

TORONTO REPORT – July 2011

Toronto broke all records for temperature. One day the heat index was 120 - the highest all year in Toronto. The hotel and restaurants were expensive for the US tourists. However, attendance was good as the table count was 13,914, which is about what the ACBL estimated. There were two food courts close by plus some local discount coffee shops very close. I have never eaten at a food court so often.

100 Clubs in 100 Days

The 2011 ACBL President, Craig Robinson, is visiting 100 clubs in 100 days. I think this is a great ideal and welcome him to Texas.

These are the dates and places he will visit in Texas:

8/21	Dallas	Bridge Academy of North Dallas
8/22	Athens	Dottie Pirkle's DBC
8/23	Fort Worth	Kay's Tuesday Afternoon Bridge
8/24	Abilene	W/W Bridge Club
8/25	Austin	Bridge Center of Austin
8/26	San Antonio	Turtle Creek DBC
8/27	Houston	The Houston Bridge Studio

If you are in one of these cities go by and see him.

New ACBL CEO

One of the most significant actions taken by the Board was regarding the search for a new CEO to replace Jay Baum who is retiring. The Board selected a Robert Hartman as Jay's replacement. The ACBL website will have more information soon.

Membership

Official membership as of July 30 is 165,367, down 0.1% from a year ago.

Marketing

- The development of a new marketing brochure is complete and copies are available for clubs/teachers.
- A new marketing brochure targeting school officials is complete. This provides an overview of the benefits of young people playing bridge.
- A 30-second TV ad for club and teacher use has been finalized and should be available in August. This ad targets the recently retired/empty-nester audience.
- The Cooperative Advertising program continues to be a successful and popular resource for clubs and teachers.
- A 90-second youth bridge video clip has been completed.

- The Bulletin has added a column focusing on bridge on the internet titled "*Log on for Bridge*".

Free Tournament Email Marketing Ads

287 email blasts have been submitted year to date.

Club Results

The online club results feature on the ACBL website continues to be a valued application for club managers. As of 7-5-2011, 1008 clubs are taking advantage of this feature.

Mobile Media

The ACBL Mobile "Find a club" feature is now available in the Apple iTunes app store.

Plans are in development to work with Audrey Grant to develop programs that will reach the social bridge player and convert them into duplicate players.

International

The ACBL Board of Directors voted to support a World Bridge Series Championship in North America in 2018.

Changes to Alert Chart

The board

1. removed the requirement to alert Stayman. Rebids by the NT bidder that are not standard (such as puppet Stayman) are still alertable.
2. amended the definitions of natural openers to include a 1♣ opener on a hand with specifically 4-4-3-2 shape.

Strength of Field

A committee is studying using Strength of Field for pair events and Swiss Teams (as we do now for bracketed KO's)

On-line GNT

After a trial by District 18, the Board authorized having the finals of the GNT's on-line if a District desires.

Extended Unit Team games

A unit is entitled to hold three sectionally rated (black points) extended team events per year. Extended is defined as requiring at least three sessions of 24 boards each to complete.

Special games at Sectionals

All Units (Sectional Sponsors) are permitted to run up to two special game sessions at each sectional with the exception of STAC's. These games may benefit the ACBL Charity Foundation, The ACBL Educational Foundation, The ACBL International Fund, or the ACBL Junior Fund. These special games can be run as an open game, team game, newcomer game, or any other game run at a Sectional. The Masterpoints

awards will be regionally rated silver points. The sponsor of the sectional will be charged \$1.00 per player.

Miscellaneous other changes

- The reduction factor for 18 board games has been changed from 80% to 67% for club games.
- The Ace of Clubs race will be changed to **The Helen Shanbrom Ace of Clubs** Race in honor of Helen winning it 17 of the last 20 years.
- A two-day Swiss qualifying or Round Robin will be added to the format for the Women's KO.
- New rules for small children or pets in the playing area were approved. Check the ACBL website if you are interested.
- The Club Manager's Handbook has been updated and is available on the ACBL web site.

Plan to attend a National Tournament. The next one in Seattle will be great and in the spring, the NABC celebrates the 75th anniversary of the ACBL in Memphis.

Be sure and visit the ACBL Museum; it is something special.

See you at the tables.

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