

Zoom Video Conference.

Attendance: Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Henry Meguid, Ellis Feigenbaum, Susan Miguel, Silvana Morici, Judy Elbogen
Special Guest: Bronia Jenkins

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 - Grow Membership, Grow Tables, Grow Classes

NEXT MEETING Thursday July 27, 2023 - 8 PM ET, 5 PM PT

AC Pre-Meeting June 27, 2023 at 7 PM ET

ACBL Membership Meeting Sunday Jul 16, 2023 8 PM CT

AC Meeting Tuesday Jul 25, 2023 7 PM ET

AGENDA

Motions for July

Discussion

Steve M. – Confirmed he submitted the position paper and the motions for the AC meeting coming June 27, 2023.

Betty S. – discussed her 1990's program. Top 10 things to do for newcomers. Unit growth seminar first done when D11 was granted an extra regional for newcomers. Created a postcard for 0-50 players.

Steve M. Suggested we as a committee sign up to collect best practices about clubs succeeding at recruiting and retaining new members. What are the ingredients for their success? Can others use them?

Betty S. – LBIAD can be sponsored by Units.

Steve M. - discussed pluses and minuses – without teacher and club buy-in, it gets not follow-up. Boost is also available.

Betty S. – District 16 offers units two BPTWS per year and absorbs the cost. Lots of things people can

Jeff B. – Huge turnout at sectional in the club past Sat/Sun. Club rents space to unit. Unit makes money and club makes money. People seem to still care about tournaments. Trophies appeal. We discussed what a local sectional allows.

Susan M. – At 100% of regional target attendance. Bridge Fest = Idea to partner with a notable bridge teacher to bring students to tournaments. They learned about duplicate and tournaments for the first time. Thirsty or information. 10 tables today for a 2-session pair game.

Jeff B. – New players have fun when they enjoy being with each other.

Susan M. – Take the scariness out of finishing dead last “DFL”. 😊

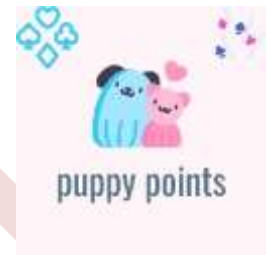
Jeff B. – spends \$500/mo. on FB ads for Canasta Mah Jong and Bridge. If I can get reimbursement, isn't it easier to do than jumping through hoops for BOOST?

Susan M. = If you participate in BOOST, you cannot participate in CAP – must choose one. Signed up 36 people in the past few months. So stupid that guest members cannot get their masterpoints online.

Ellis F. – Even if you sign someone up, the ACBL wont speak to anyone other than that person. There has to be a way to streamline this. People at my club know me, they do not know the ACBL. This is poor service.

Bronia Jenkins – Introduced the Marketplace (Omnify) – where teachers and clubs can meet prospects. Seeking funds from EdFdn. Will be a soft launch. Will need teachers to populate the marketplace and attract the teachers. Need teachers who will work to make the produce better.

What can we call social bridge? Need cool names. Will send out a survey to 0-5 members and guest members. What name resonates most? "Puppy Bridge" is one of Bronia's favorites. Need to see where this resonates. Puppybridge.com



Considering a monthly subscription for new players - \$4.99/mo or similar.



What do Social players want?

What do New players want?

How do we get the youth in? – Grandparents and kids? Kids play, GP defend. Educational approach

Pickleball & Bridge – can we bridge this?

Element 3 – a Medicare supplement plan. Can sign up for benefits for doing something good for social fitness. As an ACBL member, you can select a benefit where you get a credit every time you play a bridge game. Play accumulates up to next year's dues payment.

Wants to prove what works before expanding. Pilots with skilled clubs and teachers will show the way. This committee can serve as a sounding board and a source of pilot leaders.

Aristotle Bridge Academy by 52 Entertainment is being tested in Europe.
<https://aristotlebridgeacademy.com/en/>

Wants a better ACBL experience on BBO.

On retention: Postcard coming. Can't get the QR code to work on the lapsed member postcard. 23,000 members. Will send the list to districts for distribution to Units who send it to clubs and send emails to the lapsed members.

Chicago – Beyond Bridge Game On – evening events that delight members.
In Atlanta want to run spades, casino, bridgemia (jeopardy, family feud, wild hands, etc.)

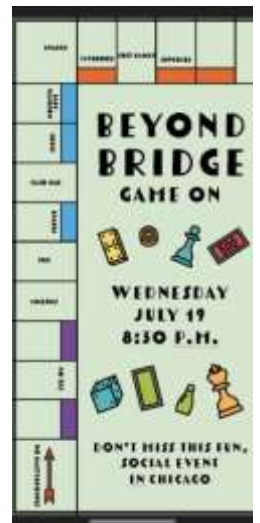
8 is Enough and 4 is Enough to get 150% of an open game.
2-table individual for NLMs giving royal points (in conjunction with other games).

We invited Bronia to join any future meeting and asked her to engage us where we can help. She asked for feedback on ideas, and any new ones that make bridge attractive and more fun.

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Submitted Respectfully,

Steve Moese
Chair Advisory Council Teacher & Club Manager Committee





Steven Gaynor



Stephen Moese



Betty Starzec



Henry Meguid



Susan Miguel



Ellis's iPhone



Bronia Jenkins