

Subject Matter of Motion	Create a Committee of the Corporation to advise Management and the Board of Directors on decisions that materially affect Club and Teachers
Audience: Type:	<input checked="" type="checkbox"/> Board of Directors <input checked="" type="checkbox"/> ACBL Management <input type="checkbox"/> Advisory Council <input type="checkbox"/> Bylaws <input checked="" type="checkbox"/> Codification <input checked="" type="checkbox"/> Work Process <input type="checkbox"/> Business Proposal
Statement of Issues/ Opportunities	Decisions that materially affect Clubs and Teachers have had a profound effect on their incomes and their ability to recruit and retain new members. Unintended consequences can be avoided with thorough discernment. Better communication, alignment to objectives, and work against priorities will only improve membership growth and retention, and the future strength of all stakeholders. ACBL Board of Directors is best placed to be the conductor of our stakeholder orchestra.
The motion:	Create the Teachers and Club Managers Committee of the Corporation to advise Management and the Board of Directors on matters that materially affect clubs and teachers.
Discussion	We envision this Committee to be comprised of Board members, members of Management, teachers and club managers with the necessary proven expertise to guide change. The Board should appoint 2-3 members of the Board of Directors, 1-3 Members of Executive Management, 3-5 active bridge teachers, 3-5 owners of bridge clubs representing both in-person and online businesses. All Teachers and Club Managers committee members shall have a proven track record recruiting and retaining new members and running successful clubs and lessons. Board Members should have experience with club and teacher decisions. Management should have the authority to act on aligned decisions.
Material impacts	Other than the cost of zoom meetings and the effort expended by the Committee, the incremental costs should be negligible. With a responsive Teachers and Club Mangers Committee will improve focus, alignment to objectives, and enable superior business results.
Reasons why the Advisory Council should adopt the motion	Whether in-person or online, teachers and club managers are the portal to the ACBL – the salesforce for Membership. This committee can organize change and align these independent businesses against common objectives. Better discernment will result in better decisions and better results. We can work together on the toughest issues. We are stronger together.
Risk if the motion is not approved	In the face of an unexpected pandemic many decisions were taken that reshaped the teacher, club and membership landscape for the worse. We now have a crisis in membership recruiting and retention. We continue to see decisions that have unintended but predictable consequences, that burden clubs and teachers unnecessarily, and that fail to help key stakeholders work toward a common goal.

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