

Subject Matter of Motion	Ensure a seamless experience for Guest Members
Audience: Type:	<input type="checkbox"/> Board of Directors <input checked="" type="checkbox"/> ACBL Management <input type="checkbox"/> Advisory Council <input type="checkbox"/> Bylaws <input type="checkbox"/> Codification <input type="checkbox"/> Work Process <input type="checkbox"/> Business Proposal
Statement of Issues/ Opportunities	The guest member experience online is less than acceptable. A separate utility and database manage guest subscriptions. Youth and Junior guest members cannot join for Youth and Junior member rates. Sponsors signing up guest members get no confirmation nor any access to their contact information. Guest members cannot enjoy the full user experience on acbl.org We need better.
The motion:	Review the guest member user experience and make it the SAME as what full members see.
Discussion	While there are reasons why we have what we have today, the result is an off-putting and less than professional view that can interfere with a prospect's interest in bridge.
Material impacts	Need to be assessed. We do not have insight into the scope necessary to make the appropriate changes.
Reasons why the Advisory Council should adopt the motion	We have only one chance to make a first impression. Given our current situation we need out best foot forward.
Risk if the motion is not approved	Less than best execution of a good idea limits success.

Respectfully Submitted,
Steve Moese K082411
Chair, Advisory Council Teacher and Club Committee