

Executive Summary - Advisory Council Meeting – Video Conference.

Finance: Net Assets grew \$1,176K through June 2024 versus 1 year ago driven by investment gains \$401K and a net gain on operations \$775K. Total Assets & Liabilities of \$19,094K are up \$1,902K versus 1 year ago.

Marketing: Bronia shared progress toward an online focus for all things bridge to attract and hold prospects.

Bylaw Change passed 34-2 allowing the Membership Meeting to be in person or online.

Motions for reconsideration of 242-BR02 and 242-BR03 passed by 28-5 each.

EDGAR identified 242 cheating players and 189 players possibly cheating. 44 Fast Track Discipline penalties, 36 negotiated resolutions completed. 11 Arbitration cases pending.

Advisory Council Nominees for Chair: Steve Moese, Peter Marcus, and Richard Popper

Advisory Council Nominees for Vice Chair: Henry Robbin

Membership¹: Total Members 129244 are down (4,729) from 131973 one year ago. The decline continues. New members at 4047 are down (-9.3%) from 4463 one year ago. Guest members at 2068 are up 172 from 1896 one year ago.

Table Counts¹: F2F Club Games hold a 32% share, VACB games 8% and BBO Games 60% share of total club tables. For 2024 there have been 1.67MM Club Tables to date.

The following data was not shared during the General Meeting but was reviewed by the Board of Directors.

Note 1 – The Membership data and the Table Count data below were not shared during the Advisory Council meeting but were shared with the Board of Directors.

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024
F2F	91370	91238.5	93080.6	93543	91480	84108	89218
# of F2F clubs	1594	1620	1630	1629	1609	1580	1552
VC (ACBL below included)	35115.5	25394.5	23751.5	27717	24283	27370.5	22851
# of Virtual clubs	258	254	239	233	219	215	203
Total BBO	178749	160870	167023	157176	163047	157486	163096
BBO 12 Bd games	133754	122852	135987	123900	128070	124860	127445
BBO 18 Bd games	43580	38018	29527	33276	33491	32626	34099
BBO 0-5 (free)	1415	0	1509	0	1486	0	1552
Total Club Tables ALL	305234.5	277503	283855.1	278436	278810	268964.5	275165
% F2F	29.9	32.9	32.8	33.6	32.8	31.3	32.4
%VACB	11.5	9.2	8.4	10.0	8.7	10.2	8.3
%BBO	58.6	58.0	58.8	56.4	58.5	58.6	59.3
	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024
ACBL Community Games	398	380	304.5	323	157	117	(hiatus)
ACBL Clubhouse Games					631	889	662

For Tournament Tables:

TABLES	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024
Regionals	8070.5	6472.5	2097.5	6314.5	8317.5	7574	4800
Sectionals	8979	12461.5	11392	5043	11271.5	12388.5	5779

Submitted Respectfully,
 Stephen Moese K082411,
 Vice Chair ACBL Advisory Council

AGENDA

Doug Couchman, Chair, called the spring general meeting to order at 7 PM ET. He recommended all District Representatives rename themselves with their District number. Doug welcomed new AD members to the meeting. He reminded everyone that the Advisory Council is a conduit to and from Members and Management/Board of Directors. We all need to do our communication work to keep our Districts, Units and Members updated about what's happening. Go out and spread the word about what's happening here.

The AC minutes from the general meeting in March 2024 and the Special meeting in July 2024 were approved.

ACBL President – Margot Hennings

Continues to enjoy working with **Bronia Jenkins, Executive Director**, toward growing members and ensuring a future for this game we all love. Cited the fun and energy filled environment from recent NABCs thanks to Bronia's leadership. Challenges of Board operations continue with fewer members. Figuring out communication and inclusiveness. Working with management and staff on strategic goals and financial stability of the organization remains top priorities. I've set up several task forces: Membership recruitment and retention, Clubs, NABC Business Model, and Online Presence. The Board is focusing on how to make NABC tournaments affordable and relevant. Expect motions in Las Vegas in the Fall.

A quorum was confirmed present for the AC Meeting. 67 total attendance.

Management Report – Bronia Jenkins

Litigation Report – outstanding suit by Hammond Software vs EDGAR naming ACBL as a co-defendant. Awaiting preliminary ruling.

Questions

D25 Peter Marcus – Now that the Director's Salary lawsuit is closed, how much overtime was paid to the directors as a result of the lawsuit?

Bronia Jenkins – I can say approximately \$60,000K if all that was paid was overtime.

D25 Peter Marcus – Can you tell me what the ACBL paid attorneys for the defense?

Bronia Jenkins – The total attorney fees were in the neighborhood of \$500K.

D25 Peter Marcus – That's hard to believe given the ACBL had to pay my attorneys \$337K alone. I estimate the cost to the ACBL closer to \$800K. Was that an intelligent use of ACBL funds?

Bronia Jenkins – I cannot answer for decisions made 15 years ago.

D25 Peter Marcus – There are other directors (approximately 16 associate and National Directors eligible to claim overtime back to 2021. This has not been paid and they are not aware of any action to pay them. There are a possible 16 lawsuits pending. Perhaps the ACBL can contact these directors and pay them. The directors not in the class are subject to the benefits from the court decision.

Bronia Jenkins – Will check in to these payments to the 16 directors affected. Will answer by about August 15, 2024.

Jay Apfelbaum D4 – What is a "rule 101 motion"?

Bronia Jenkins - EDGAR filed a declaratory judgment attempting to invalidate the patent.

Financial Report

- \$900K ahead of budget due to a change in long games on BBO and better tournament operations. Awaiting key IT hires. Underspending Marketing initiatives so far.
- Investments up \$401K.
- More detailed report available online.

Marketing

Online and Face-to-Face (F2F)

- Looking for prospective bridge players.
- Nurture new and guest members
- Be a center for access to all things bridge. We can provide an online product centrally located in the ACBL.

Need the help of people on the ground to run any recruitment and retention campaigns. Goal is to support recruitment initiatives, provide resources for recruiters and make recruiters aware of resources they can use.

PRE-BRIDGE: Games for people who don't play bridge (yet) -

"Bridge War" is a simple way to introduce non bridge players to bridge. When asked "Do you want to learn about bridge?" people say no. When asking "Do you want to play Bridge War?" they are intrigued. Dealer is always the declarer, left of the declarer leads, dummy is opposite the dealer. Play to 1NT. The more explanation the less fun. The less explanation the more fun. After a few hands, the people who are interested start asking questions – they have made a connection. We use Tricky Bridge, Amaresh and Dool (also Hool), 24-24 a 6-card 2 person game, 52-52 another 2 person game – entertainment instead of education.

Free Social bridge offering up to 40 boards (35-40 people). 18-30 Year olds brought only 1 table. Working on participation recognition points. Club, diamond, Heart, Spade points etc. Reward people for mentoring players. We want to have a complete product that will appeal to all prospects. Will take up to 2 years to build to that point. Product not yet ready for heavy advertising.

Changes to **guest membership** – free forever. Require fewer questions up front. Get the details when they join full time. Up to 20 clear/black masterpoints. 50% of membership fee for year one full membership. Want to open up the recruiting. Teachers, club managers, players can be recruiters including organizations (e.g. pickleball 901). Recruiter codes prepopulated also using QR codes. Accounting method TBD. No longer sending checks (costly).

Intro to Bridge – class developed by the ACBL. Wants to have a class starting every week. Will pay existing teachers and they also get membership rebates from students. When developed, will get national advertising. Want to give prospects a buffet of bridge offerings they can choose from. 10 cute videos online from grad student.

ACBL Clubhouse - Joint collaboration with BBO – 0-299 players. Not many places for 0-299 players to play online. Glitter points (Silver and up) will be awarded. Looking at new types of games like **individuals** as a way for people to find partners online. Clubhouse sends money back to clubs and recruiters (\$1.25 each). Have to ensure players are referencing their clubs and recruiters so that they get credit.

Supporting the Ecosystem:

BOOST program for teachers.

Bridge Ambassador Program – introduce bridge to the community. \$250 gift card.

Stipend – for new ideas

Advertising Templates – online resources

Cooperative Advertising Program

Incubator Program – ways for new ideas to get off the ground.

Regional Gifted Student Conferences – funding booths to expose bridge. Some 1200 students so far this year.

Future online will be on many different platforms.

Questions –

Doug Couchman – How many people are participating in the Clubhouse?

Bronia Jenkins - So far its unsuccessful. We are working to increase awareness and attract available members. U299 members are 70,000 of our 123000. Of them only 20000 are online. Not sure where the other 50000 are. Trying promotions. Moving to 12 board games from 18 board games. 18 are just too long for u299ers. Operationally, Clubhouse is a success.

Doug Couchman – 5/5/5 program update?

Bronia Jenkins – We’ve paid out only 76% of the available funds. Of 288 units, 173 did nothing. 220 units did poorly in their activity grade. That’s a problem. Most of these units are small. Some of these have woken up. We’ve been doing training. About 50 Units got more than 11%.

We are studying the scale for reimbursement. Will consider widen the scale to enable poor actors to get some funds.

D19 Hugh McSheffrey - \$10/session/player discount for staying at host hotel or local district members. Are people staying at the host hotel? Will the policy continue even if the room target is met?

Bronia Jenkins – Unbelievable how this has changed things for the better. Host hotel incentive necessary to meet room quota. We get space by guaranteeing rooms. Vegas is fully sold out. Yes – the discount will continue. Means \$200 for the entire tournament to the player.

D19 Hugh McSheffrey – What about convention centers?

Cost \$250K to \$500K for convention center space.

D2 Wybren Hoogland– Clubhouse games and 18 boards. 12 boards mean you play for about an hour. Huge income opportunity for ACBL. On 5/5/5 people do not understand this is a quarterly activity.

Bronia Jenkins – I agree.

D11 Vangie Smith – The Clubhouse got dedicated support from the BBO. Lots of different flights. Having so many options for people to try can be confusing for everyone – prospects and recruiters alike. Give the Clubhouse more time. I play online exclusively because of my health. If you go to a 12 board game lower level players cannot play in an hour. Speedball takes one hour, and that’s too fast for the beginner.

Bronia Jenkins – 12 Boards take an hour and a half.

D12 Martin Hirschman – I chair the AC Committee on Anti Cheating. Two years ago we agreed to pilot tablets in to team events at the NABCs. Decision to borrow the USBF equipment but there was a problem. What is the status?

Bronia Jenkins – Survey after the Chicago Tournament – Strong feelings for and against with the majority against. NABC+ Ethical Behavior Policy is different than in the past. Outlines F2F NABC and ethical issues. Automatic penalties, player integrity panel (anonymous) will award penalties – asked not to play in NABC events, etc not suspension or probation.

D12 Martin Hirschman - What precipitates action against any player?

Bronia Jenkins - We record NABC events all calls for unethical behavior. In the past people did not call the TD. A committee recommended these changes. Reporting to the player integrity panel is in addition to legal sanctions.

D12 Martin Hirschman - Are we talking about 2 different things? The goal was to prevent signaling like what happened in 2015. The tablet speaks to different concerns – run the cleanest game possible.

Bronia Jenkins – We are not going to tablets. The C&C Committee agreed.

D12 Martin Hirschman - BBO Contract – what approach is the league taking?

Bronia Jenkins – We are in discussions with BBO about how to go forward. There is no way to sign an exclusive contract. We need to be able to create innovation, we need to be able to provide education, we need to be able to provide different ways for people to play bridge. We are not signing any contract that look anything like the current one.

Bylaws Change – Due to a miscommunication we did not present this approved change to the Advisory Council. Change allows the Annual Membership Meeting to be held either at a physical location or online. Putting this meeting online makes it accessible to more members.

Discussion:

D25 Peter Marcus – Makes complete sense.

D19 Hugh McSheffrey – Every meeting should be available online to members. Do both?

Bronia Jenkins – Did hold both an in-person and an online membership meeting. Both were poorly attended. Intend to hold an official meeting in person and an informal meeting online.

D1 Leo Weniger – Not one person showed up to the membership meeting.

VOTE: 34 Aye – 2 Nay – The Bylaws change passes, and the change is effective immediately.

Doug Couchman – Doug-reviewed Board of Directors actions –

ID	Title	BoD Action
242-AC02	Update of Recorder Regulations	Passed Unanimously
242-AC01	Action Item – Change treatment of Negotiated Resolutions	Passed Unanimously
242-	Appointments to OEOC	Passed Unanimously
242-BR01	Redefinition of Limited Regionals	Passed on Consent
242-BR02	Change to GNT (Flight C 0-750; Flight B 0-3000)	Passed 12-1-0
242-BR03	Change to NAP (Flight C 0-750; Flight B 0-3000)	Passed 12-1-0
242-BR04	MP for Current Club Games – No online table count boost	Passed Unanimously
242-BR05	75 Mile Restriction on Club Games	Deferred
242-GV01:	Regional Director Elections When No Declared Candidates	Deferred
242-GV02:	Board Oversight Committee Members	Failed 4-9-0
242-GV03:	Changes to the Role for the Board Executive Committee	Failed 2-11-0
242-GV04:	Revised Board Meeting Procedures	Passed on Consent
242-GV05:	Policy Regarding Official ACBL Publications	Passed 12-0-1
242-GV06:	Board Social Media Policy	Tabled
242-GV07:	Removal of the Education Foundation Bylaws from the Codification	Passed on Consent
	Board email policy	Tabled
New	Modification to Motion Changing Meeting Stipends Proposed by David Lodge	Passed 12-1-0

D14 Mike Cassell – GNT Coordinator 2008-14. Promoted play by newer players. Grass Roots events are a portal for newer players to the NABCs. Need to find a way to bring people who have no NABC experience a way to get them there. Its more important than giving experts a free trip. Bronia mentioned about the absence of the U199 players from the Clubhouse.

D2 Wybren Hoogland– People participate in the NAP not in the GNT. Club games don’t encourage team games. GNT needs soething different to encourage participation.

D25 Peter Marcus – with flight C as NLM we grew from 5 tables to 60 tables (3 years ago). Letting LMs play in flight C will help a few people above 500 MPs but will destroy the event for NLMs.

MOTIONS FOR RECONSIDERATION –

D25 Sue Miguel – Moved to reconsider BR02 and BR03, the changes to the GNT and NAP. Seconded by **Steve Moese**.

Doug Couchman – Reminded the Advisory Council that a motion for reconsideration is compulsory on the Board of Directors and allows consideration only of the existing motion.

D25 Sue Miguel – In District 25 we have a long history of attracting new players to tournament bridge and more importantly continuing a lifetime journey. We turned our attention to the GNT. Years ago we had 5 tables. By advertising gold points among NLMs ONLY, we grew this to 60 tables in just a few years. We are also successful in moving people up the flights.

This change must be data driven. 67% of ACBL members are U500. Only 3% more are in 600-800. The# LMs in each is not readily available. We are trying to engage the largest number o players. We have to engage the players where they are. NLMs do not enjoy playing against LMs. NLMs are the lowest participating cohort in tournaments. If we can't draw them in, we have no way to succeed. Other districts can follow our lead. Allowing LMs to lay in the Flight C destroys the key attractor.

D4 Bret Kunin – These points made are extremely cogent. Retain NLM for flight C.

D12 Martin Hirschman – Supports this motion. Fascinated by the idea to recast this event for newer players. Should consider lower limits to encourage more NLMs.

D2 Wybren Hoogland– Should be a 0-300 for GNTs. Team games are not played in clubs.

D25 Peter Marcus – the motion is about reconsidering exactly what the board passed. Start with what we have and can fix.

D20 Samuel Asai – Richard Carle and I agree with Sue – He also advocates lower masterpoint limits

D24 Jeff Bayone – Perception is key in this area. When we raised our game from 500 to 750 it took a long time for people to feel comfortable again. 0-500 and NLMs.

Bronia Jankins – How do we work on perception? Moving the boundary to 750 is in part due to MP inflation. There is no choice for U750 NLM in ACBLScore.

D11 Vangie Smith – I agree with Sue. Years ago, when LM was 300 MPs, the flight was NLM up to 500 MPs. Keep U500 NLM for flight C.

D1 Tim Edwards-Davies – The 6000 MP limit on A is a good argument to get more people to participate. There is a big gap between 6000 and people who have won NABC events.

VOTE TO RECONSIDER BR02-GNT

Yea – 28 Nay – 5

The motion passes.

VOTE TO RECONSIDER BR03-NAP

Yea – 28 Nay – 5

The motion passes.

OLD BUSINESS

R7 Larry Sealy – Report on EDGAR

Article in August Bridge Bulletin describing how the ACBL uses EDGAR to discipline online players.

Recent progress March – June:

96 Reds in Louisville (sure cheaters).

Learnings incorporated in May 8, 2024 CDR update.

- FTD based on each players MP holding.
- Heightened scrutiny reduced to Unit Officials (Pres, VP, Treas, Sec'ty, Recorder).
- 50% increase in suspension for cheaters with multiple partners.
- People under suspension can volunteer for non-bridge activities. Dues must be paid.
- Action item to Mgmt for FTD cases to reflect MP change.
- Directed Nat'l Recorder to investigate YELLOWS (likely cheaters but not pass criteria for RED).

- Similar action item for Negotiated Resolutions.

Updated Edgar Stats Shared

5250 players requested by ACBL

Some examined players have been examined several times. Includes partners of players requested.

cases resolved by FTD.

Expulsions.

On the Order of 30 NR's and 11 cases pending before the IBA.

Zero ACBL Employees, Management, BoD and AC members flagged. 2 players found where one was in a position of high leadership.

So far we have 242 Reds and 189 Yellows. Redundancy in the players examined means the percentage of reds and yellows is not yet exact. Working on improving the data.

44 FTDs, 36 NRs, 11 IBA cases (8 pairs, 3 individuals).

Complete everyone screened in 18 months.

Questions

D11 Steve Moese – What does EDGAR cost?

R7 Larry Sealy – We have 2 FTEs in the Recorder office. Compliance coordinator as well. A number of volunteers help with one part-time on call person.

D11 Steve Moese – Looks like little incremental cost. Thanks.

D14 Mike Cassell – Range of negotiated Resolutions?

R7 Larry Sealy – Meant to have a link to the website page where you can go to see all the hearing reports.

FTD: warning to 1 year suspension if the complete online ethics certification and fair play pledge (15 minutes) If not, the suspension doubles. Most have met those requirements.

All others NRs from 6 months to 3 years depending on circumstance.

Nominations for Officer Elections –

No election is required for Secretary – the Chair may appoint that person.

Chair for terms beginning next year. If the election is contested we will hold debate sessions with candidates.

Steve Gaynor nominates Steve Moese for Chair. Seconded.

Peter Marcus – Self nominates for Chair. Seconded by Sue Miguel.

Doug Couchman nominates Richard Popper, seconded by Jay Apfelbaum.

Vice Chair

Anyone who runs for chair and is not elected may run for vice chair.

Doug Couchman nominates D15 Henry Robbin seconded by Steve Moese.

Nominees:

Advisory Council Chair - Steve Moese, Peter Marcus, Richard Popper

Advisory Council Vice Chair – Henry Robbin

NEW BUSINESS -

D11 Steve Moese – Teachers and Club Managers Committee input shared on pending contracts for online bridge. We support the direction management is going – eliminate exclusivity, enable other platforms to compete for ACBL masterpoint games, enable innovation among other platforms. Consider recognizing best in class performance by platforms.

Doug Couchman – proposes scheduling townhall meetings. Our job is to act as a conduit between members and leadership. We cannot pass information that we do not have. We will hold another series of town halls. We are going to divide them up by region. Invite someone from each unit who can speak to what’s happening. Will send an email to all about this effort. This is your opportunity to do something important for members we represent.

D11 Steve Moese - Whoever volunteers should be able to send emails to everyone in the Region.

D1 Leo Weniger – perhaps the candidates can run these meetings so we can see how skilled they are.

D25 Peter Marcus – Gwynne Garthright can send emails for us.

D25 Sue Miguel – I volunteer to send emails to my district.

D1 Leo Weniger – What determines the topic of the meeting?

Doug Couchman – the chair will help set the agenda. Listening to the members is what people appreciated.

Doug Couchman reminded everyone when we are kind and generous to each other our partners and our opponents. Goodwill to all is really a part of this game. Moved that members recently attaining the rank of life master be recognized as life master with all the benefits pertaining to that rank. Motion accepted by acclamation.

With no further business before the board Doug adjourned the meeting at 9:28 ET.

Respectfully Submitted,
Steve Moese K082411
Advisory Council Vice Chair
Chair, AC Teachers and Club Manager’s Committee
D11 AC Representative

APPENDIX 1 – Chat Notes

19:07:56 From D11 Steve Moese to Doug Couchman (AC Chair, D17)(Direct Message):

We have a quorum

19:53:29 From XPres - Jay Whipple to Everyone:

<https://cloud.bridgefinesse.com/555Dashboard.html>

19:54:50 From D11 Steve Moese to Everyone:

Thanks Jay!

20:05:25 From Susan Miguel D25 to Everyone:

Bravo!

20:30:23 From Susan Miguel D25 to Everyone:

We have a secret sauce to blow up your GNT attendance. Be happy to chat. suemiguel@cox.net

20:30:52 From D11 Steve Moese to Everyone:

Can you give us the top 3 lines?

20:31:15 From D20 Rich Carle to Everyone:

Allow GNT club-qualifiers to be IMP pairs! Get players to learn IMP scoring.

20:32:16 From Mike Cassel D14 to Everyone:

We require club qualification to participate in the district GNT final. If f/f clubs don't offer IMP pair or team games the newer players are completely lost when it comes to the GNTs

20:42:58 From D4 John Dickenson to Everyone:

Well said, Sue

20:44:37 From D11 Steve Moese to Everyone:

Great message for all of us.

20:44:41 From D11 Steve Moese to Everyone:

Thanks Sue

20:46:12 From D20 Rich Carle to Everyone:

Thanks, Sue, I agree with your points!

20:49:55 From D20 Rich Carle to Everyone:

RE: NA Events, clubs don't run club-qualifiers because of the extra costs,

20:50:13 From Mike Cassel D14 to Everyone:

Sue's comments reinforce the need for the sharing of best practices. There is so much accrued wisdom that is in peril due to the demographic cliff. My idea for an online portal to share best practices is, once again, being shared with a few folks I've already floated the idea with.

20:50:17 From D20 Rich Carle to Everyone:

ACBL should lower the surcharge,

20:55:59 From D20 Rich Carle to Everyone:

4 flights in NAP to match the GNT is great!

20:56:19 From Susan Miguel D25 to Everyone:

That's everyone.

20:56:21 From D11 Steve Moese to Susan Miguel D25(Direct Message):

Congratulations!

20:57:04 From Susan Miguel D25 to D11 Steve Moese(Direct Message):

Marginally less frustrated. But what do we need to do to make sure they don't ignore this

20:57:31 From D11 Steve Moese to Everyone:

Congratulations to Larry Sealy for his win in the Richard Oshlag Fast Pairs in Toronto!

21:07:11 From Bronia Jenkins to Everyone:

Replying to "Congratulations to L..."

Woo hoo!!!

21:11:48 From D5 - Steve Grzegorzewski to Everyone:

Replying to "Congratulations to L..."











Here -Here

21:30:12 From Bronia Jenkins to Everyone:

Thank you Doug! Everyone have a great rest of the evening

Appendix 2 – Screen Shot Attendance

Participants (67)

- DS** D11 Steve Moese (Co-host, me)
-  Doug Couchman (AC Chair, D17) (Host)
-  Doug Couchman (AC Chair, D17) (Co-host)
-  Bronia Jenkins
- AL** Al Levy past president
- AR** Andrew Risman
- B-** BoG - Donald Mamula
- BB** Bruce Blakely
- DJ** D11 Jeff Chapman
- DR** D11 Ryan Schultz
- T** D11 Tom Bishel
- DV** D11, Vangie Smith
- DM** D12 Martin Hirschman
-  D12 Susan Bailey-Carman
- DR** D-14 Rosella Vanek
-  D14 Steven Gaynor Minnesota
- DR** D-14 Rosella Vanek
-  D14 Steven Gaynor Minnesota
- DR** D15 Ray Zekauskas
- DB** D16 Betty Starzec
- DR** D16 Rebecca Brown
- D-** D17 - Kyle Rockoff
- DR** D19 renae white
- DW** D1-Leo Weniger
- DE** D1-Tim Edwards-Davies
-  D20 Rich Carle
- DP** D25 Peter Marcus
- DB** D3, Brett Kunin (Prez, U140)
- DF** D3-Jason Fuhrman
-  D4 John Dickenson
- D-** D5 - Steve Grzegorzewski
- D-** D7 - Peter J B-B
- DK** D7 kathy kimmerling
- D-** D8 - Debbie Romero
-  Dennis Carman Region 5 Director
- D9** dist 9 Lang
- D2** District 21, Anne Hollingsworth
- G-** garywaldron - Dist 22
- G** George Retek
- IJ** iMark Jones D10
- I** iPad
- JA** Jay Apfelbaum D-4
- H** Jeff Bayone D24
- JE** Jeff Edelstein
- JW** Joanne Wicker d21
- JS** Jonathan Steinberg Region One
- JF** Judy Fendrick; D7, Atlanta
- LS** Larry Sealy - R7 Director
- MH** Margot Hennings, 2024 ACBL President
- MA** Mark Aquino
- ML** Martha Leary District B
- MI** Melinda's iPad D 10
- MC** Mike Cassel D14
- PW** Patrick Williams D10 AC
- PC** Paul Cuneo Region 9
- PG** Phil Grella D24
- S** PPres Sharon Fairchild
- RT** R13D Tim White
- R1** Region 10 director
- R1** Region 12 - Jackie Zayac
- R3** Region 3 - Joann Glasson
- RS** Roger Smith Past President
- S** Samuel Asai, D20
- SS** Shawn Stringer D6
- SM** Susan Miguel D25
- TD** Terry D8
- WH** Wiebe Hoogland D2 president
-  XPres - Jay Whipple

Appendix 3 – 5/5/5 Data – Club Table Count Graphs – Membership Data

Retained by ACBL: \$ 52,509.79 / Pct of old 11% paid to units: 74.6%

Units Exceeding 11%: 51 \$4,587.79

Retention Awards: 144 \$16,145.55

Recruiting Awards: 110 \$24,810.98

Achieving 15% for all units => 3906 Additional New Members and 3006 Less Lost Members for a net change of: 6912

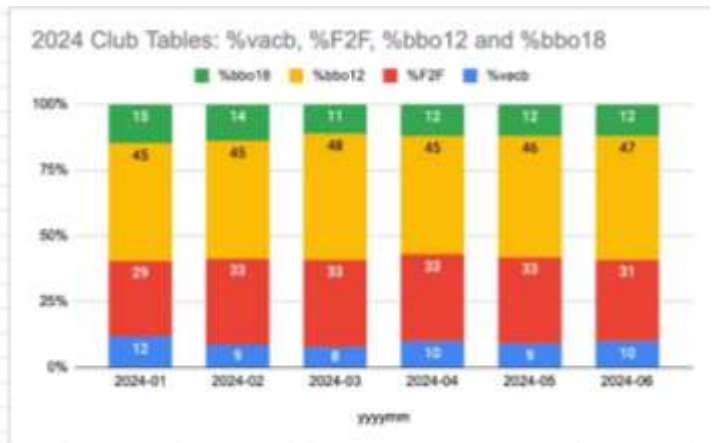
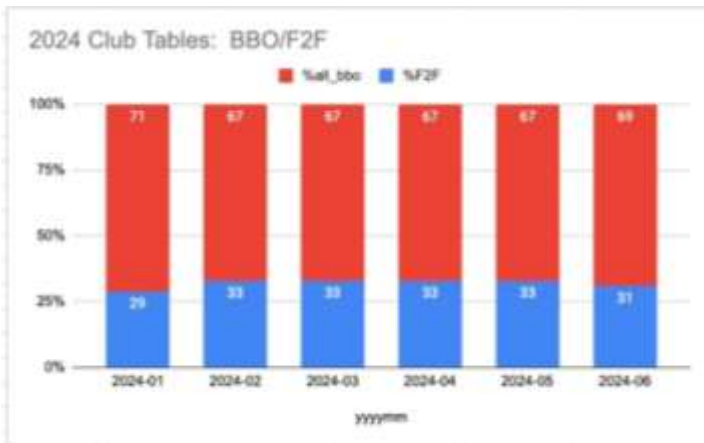
	Distribution of 'ActGrade'			Distribution of 'RetGrade'			Distribution of 'RecGrade'		
Q2 2024	ActGrade	Count of ActGrade		RetGrade	Count of RetGrade		RecGrade	Count of RecGrade	
👍	👍	220		👍	144		👍	178	
👎	👎	55		👎	83		👎	56	
👎	👎	6		👎	20		👎	18	
👎	👎	3		👎	16		👎	16	
👎	👎	2		👎	15		👎	13	
👎	👎	2		👎	10		👎	7	
	Grand Total	288		Grand Total	288		Grand Total	288	

Scale

2.5% Retention: (contact activity)				2.5% Retention: (relative to unit membership)				5% Recruit: (relative to geographic foot)			
Target: 1.5% of Unit membership/month				Quip 12 Month Losses as Pct of Attendance				Quip 12 Month New Members as Pct of			
Grade	Pct 1.5	Pay		Grade	Pct Lost	Pay	Pct Lost	Grade	Pct Covid	Pay	Pct Covid
👍	100	100		👍	0	100	0	👍	100	100	100
👎	90	90		👎	5	90	5	👎	90	90	90
👎	80	80		👎	5.5	80	6	👎	80	80	80
👎	75	75		👎	6	50	7	👎	75	65	65
👎	70	70		👎	6.5	25	8	👎	70	50	50
👎	0	0		👎	7	0	>8	👎	65	0	<50

<https://cloud.bridgefinesse.com/555Dashboard.html>

CLUB TABLE COUNTS (Not shared)



(Not Shared)

Member Statistics for July 2024

	This Year	Last Year	Change	Percent Change
Life Members	43447	41483	1,964	4.73%
Non Life Members	85157	86775	(1,618)	-1.86%
Unpaid Life Members	640	3715	(3,075)	-82.77%

	This Year	Last Year	Change	Percent Change
Total Paying Members	128604	128258	346	0.27%
Total Members	129244	131973	(2,729)	-2.07%



	This Year	Last Year	Change	Percent Change
YTD New Members	4047	4463	(416)	-9.32%
YTD New Guests	2068	1896	172	9.07%