

Board of Governors Proposal – Teaching Clubs / Centers Incentives 4

Subject Matter	Teaching Clubs and Bridge Centers Incentives – Extra Cooperative Ad Funds
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. Extra advertising should go to those clubs whose performance clearly demonstrates where additional advertising will stimulate additional growth. (This does not take away from the existing CAP program available to all).
Proposal	<ul style="list-style-type: none"> • Award extra matching Cooperative Advertising Program funds to the proven top recruiting teaching clubs and centers. <p><i>Teaching Clubs and Teaching Bridge Centers are defined separately.</i></p>
Material impacts	<ul style="list-style-type: none"> • This motion will help Teaching Clubs and Bridge Centers retain newer players who are regularly siphoned off by nearby predatory pricing clubs. • The implementation, tracking and administration of the regulation might require active Unit involvement. • Annual verification of the status of the Teaching Club / Bridge Center depends on timely program updates.
Reasons why Management and the Board of Directors should adopt the Proposal	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.
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.