

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: Stefan Skorchev – Intobridge

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 Tuesday NOV 26, 2024 - 8 PM ET, 5 PM PT

DISCUSSION

Rich Carle – Why are there two committees that deal with clubs and teachers. There's a duplication of effort.
Steve Moese – explained a task force as a one year remit while a committee serves indefinitely. The last task force created the 5/5/5 plan for Units.

Ellis Feigenbaum – 5/5/5 in my Unit is a good thing. Units used to get 11% of the dues as a rebate. 5/5/5 incentivizes recruitment. In units like mine, where the Unit is a big promoter of bridge education, 5/5/5 works pretty well. The money serves as a benchmark for how well we are doing. 5/5/5 can't possibly work for smaller units where there are few members and fewer prospects. They need to have clubs that need to do the promotion. It cannot be a broad solution for the entire league.

Jeff Bayone – 5/5/5 has been a total bust. Can't point to one person who has actually come and played at my club as a result of a 5/5/5 contact. The Unit 15% hasn't done anything for membership or players at the club.

Steve Gaynor -15% requires you get new members. If you go about it with the club it works. Maybe it's not a lot of money but it's not a lot of time.

Jeff Bayone – We recruit teaching 100 people at a time. 5/5/5 has nothing to do with recruiting new members.

Steve Moese – The 5/5/5 plan rewards the wrong people. Retention and recruitment happen at the club, not by the Unit. There is no direct benefit to the CLUB WHO DOES THE WORK.

Sue Miguel – We are in violent agreement. The unit awards don't benefit the club. I sign up new people and the Unit gets the money. Even worse, snowbirds give the credit to a Unit not where they learned or were invited back. No award should set one unit against another.

Ellis Feigenbaum – My unit before covid sponsored LBIAD or a bridge course twice a year. Teacher paid by the Unit – 3-4 events per year. Clubs in the Unit are back to growing. Without the Unit pushing, there is no impact. Too many west coast units are 200-300 members. The league is full of volunteers who donate time and money to make this happen.

Sue Miguel – It's the dedicated human who makes this happen. Not the Units. All bridge is local.

Ellis Feigenbaum – I can have an effect on the local unit. We have about 100,000 residents. Anyone over 18 is our target.

Jeff Bayone – Did you hold LBIAD in various clubs across the unit?

Ellis Feigenbaum – The Unit did it everywhere. Sign players up for 6 weeks course, then a second 6-week course after which the Unit pays for the 1st year membership dues as long as people keep playing. Our retention level is pretty high. People pay for lessons and books. LBIAD costs \$15-20 per person. LBAID is advertised in local papers and tv stations.

Ellis Feigenbaum - We need to find a way to make units work better with clubs.

Jeff Bayone - People on Unit boards do not know the people they are asked to contact.

Steve Moese – Shared the issues in his Unit getting board members to run 5/5/5 effectively. He also mentioned the issues with the current Unit teaching program. Some club managers are simply not putting effort into growing their game.

Ellis and Sue – Incentivize the clubs to grow – offer them rent free tables above some upper limit for each club based on their table count.

Sue discussed issues with club manager ignorance. How can the ACBL help. Provide a mentor. People at the monthly calls are totally clueless.

Ellis Feigenbaum – larger Units can provide resources to clubs like mentors.

Rich Carle – can't rely on a small club in a small area to create much growth. Directors are there to run a game not reach out to people. We rely on emails.

Ellis Feigenbaum – I believe it's the Units Job to grow bridge. The board jobs need to be defined so people know what to do and results can be measured. Have the Units do more for the clubs. Why can't the ACBL get someone to teach bridge? Train them up and set them loose. I have a friend (Thomas McCormick) in Ireland who makes a living teaching bridge. Irish Bridge Association requires a minimum level of expertise to teach bridge. Might the CBAI be an example for the creation of new members (35,000 for 8MM people). Israel is similar. Same level of membership. Something is wrong that the ACBL can have only 130,000 members for 400MM residents. How we manage bridge from the top down needs a thorough review.

We discussed the need to use success stories from other bridge playing countries to inform what the ACBL can do better.

We are doing something wrong.

Ideas for Action

Best practice survey of other bridge federations around the world to learn from other successes.

What best practices do successful teachers and club owners use?

Where/how can we get more people to teach and promote bridge?

What's the best way to help create new clubs to serve underserved regions of the country with bridge players or potential new members?

How do we ensure new club owners are willing to do the work it takes to get clubs financially sound. We should consider training in what it takes to run a successful club, design/run a successful game, retain members, recruit new players, work with teachers, and more. 80% of the director exam is about ACBLScore, and 20% about making accurate rulings. Nothing is trained about the marketing and relationship building necessary to succeed.

The most important thing today is to provide a good entertainment experience.

Run BOOST for clubs. Do it for Club Games and Prospects. **Social Media Advertising Campaign for Clubs.**

Ellis Feigenbaum – Why is D23 doing better than D20? What's working and why? How can we share that more quickly? Who should see this information and should be track adoption and compliance?

Steve Moese – There is no guarantee of a quality bridge experience club to club given the way clubs are managed. This hurts the ACBL image with players and members.

Sue Miguel – The ACBL needs to support and not shut down innovations for the game.

Ellis Feigenbaum – Maybe the District should be more involved in managing the relationship with clubs.

Next Steps

Steve will get a short list of topics for us to present at the AC meeting on November 10, 2024.

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Meeting Adjourned at 8:48 PM.

Submitted Respectfully,

Steve Moese

Chair Advisory Council Teacher & Club Manager Committee