

Board of Governors Proposal – Teaching Clubs / Centers Incentives 2

Subject Matter	Teaching Clubs and Bridge Centers Incentives – Additional FREE Club Championship Games
Statement of Issue	Performance based incentives help support teaching clubs and teaching bridge centers in the face of unfair competition from nearby clubs who do not teach or recruit. Free additional Club Championships are a way for the club/Center to pass their benefits through to the players who directly support them.
Proposal	<ul style="list-style-type: none"> • Offer 1-2 additional Club Championship games for free based on objective recruiting performance - number of prospects engaged (guest members), number playing rubber bridge, and number of new members created (Year one or full membership price), Lessons, rubber bridge sessions, I/N games. Supervised play, Teaching Games are all evidence of best practice. The ACBL defines and publishes objective performance criteria. <p><i>Teaching Clubs and Teaching Bridge Centers are defined separately.</i></p>
Material impacts	<ul style="list-style-type: none"> • This motion will reward Teachers, Teaching Clubs and Bridge Centers and their players for results recruiting new players. This reward benefits the loyal club player for supporting a teaching club/center in their area.
Reasons why Management and the Board of Directors should adopt the Proposal	<p>The effort and resources to find, attract, train, and retain new members is substantial. The current business model makes doing so unattractive to the Teaching Club / Bridge Center when competing with low cost clubs who do no recruiting or teaching. The ACBL and the Unit have a strategic and financial interest in creating as many new rubber bridge players, ACBL members. and duplicate bridge players as possible. It is extraordinary that the business model today allows unfair price competition with no protection or recourse for the Teaching Club / Bridge Center. The business incentive for growth demands that the effective programs that create new members be supported, not disincentivized.</p> <p>Extra Clubs Championships are an attractive low-cost premium for teachers/clubs/centers to reward their loyal players and to create buzz and attract more players to their games.</p>
Risk if the motion is not approved	Teaching Clubs / Bridge Centers will decline, reducing the ability of the ACBL to locate, attract, train and retain new ACBL members.