

**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,

**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** - Grow Membership, Grow Tables, Grow Classes

**NEXT MEETING Tuesday OCT 24, 2023 - 8 PM ET, 5 PM PT**

**AGENDA**

Updates

VACB Games – how to run them

Retention Initiative in D25

**Discussion**

Updates

Steve M. - Allen Smith developed his own SYA approach and deployed it to clubs in his SC SE Florida alliance (180 or so).

Ellis F. – People are not wanting to do the work done pre-pandemic. The league created what it wanted – a source of income post-pandemic.

Steve M. – Shared conversations with Bronia and Jay Whipple. Fabulous attitude and immediate response.

Jeff B. – Swan is not ready for prime time yet. Fixing glitches. Swan is on a learning curve.

Susan M. – Swan has the best customer service in the way they fix everything.

Jeff B. – Moved club to 55<sup>th</sup> street location. Two floors. Started Sep 8<sup>th</sup>. So far only open games in the PM.

Going to run 3 U1000 games and 2 U200 games in the afternoons. Working to get back players under 1000 MPs. Only 15% of open games are U1000 pairs.

Henry M. – in 2025 RealBridge will become a player. Successful in Europe, Australia, Japan, and China. Al Smith started a price war – dropping all VACB game prices to \$3 per game. No price matching. My club is part of the Knoxville Alliance.

Jeff B. – He gets about \$7-8 per table. A director costs \$50 so he needs 8 tables to break even.

Susan M. – Shared her call with Bronia Jenkins, Kevin Wilson, Allen Smith and David Metcalf this morning.

Bronia will not do “geo-fencing”. Kevin Wilson wants a free market. What will save bridge and VACBs is the elimination of BBO as the sole purveyor of online masterpoints. We need to input to how the contract is defined.

Ellis F. – We need to provide input now. We need a stakeholder for clubs to guide the contract renewal. We need hundreds of voices support our proposed changes.

Steve M. – Reviewed the guidance from Doug Couchman regarding motions vs. proposals. Our July proposal to form a Committee of the Corporation for Teachers and Club Owners to guide Board and Management decisions might need to be a motion in November.

Ellis F. – The ACBL has abandoned hundreds of stakeholders who supported the Organization for the past several decades.

Jeff B. – What do we think the ACBL can do given limited resources to spur F2F club bridge. Specifics please?

Ellis F. – Instead of guiding the money from online bridge to 6 people, guide it to club managers.

Steve M. – Make **BOOST** more accessible and effective than it is right now (allow for online teaching and play). This requires automation and the awaited **ACBL Marketplace**. Allow prospects to find all resources so that they can make an immediate informed choice. Lessons, games at current level. Keep the market place fresh, keep it like Yelp. BOOST restricts what can be advertised and who can see the prospects. All people in a given area should be able to market to all prospects.

Jeff B. – Online bridge has nothing to do with geography. Perhaps we have two different categories – one for F2F and one for online.

Steve M. – Reviewed the creation of BOOST. I favor starting F2F to socialize new players and create communities that foster volunteers.

Jeff B. – Online bridge reaches so many different people. Young professionals, youth, etc. Wants BOOST to support online.

Henry M. – The market will drive everything. People will choose what they want. People are starting to play more F2F. People like the social interaction. Getting a little better, but still a long way to go. ACBL doesn't have the IT resources to automate BOOST. Beginners are going to play in the ACBL Community games rather than play in my supervised bridge. Recruiters get a small amount from the Community Games.

Kathie McN. – Bronia updated the ABTA about Find a Teacher on the ACBL Site. Updated my profile. ACBL more than happy to advertise their online classes. Would be great to link that to the ACBL Marketplace. ACBL will start pruning records of teachers that are inactive or out of date. Met with Trish and Gerardo Maladruiz (sp?). Gerardo has been with BBO from its inception. Gerardo asserted that the ACBL will never give up the money from BBO and that BBO will always be number 1. Jay Whipple gets no direct remuneration from BBO. Starting a campaign to have people play in Canadian Clubs so that funds go back to Canadian clubs. Online Canadian clubs are doing well.

Steve G. – We should focus on changes necessary for the new contract. Should include perspectives for all of the ACBL.

Henry M. – We need at least one viable alternative to BBO.

Steve M. – Discussed the need to limit future service contracts that disallow bridge service providers owning club games. Only disinterested members in good standing can own online games.

Henry M. – Mentioned the Audrey Grant club that provides lessons and club games.

Kathie McN. – CBF has their own online game. Originally limited to once per month. We can have a game whenever we want now.

Henry M. – District 7 runs a 99er game.

Susan M. – Working a Membership Retention dashboard with Jay Whipple. Mentioned the IT glitch that stopped renewal forms getting to lapsing members. Jay compiled "at risk" guest members (<5 MPs and close to Guest Member expiration) and lapsed members. The more local the touch the better the result. Kim Gillman guest members (35) taught all online have no affiliated F2F Club. Sending their contact info to Bay State Bridge, David Metcalf's club, to engage them. The closest club(s) get the contact information so that they can follow up actively before interest expires. Two emails developed to be sent out under Susan's email address. Automating much of the work process. Still under development.

Ellis F. – What clubs are people associated with?

Susan M. – The sponsor or sponsoring club are the primary touchpoint. No new players are coming from online play. These people were recruited by someone but never introduced to duplicate play.

Steve M. – Consider sending lapsing members to all nearby clubs. Tap Unit Membership Committees for additional follow-up.

Susan M. – Active membership chairs will get the dashboard.

Steve M. – Need to build in role-based access rights – subset the dashboard data based on the role of the viewer. Clubs see players, teachers see whom they sponsored, Units see unit members, etc.

Susan M. – Shared what the D25 dashboard looks like now. (see appendix). Date membership expires, associated clubs, sponsor/recruiter/player/games played/email send button. Includes ways to manage

data. Showed Susan Miguel's personal dashboard. Club Managers need to do a better job following-up when players stop playing at their clubs.

Ellis F. – I/O Reports to Units provides lapsed member information – How is the dashboard different?

Susan M. – The Dashboard provides information about people who are about to lapse, not people who have already lapsed. It also includes guest member info.

Steve M. – This dashboard puts the information in the hands of people who are motivated to act on it.

Ellis F. – We follow up on the I/O report every month. Always on the Unit Board agenda. Should be automatic. The 11% rebate each year matters.

#### **VACB GAME-IMPROVEMENT SUGGESTIONS:**

Steve M. – From our conversation with David Metcalf, MPs and Money are the two levers.

Susan M. – David today suggested that District-wide games need no new infrastructure.

Ellis F. – Are Guest Members appearing as New Members on the I/O reports?

Susan M. – If you get the \$10 for them, they are paid members.

Steve M. – Guest member data were kept in a separate system. Need to get guest members to show up on the I/O reports to Units.

Susan M. – I will ask for that. - Can't sign up a guest member for people under 26 years old !!! Monthly Bridge Tip and all players U20 get Deal Me In. They can sign up for either. So can teachers.

Steve M. Recalled conversation with Jay and Bronia where SYC was pushed back on for players with many years' experience. However, there is support for sharing profits with the sponsor teacher and or club for a period of time.

Ellis F. – No more VACB. Instead, run 20 SYC games a week run by the clubs themselves. If clubs are not open F2F they get no money.

Steve M. – Ask Jay to develop a dashboard that will replace the current I/O reports with more useful information.

Ellis F. – Who has access?

Steve M. – When one develops a dashboard one can assign access right with different levels (subsets of data) based on a person's role/authority. Would be great to have teacher/sponsor, club, Unit, and District level access.

Susan M. – If we are going to have multi district international games, the ACBL and not Mega Clubs should be running them.

Ellis F. – We need to create a position where the League needs us more than we need them. We need to change the contract held with BBO.

Susan M. – Focus our energy to get the Teachers and Club Managers Committee as a Committee of the Corporation.

Steve M. – Will summarize our conversation.

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Submitted Respectfully,

Steve Moese

Chair Advisory Council Teacher & Club Manager Committee

Dashboard visuals:

✓	2023-07-22	Viking Bridge Club	Susan	Miguel	Laura	Jacobs	Referred to Recruiter	Lapsed	0.18	Bristol	2023-0
✓	2023-07-08	Viking Bridge Club	Susan	Miguel	Mary	Short	Referred to Recruiter	Lapsed	0.97		
✓	2023-07-08	Viking Bridge Club	Susan	Miguel	Eileen	Niedzwiecki	Referred to Recruiter	Lapsed	0.00	Newport	2023-0
✓	2023-07-07	Viking Bridge Club	Susan	Miguel	Michael	Niedzwiecki	Referred to Recruiter	Lapsed	0.07	Newport	2023-0
✓	2023-07-07	Viking Bridge Club	Susan	Miguel	Barbara	Conlon	Referred to Recruiter	Lapsed	0.48	Bristol	2023-0
✓	2023-07-01	Viking Bridge Club	Susan	Miguel	Susan	Killebrew	Referred to Recruiter	Lapsed	0.26	Newport	2023-0
✓	2023-07-01	Viking Bridge Club	Susan	Miguel	Sandra	Nolette	Referred to Recruiter	Lapsed	0.12	No. Kingstown	2023-0
✓	2023-06-30	Viking Bridge Club	Susan	Miguel	John	Short	Referred to Recruiter	Lapsed	1.17	Portsmouth	2023-0
✓	2023-09-13		Lawrence	Pasti	Adam	Pasti		Lapsed	0.00	Essex Junction	2023-0
✓	2023-08-29		Peter	Samsel	Pat	Soto	Referred to Recruiter	Lapsed	0.00	Pittsfield	2023-0
✓	2023-08-17		Peter	Samsel	Wendy	Frenkel	Referred to Recruiter	Lapsed	0.00	Pittsfield	2023-0
✓	2023-08-17		Peter	Samsel	Sandra	Bouvier	Referred to Recruiter	Lapsed	0.00	Adams	2023-0
✓	2023-08-17		Peter	Samsel	Anthia	Morse	Referred to Recruiter	Lapsed	0.00	Pittsfield	2023-0
✓	2023-08-17		Peter	Samsel	Ronald	Morse	Referred to Recruiter	Lapsed	0.00	Pittsfield	2023-0
✓	2023-08-17		Peter	Samsel	Kathleen	Floyd	Referred to Recruiter	Lapsed	0.00	Great Barrington	2023-0
✓	2023-09-19				Robyn	Carpenter		Lapsed	0.00	Darien	2023-0
✓	2023-09-02				Al	Atherton		Lapsed	203-858-0215	New Haven	2023-0
✓	2023-09-01				Eileen	Shalvoy		Lapsed	0.23	Southbury	2023-0

Lapsed\_Summary\_Distribution

16 Players(GM: 14) "Lapsed" for Recruiter: Susan Miguel

Submit Lapsed Changes			Enable/Clear Lapsed Fields								
GM	Expire_Date	First_Name	Last_Name	Current_Status	Recruiting_Status	Comments	Phone_Number	Tot_Points	City_Name	Joined_Date	Last_Updated
✓	2023-07-06	✉Karen	👤Doyle	Referred to Recruiter	Lapsed		401-847-5038	0.28	Newport	2023-03-08	2023-09-09
✓	2023-09-15	✉Marian	👤Royer	Planning to Renew	Lapsed			0.00	Newport	2023-05-18	2023-05-19
✓	2023-09-13	✉Alev	👤Elci	Planning to Renew	Lapsed		401-362-5542	3.49	Barrington	2023-05-16	2023-08-08
✓	2023-07-28	✉Sharon	👤Hardin	Contact Later	Lapsed			0.18	Wesport Point	2023-03-30	2023-05-05
✓	2023-07-22	✉Elisabeth	👤Lavers	Referred to Recruiter	Lapsed			0.14	Bristol	2023-03-24	2023-05-13
✓	2023-07-22	✉Laura	👤Jacobs	Referred to Recruiter	Lapsed			0.18	Bristol	2023-03-24	2023-05-13
✓	2023-07-22	✉Melissa	👤Salerno	Referred to Recruiter	Lapsed			0.06	Portsmouth	2023-03-24	2023-05-05
✓	2023-07-08	✉Mary	👤Short	Referred to Recruiter	Lapsed			0.97	Portsmouth	2023-03-10	2023-08-05
✓	2023-07-08	✉Eileen	👤Niedzwiecki	Referred to Recruiter	Lapsed			0.00	Newport	2023-03-10	2023-05-05
✓	2023-07-07	✉Michael	👤Niedzwiecki	Referred to Recruiter	Lapsed			0.07	Newport	2023-03-09	2023-05-05
✓	2023-07-07	✉Barbara	👤Conlon	Referred to Recruiter	Lapsed			0.48	Bristol	2023-03-09	2023-09-09
✓	2023-07-01	✉Susan	👤Killebrew	Referred to Recruiter	Lapsed			0.26	Newport	2023-03-03	2023-05-27
✓	2023-07-01	✉Sandra	👤Nolette	Referred to Recruiter	Lapsed			0.12	No. Kingstown	2023-03-03	2023-05-05
✓	2023-06-30	✉John	👤Short	Referred to Recruiter	Lapsed			1.17	Portsmouth	2023-03-02	2023-08-05
	2023-06-30	✉Lucinda	👤Barnard		Lapsed		401-524-4794	4.51	Little Compton	2020-06-04	2023-05-02
	2023-06-30	✉Amy	👤Chafee		Lapsed		401-932-7283	6.70	Little Compton	2012-11-27	2023-09-08

0 Players(<5 MPs) "At Risk" for Recruiter\_Player\_Number = 9947663

Submit AtRisk Changes

Enable/Clear AtRisk Fields

GM	Expired_Date	First_Name	Last_Name	Current_Status	Recruiting_Status	Comments	Phone_Number	Tot_Points	City_Name	Joined_Date	Last_Updated
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