



EST 1937

AMERICAN CONTRACT BRIDGE LEAGUE

ACBL

MEMPHIS 2025

ACBL Digital Strategy

Partner with e-platforms:

- multiple distributors of our product
- strategic outreach
- segments of population
- complete online product

Benefits:

- increase revenue participation
- foster education & innovation
- ACBL branding as primary powered by



Happiness Report

Board Collaboration and Flexibility

Board Assistance and Support

Stakeholders across ACBL involved

Morale at ACBL

Great Motivated Staff

NABC improvements (swisses on bridgemates, duplicated boards)

Willingness to try new things

Frustration Report

Social Bridge

- No plan
- Need Champion

BridgeWar™

- Slower than I would like
- Need Champion

Information Technology

- Expensive
- Low flexibility
- Difficulty filling and retaining talent

Membership

Discipline



Litigation Report

Hammond Software vs ACBL

101 hearing (dismissal) was scheduled for April 15

New judge appointed in Atlanta District, case reassigned to her.

She is scheduling oral arguments on EDGAR's motion to dismiss. Likely sometime in May.



SUMMARY- WELL POSITIONED



COLLABORATION



ONLINE BRIDGE



FUNDAMENTAL
CHALLENGE