

MANAGEMENT REPORT

To: ACBL Board of Directors

cc: Michael Kovacich
Peter Rank

From: Jay Baum, CEO
ACBL

Date: May 2009

1. **MEMBERSHIP:**

Membership climbed above 160,000 in May, the first time back to that level since the mid – 90's. We have gained 929 members year-to-date. New members continue at a good pace with 5,500 through the first five months.

<http://web2.acbl.org\bb\BOD\09MayMembership.pdf>

2. **MARKETING:**

In an attempt to increase awareness of the upcoming changes to the Life Master requirements - and to seize the opportunity to encourage renewal of memberships - Marketing created and distributed a postcard mailing to former ACBL Non-Life members with 100+ masterpoints. The mailing encouraged the recipients to re-join the ACBL before the new Life Master requirements go into effect in January. The postcard was mailed the first week of May. In addition, an announcement about the changes and a push to renew and retain ACBL membership is posted on the home page of the ACBL web site. The announcement will remain on the web site until the end of this year. Email campaigns are also being planned for later in the year – to serve as final reminders about the upcoming changes.

To encourage membership renewal and to create an atmosphere of “good-will”, Marketing is in the process of developing an amnesty campaign offer. A postcard mailing will be sent to former ACBL members who currently have unrecorded masterpoints. The postcard is scheduled to be mailed by the end of June. The amnesty offers the target audience an opportunity to renew their membership by December 31, 2009 and receive a full reinstatement of their unrecorded masterpoints at no additional charge.

To encourage a quick response to the mailing, the campaign will also include a “special” offer for those who renew for a 3 year membership before October 1st.

Those who renew for 3 years before October 1, 2009, will receive a complimentary deck of ACBL playing cards.

To encourage new membership, Marketing sent follow up communications to the non-ACBL members who attended the Spring NABC in Houston. (Those who provided contact information during the I/N games and/or free workshops). The communication was sent via email with a link to the ACBL web site and a message to join our organization.

Marketing has made a congressional contact who has offered to assist with our endeavor to have President Obama's children attend the grand opening ceremony of the Youth NABC in Washington DC. The invitation is currently in the Office of the First Lady for review.

Marketing continues to work on the redesign of the youth web site – Youth4Bridge.org. The redesign process remains on schedule for a Phase I completion date of mid-July.

Marketing is in the process of developing enhancements to the ACBL web site. The enhancements include:

- Ability to search for major winners of NABC events. Targeted to be completed by mid-July.
- Ability to search for club locations by mileage ranges and/or /zip codes; Targeted to be completed by mid-July.
- Ability to view online video/audio of Hall of Fame members. Phase I of this project is targeted to be completed by end of September.

Marketing has hired a videographer who will be present at the Washington DC NABC. The videographer will gather footage of both the Youth NABC and the Summer NABC that will be used in the development of video promotional materials.

The ACBL weekly bridge articles are now being published on Bridge Base Online (BBO) with a link back to the ACBL web site.

3. **TOURNAMENT DIVISION:**

Tournament tables are an indication that the economy has not impacted our members willingness to play.

Total regional tables continue to trail 2008 due to five fewer tournaments, however, the average tables per regional is a healthy 1552.

Sectional tables are nearly 9% ahead of 2008 due to 28 more tournaments this year and the table average is ahead of last year by a slim margin.

STaCs continue at a brisk pace and will certainly set a new record this year. Total tables are 19% ahead of last year and average tables per tournament are 133 tables ahead of 2008.

<http://web2.acbl.org/bb/BOD/09MayTableCount.pdf>

4. **EDUCATION:**

The ACBL and the ACBL Educational Foundation have appointed Nicholas Flores of Portland, Oregon as the 2009 King of Bridge. Flores is the 36th person to earn this honor.

5. **CLUBS:**

The 2009 spring edition of the Club Managers Newsletter has been posted on the club page of our web site.

<http://web2.acbl.org/bb/BOD/09Club Managers Spring.pdf>

We have also posted the chart for special games available to clubs. This chart provides the masterpoint rating, how often the games may be held, and ACBL sanction fees.

<http://web2.acbl.org/documentlibrary/clubs/specialgameschart2009.pdf>

6. **REAL ESTATE:**

A recap of the real estate package: The City of Horn Lake will close on the property on or before July 2, 2009. We will sign a lease/purchase agreement at that time. We have had all the documents reviewed by League Counsel and a private Mississippi Real Estate attorney.

The ACBL will purchase the urban renewal bonds issued by the City of Horn Lake on or about July 1. We had a through review of this process through the city attorney, bond counsel consultant and our real estate attorney. In effect, when we purchase the bonds we will begin to collect our lease payment from ourselves. We will be liable for the 2% interest income on our tax return. We can own the property full and clear after 12 months.

We have gone through the process of reviewing qualifications from 17 architectural firms in the area and narrowed that list down to four. We have had lengthy interviews with those four and believe we can select a firm this week. I will share that process and paperwork with the Treasurer. If we can agree on an architect, we will move on to receiving proposals and bids from general contractors. After that selection, all bids by sub-contractors will go to the general contractor with final approval by ACBL.

We also are interviewing construction consultants to be the ACBL's oversight on the project. In addition, we expect to look for one or two other consultants for other specific parts of the construction.

My hope was to be in the new building by the end of the year. I also think a good slam takes three finesses. We hope to be moved by March 2010.

7. **STANFORD FUNDS:**

You may have heard a loud scream from Memphis yesterday as we were notified that the ACBL CDs have been released. We are having the funds sent to Morgan-Keegan and will have discussions on future plans for investments in the next few weeks.

At this point we are still dealing with the Charity Foundation funds being frozen. We will continue the effort to get all of those released, but do not have any indication how long that will take.