

**Zoom Video Conference.**

**Attendance:** Steve Moese, Jeff Bayone, Steve Gaynor, Rich Carle, Betty Starzec, Kathie Macnab, Henry Meguid, Ellis Feigenbaum, Susan Miguel, Silvana Morici

**Guest:** Adam Parrish, Swan Bridge

**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 May 21, 2024 - 8 PM ET, 5 PM PT**

**AGENDA**

Adam Parrish to present Swan Bridge

The Committee thanks Adam for his time and the valuable insights shared with us.

**DISCUSSION**

Sue Miguel asked if anyone has a Not-For-Profit arm of their club for teaching purposes.

Steve Gaynor – Yes we do. Will send contact to Susan for additional information.

**Swan Bridge**

Adam shared several online examples of the current Swan Bridge site. Swan wants to partner with Clubs & Teachers – 20-25% of send on Swan sent back to sponsoring club or teacher. Priority is getting the duplicate games off the ground. Slow start.

Bought and rebuilt Swan with audio and video. Swan is grandfathered to offer ACBL MPs. Lots of bells and whistles. Hope was to create teaching products too. Everyone on the team is a bridge player or teacher. Indent to build in teaching tools (not currently available).

Swan Games Home Page URL: <https://info.swangames.com/>

**Capabilities shown:**

Home Page, Upcoming Tournaments, Type in partner's name to register, partner doesn't need to be online – when they do log in they get a message inviting them to play.

Robot Games – Robots know how to play several system, Std, 2/1, 2/1 Advanced, Precision.

Customization settings (too many to mention).

Video of all human opponents

History for each hand once it is over

Play of the hand

Double Dummy Solver

Picture in Picture manager allows choice where history or hand show on screen

Finance Tech capabilities

Convention Card editor (New ACBL) – can import/export to Bridge Winners.

Find past games played. What all players did on each hand.

(Did not choose to share Admin side capabilities).

Teaching capabilities are at least 6 months in the future.

Steve G – questioned system stability.

Adam P. – Stable now.

**Chorus (all) – Really nice interface. The A/V Capability is a big benefit.**

Adam and Jeff are hoping that clubs and teachers would refer people to Swan Bridge. Difficult building duplicate games. Struggling with starting up.

Steve M. – How can 6000-8000 teachers can provide classes to their students?

Jeff – B. – Teachers can run a chatty, relaxed duplicate games for MPs. Other teaching capabilities are pending.

Steve M. – Teachers tend to bring cohorts together, then play in a teaching game where they play 2-3 hands followed by discussion.

Jeff B. – That's a dupli-lesson and we are not yet set up for that.

Susan M. – Can you put 4 people playing at a table with the teacher/director there. If the teacher can be "in the cube" with 4 people that's adequate for many to get this off the ground.

Adam – Can do 3 people plus the teacher. Will check if 4 plus the teacher is possible.

Steve M. – If you can have the teacher talk to one table, why not allow them to talk to 3-4 tables at once?

Adam – There is a little more tech than that so we can't quite do that today.

Susan M. – My students like IntoBridge. IntoBridge requires joining in order to get A/V. Swan gives A/V for free. Into bridge allows me to send the hands they played to them so they can replay them again. Your model works. You need to increase the base of clubs. Don't know how to get people off BBO – it's so horrifying.

Jeff – Why don't you play on BBO?

Susan M. – Bridge is a social game. Swan is more like playing in person. Social interaction possible. Not the 1972 looking interface that drives me insane. Swan is a more visually pleasant, calmer environment that is social.

Steve M. – Perhaps we should consider BBO as online bridge and Swan as "At Home Bridge".

Susan M. – Don't know how to break the appeal of BBO.

Steve M. – That's the benefit of scale. Appealing to individual players is not as likely to work as appealing to club owners and teachers to move their games in toto to Swan. BBO is their habit right now.

Susan M. – Practicing on Swan doesn't monetize anything for Swan. My people practice on IntoBridge because they can review and replay the hands that they played online. Can Swan do that right now?

Adam P. – Not yet.

Jeff B. – The casual bridge area for Swan is not yet built up. We are focusing on duplicate for revenue. How do we get support from teachers and club owners around the country?

Steve M. – There is a communication barrier. Even we as a committee do not have access to the 6-8K Teachers and 1700 club managers.

Adam P. – ACBL will not give you that contact information?

Steve M. – NO they will not.

Adam P. – IS this an official committee?

Steve M. – Yes, we are in the bylaws now. Hopeful that the next chair will improve communication with Teachers and club managers.

Ellis F. – Are you telling me that there is absolutely no way we can access the list of club managers?

Steve M. – No, I am saying the ACBL will not give us the information for our use. Not only our committee but the entire Advisory Council needs to communicate.

Jeff B. – What would interest you as a group to get Swan off the ground.

Steve M. – Having the ability to do teaching games is potentially more important than getting players to play duplicate. I know that this not what you want to hear. I understand your current business need. You are likely to have more success introducing new people to this site and having them become loyal users. Having teachers experience the site (A/V tools for teaching and play) and how the site eliminates the “bad Behaviors” are positives that will spread quickly by word of mouth. The angle would be a mixed media approach blending face-to-face and online learning.

Jeff B. – We are not there yet. The idea is students will be coming to a very social game with a lot of interaction. We want them to play in our duplicate game.

Henry M – How do you conduct the post mortems online? If there is educational value there must be some feedback. The profit-sharing model is a good idea. When I teach, I want to send them somewhere to practice. Right now, I use Shark Bridge.

Jeff B. – If we can’t get these games off the ground, Swan is history.

Susan M. – I only have so much bandwidth to get something off the ground. I can’t make enough money off Swan Bridge to make it worth my time. I we charge \$3 per person per game and get only \$0.47 per person back.

Adam P. – The technical disasters we had hurt our reputation. Many bridge players are not aware of Swan.

Susan M. – Need club owners to promote Swan. But some will see that as promoting the game to a competitor.

Jeff B. – If you set up a game and run it yourself, you earn much more (formula not shared). If they then go on to play in other swan games, you earn money (41 per pair) from that game too. People are going to play online or at the club depending on what they want.

Susan M. – No attendance bounce from gold point week online.

Jeff B. – Passover week might influence the result. Right now SE Carolina is averaging 100 tables in the morning and 100 games in the afternoon. There is no competition like that on Swan. We are focusing on a couple of game a week.

Steve M. – Perhaps Swan should go after the club managers who run the limited multi-state games (alliances) in evening as one example. Perhaps you should consider inviting them.

Ellis F. – The management of the finances by Jay Whipple is so convenient that its unlikely that these games will move from BBO.

Steve G. – The key seems to be to get an alliance of your own?

Susan M. - Why not move ACBL beginner games to Swan?

Ellis F. – Unlikely ACBL will move away from BBO.

Steve G. – We are missing that this is a tender time for the ACBL – negotiations with BBO are surely underway. Swan needs to built its own alliance/consortium. Going to take work and money.

Jeff B. – None of you are saying that we need to support Swan in order to provide competition for BBO. We owe it to the bridge community to provide an alternative. If we don't succeed it's BBO for life.

Steve G. – That's my point.

Jeff B. – How can this committee help Swan get underway.

Steve G. – I know some small club operators that would love to partner up and get games going. Will send contact information to you.

Jeff B. – We need to develop a couple of open and limited games per week now. Can I count on your help?

Chorus – Yes

Ellis F. – Charging me \$4 per table for Stardust (gold at club). But there are no extra master points? Better to run a charity game or some other special game. Who is going to win the gold? Of course, not the people who need it. Building a game depends on a lesson structure and a local population to sell lessons to, and a willingness to do the work. I am not sure I am willing to do the amount of work that's needed. Growth in bridge is teacher-led. Shared Ireland example. This summer will have a teacher teach while I will run the games for them. Grow the games for the people we are training. It's the only way forward.

Steve G. – Just went on BBO and looked at VACB games. There are tons of games currently running but only have 5 or fewer games. Reach out to these club owners and create a game for them. He puts out a bulletin every week with hand analysis. Imagine if many of the very small games agree to join up to play on Swan.

We discussed the realities about future online service providers and the 2025 ACBL Contract.

Susan M. – offered to run a Saturday Morning Viking Game if she doesn't have to direct it. What went down with Alliances and BBO is reprehensible.

Jeff B. – Suggested RealBridge Partner with Swan, but they turned Swan down due to the incompatibility of their business model. They are going in a club-oriented business model.

### **Stardust Week**

We discussed the issues with Stardust Week. Extra fee but no extra MPs. Online and in-person at the same time led to no attendance bump. Playing with robots for gold points should not be allowed. ACBL seems too concerned about getting the extra table fees.

Ellis F. – When things were desperate, they tried everything to plug the leak. Now they simply want to not rock the boat. What they did with online clubs is just disgusting. And still they want club owners to generate new members. If they cared, they would have listened to what we said for the past 3 years.

Welcome back, Adam Parrish!

## Casual Game

Play or watch casual games  
Play with robots

2 PLAYERS ONLINE

## Tournaments

Play duplicate games and win ACBL masterpoints



## Robots (BETA)

Play against robots

## History

View results of past games

## Settings

Set up your preferences and profile  
Manage wallet balance and payments

## Tournament Administration

Create and manage tournaments

## Director

View your assigned tournaments



### Next Steps

Prepare topics for discussion at the next Advisory Council Meeting.  
Continue the discussion about the contract for online bridge post 2025.  
Steve M. will ask for table count data form Larry Sealy.

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Submitted Respectfully,

Steve Moese  
Chair Advisory Council Teacher & Club Manager Committee