

Conference Call

Zoom Video Conference.

Attendance: Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Greg Coles (ACBL Director of Operations), Henry Meguid, Ellis Feigenbaum, Susan Miguel

Key Links:

Committee Documents: <http://www.district11bridge.com/BoG/2017BoGTCODocs.html>

BoG Reports: http://www.district11bridge.com/ACBL_board_reports.html

BridgeWinners Clubs & Teachers Forum: <http://bridgewinners.com/forums/browse/clubs-and-teachers/>

Priorities - Emerge from Covid19 Impacts ~~Grow Membership, Grow Tables, Grow Classes~~

NEXT MEETING Tuesday August 30, 2022 - 8 PM EDT, 5 PM PDT

AGENDA

- Feedback from Providence Meetings
- New Business
 - Glasson/Todd Proposal to test incentivizing teachers who recruit new members.

Discussion

Betty S. – Excited about the Todd/Glasson proposal. We need the details about the proposal.

Steve M. – Shared what little he know about the Todd proposal. We don't know the measure of success nor the expected performance for the program

Henry McG – R. Todd is preparing the metrics for rewards. Idea is to give the clubs \$1000 each, then cause them to advertise new players and convert them to new members. We should invite Robert Todd to this committee. No more Introduction to Bridge while this effort is underway. How to combine F2F with digital support between classes. Tremendous effort to support F2F teaching in bridge right now.

Susan M. – ACBL would provide marketing support, social medial advertising, and a teaching bulletin board.

Henry McG. – BBO is trying to create a platform (Aristotle) for teachers around the globe. Teachers will have their own place in Aristotle and be able to advertise their classes. Challenge is to have something that supports f2f clubs and teaching. The Ed Foundation does this.

Steve M – will extend an invite to Robert Todd for a future zoom meeting of this committee.
(Committee agrees to invite Robert).

Betty S. – Discussed the Larry Cohen Bridge Cruise invite. **Can this be modeled for teachers who bring students to Sectionals and Regionals?**

Henry McG – Larry's invitation is for a California Spa, not a ship. Fabulous deal. Over \$3K for the week.

When can ACBL loosen vaccination requirements.

Steve G – Number one priority is to stay alive. NYT article – vaccinations may not prevent infection. People are split on vaccination requirement.

Henry McG – ACBL did a good job with orange wristbands. Face masks were also provided. Good visual message to see everyone onsite wearing a wrist band.

Betty S. – ACBL should both report in the Bulletin an send target emails to exposed players. IF we need to mask up we can do so in a timely way.

Susan M. – Complained to ACBL about covid reporting. All but 2 of the committee came down with Covid. Knew of 20+ cases. Huge outbreak of covid. Just advise players that covid is present so they should consider wearing a mask.

Betty S. – People at risk will take steps to keep themselves safe. One of the ACBL directors at the last sectional came in with Covid. **Have everyone who directs take a covid test before traveling to the tournament.**

We discussed tournament table count.

Jeff B. – Curious about demographics of attendees at Providence. U300 seemed very poorly attended. What was the age profile of attendees? Beginner teacher from my club went to play in really big events. Largest field I/N he found was 6 tables.

Susan M. – Up 100 tables vs Reno through Tuesday. Gold Rush – 50 tables every day. 299ers were way up over Reno. Compared to what it should be attendance was awful. Compared to spring it was great. We do not have boots on the ground getting the new people to play in tournaments. One teacher had 900 people only 9 came to the tournament. Online teaching does not translate to face-to-face players – need to grow them up in person.

Jeff B. – Are we playing a long-term game? Takes years to develop a bridge player, not months. Just because they don't play bridge online now, 10-15 years from now when they retire they will return.

Betty S. – 299er tables: Austin 36.5 Reno 72, Providence 99. Positive trend.

Jeff B. – It's getting people to enjoy bridge. Some for sociability, relaxation; some for competitive thrills. Need to offer relaxed and competitive games. How many people have a big enough club to provide all services. Teachers find teaching online too convenient. No one wants to teach in person.

Ellis F. – Club table counts 60-70% pre covid, and not getting better.

Response to AC T&CM Proposals.

Steve M. Shared updates on the 9 suggestions we gave at the AC Special meeting in July. He mentioned the three points he has followed up on with Management and the AC Chair to ascertain what impact they have had. (Suspend STaC extra Fees, Create National Club Champion Competition, Extend CAP funds to F2F I/N events of all kinds).

Ellis F. – In Israel there is a national championship 3-4 times a year.

Jeff B. – Devil is in the details, but we want to do what's necessary to create excitement and more tables.

Ellis F. – Discussed how pro pairs drive players to the worst clubs when ACBL wide events happen.

BAND will not reopen in Dallas – Chris & Donna Compton have moved to Omaha NB.

Jeff – B. – Need for the program (R. Todd) to promote bridge at the national level. Figure out social media. Spending \$500/month in Google Ads. Just had 30 person class.

Ellis F. – With \$100K I would teach across all cities in California. I would have back-up teachers, and recruit heavily.

Jeff B. – Giving clubs money to subsidize programs – affects pricing and is not sustainable (permanent).

Ellis F. – Funded teaching position paid by subscription and clubs who teachers every day at area clubs – district wide.

Need to grow all the games across the country. Need people who are educators. They need to understand how to mentor and teach adults bridge. Offered unit subsidized LBIAD events.

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Submitted Respectfully,

Steve Moese

D11 Advisory Council Representative