

**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](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 October 25, 2022 - 8 PM ET, 5 PM PT**

**AGENDA**

- ED Foundation Pilot – Experiences so far...
- Face to Face Bridge – Status and needs

**Discussion**

Susan M – Rob Todd Pilot was the best thing ACBL has done. 49 leads. Multiple communications.

10 became my focus. Working to get a convenient time. Will start calling the rest because they are not answering emails. Why can't we do this for clubs? 3 new ACBL members! 1 signed up for 3 years. Just get them their first masterpoints. That 50 people said they were interested that's amazing. Will email

Greg Coles - High manual work stops us from

Jeff Bayonne – We don't know yet – we have not started working on the process. What's all the work that has to be done? Want to see the ad they use. Susan M is a go-getter with a great sales pitch. How many hours of work does it take? What matters is how many people will pay \$100 for 5 lessons.

Henry Meguid – Got 44 leads. People do not return phone calls. 3 categories – 1) I played before tell me about the class – I want declarer play or defense....2) I am still working need evening or Weekend. 3) I want to do it but it starts too soon. Sent emails to 44 and got 4-5 subscribers for the new advancing player class. Will continue to mine prospects over time. Program is exciting. Leads are good for a long time – can communicate to prospects over time and tell them more about other things you will be doing. Follow-up can be labor intensive. Created a flyer and a google form to follow up with new contacts.

Jeff Bayonne – Can the ad be modified so that they learn more about the teacher and the offering?

Henry M – Tailor the ad to the teacher and use the contact to identify preferences of the prospect. As far as a first step pilot this is a big success.

Jeff Bayonne – Why does this have to be limited to just beginner bridge?

Henry M – It doesn't! I can follow up with other offerings. They might come with friends.

Jeff B. – People who are returning to bridge are much easier to bring up to speed.

Susan M. – Not true – my people joined early and paid for 3 years.

Jeff B. – I like to use the free membership and target them at the right time. As soon as they get their first MPs they want to sign up. Speed it up – we're dying out here!

Henry M – Jeff B's book is very well received and is on backorder at Amazon.

Steve G. – Who is running the pilot in MN?

Kathie McN – Talked with Robert Todd. Not heard one word back. Unaware if any Canadian Bridge teachers are involved.

Steve M – Discussed the geographical representation of recruiting success.

Steve G. – The enthusiasm of the teacher/club matters the most. We need motivated people recruiting.

Jeff B – More important now – my professional staff is now online and don't want to teach in person! They can do 2-3 classes online in the time it takes to do one in-person class.

Steve M – we need to learn how to cause online teachers to create new in-person club players.

Steve M - to create a questionnaire for current sanction holders.

- 1) The committee will review and improve
- 2) Greg Coles to shepherd this with Management for their input and approval
- 3) Steve M to work with AJ Stephani and Joanne Glasson to get Board input and approval.
- 4) Will use Toronto Questionnaire form 2017 as the starting point.

Steve M shared details of new Thursday AM game – invitational for fun players only. 16.5 tables in a place where 5 tables had been a good-sized game.

Kathie McN – People want social interaction and a party atmosphere. Royal STaC did not draw. Week Sep 19-25<sup>th</sup>. And then came the hurricane.

Jeff B – Royal STaC very interesting for clubs. Not doing regular STaC anymore – too many silver points have been awarded.

Susan M – Too many points were given away online. People now don't see the value for playing face to face.

Greg Coles – People are thinking that online opportunities are going to be there so I don't have to follow the tournament trail.

Susan M – there are people who don't know a club from a spade. When they play in person, they feel victimized. Their point holding has surpassed their skill level.

Kathie McN – LM should be required to have at least one Blue Ribbon Qualifier – proof that they have won an open event.

Steve G. – Doggone NLMs aren't scared of us at all. They kick our butts. I've beaten the best and I've been beaten by the worst.

Greg Coles – Will check into how to make the invitational games more like open games (Awards).

(Greg Coles will update the number of members playing bridge in different forums data when the ACBL report system gets fixed. Hasn't worked since June).

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Submitted Respectfully,

Steve Moese  
D11 Advisory Council Representative