	278	1091	518	182	14	196
Conduct	8	12	8	59	87	62	24	22	4	26
Bridge Related	17	19	7	56	99	410	161	143	6	149
Ethics	18	8	7	84	117	571	237	13	4	17
Other	2	1	0	13	16	72	27	0	0	0
<b>Number of Player Memos Handled By:</b>										
Unit Recorder	N/A	N/A	N/A	36	36	N/A	N/A	N/A	N/A	N/A
PM resulted in Charges brought by Unit	N/A	N/A	N/A	7	7	N/A	N/A	N/A	N/A	N/A
District Recorder	N/A	N/A	N/A	78	78	25	1	19	0	19
PM resulted in Charges brought by Distri	N/A	N/A	N/A	6	6	5	0		0	
National Recorder	38	34	22	51	145	1002	458	154	14	196
PM resulted in Charges brought by Mgmt	2	1	0	12	15	50	9	11	0	11
PM resulted in Charges brought by DIC	1	1	0	0	2	N/A	N/A	0	1	1
Other (Filed or Club Matter)	N/A	N/A	N/A	19	19	64	59	7	0	7
<b>Key:</b>										
PM = Player Memo										
* Player Memos reported may fall into more than one category										

<b>DISCIPLINARY HEARINGS AS OF MAY 31, 2022</b>								
	2016	2017	2018	2019	2020	2021	2022	
<b>Appeals and Charges Committee</b>	<b>13</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>22</b>	<b>23</b>	<b>6</b>	
Automatic Review	6	5	2	3	7	10	2	
Automatic Review and Appeal	2	0	0	1	0	0	0	
Appeal	3	2	2	0	0	0	0	
Request for CDR 9.2 Hearing	2	1	0	1	0	0	0	
Negotiated Resolution	0	0	1	1	15	13	4	
Request for Readmission	0	0	1	2	0	0	0	
Violation of Discipline	0	0	1	0	0	0	0	
<b>National Committees</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>5</b>	
ACBL Disciplinary Committee	1	5	6 <sup>(1)</sup>	4 <sup>(1)</sup>	2	1	0	
ACBL Management	0	4	4	0	1	1	1	
Ethical Oversight Committee	3	0	0	3	1	0	0	
NABC Tournament Conduct Committee	1	1	0	2	0	1	1	
Online Ethical Oversight Committee	N/A	N/A	N/A	N/A	8	8	3	
District Appellate Committee	6	0	1	1	1	0	0	
District Disciplinary Committee	20	11	20	16	6	0	1	
Unit Disciplinary Committee	16	8	14 <sup>(1)</sup>	8 <sup>(1)</sup>	1	N/A	N/A	
District Disciplinary Committee	4	2	5	8	5 <sup>(2)</sup>	0	1	
Tournament Disciplinary Committee	0	1	1	0	N/A	0	0	
<b>Endnotes:</b>								
<sup>(1)</sup> Three were resolved by Negotiated Resolutions.								
<sup>(2)</sup> (2) Negotiated Resolution, (1) Review of Recommended Additional Discipline, (1) Standard Hearing								
<sup>(1)</sup> Two hearings were appeals of club barrings.								
<sup>(1)</sup> One hearing was appeal of club barring.								
<sup>(1)</sup> One resolved by Negotiated Resolution.								
<b>Cases in progress (Charge Letters, Notice of Hearing and/or Appeal Received):</b>								
Appeals and Charges	4	3 NRs, 2 Automatic Review						
District Disciplinary Committee	3							
Online Ethical Oversight Committee	3							
<b>Recorder Complaints</b>								
	10							