

Board of Governors Management Proposal

Subject	203-BG009 - MGMT Prospect ACBL Member Number Shared with Sponsor
Management Proposal	<ul style="list-style-type: none"> • Engage Prospects in classes and play as early as possible • Help Prospects engage the ACBL website and experience member benefits • Help convert Guest Members to Paid Members
Management Proposal	<p>We move that: The ACBL will enable clubs and teachers to enroll guest members directly.</p> <ul style="list-style-type: none"> • Sponsors of Guest members shall receive a confirmation with the player’s player ID/Number and contact information. <p><i>BoG Chair may negotiate terms with the Committee and the Board to ensure passage of this measure.</i></p>
Material impacts	<ul style="list-style-type: none"> • Teacher and Clubs want to help prospects engage the ACBL without their having to navigate that process themselves. • Increasing the pool of prospects will increase the connections we need to grow members and tournament players.
Reasons	<ul style="list-style-type: none"> • The ACBL should treat Teachers and Clubs as their SALES FORCE and not as their customers. • Connecting prospects to opportunities drives growth. • Fully engaged teachers and clubs speed the development of members and of tournament players. • By restricting the sharing of prospect contact information, the ACBL slows the member growth process for the sake of privacy. Since only emails approved for sharing by their owner can be shared anyway, we see this motion in the business interest of the ACBL and a step toward improving growth.
Risks	<ul style="list-style-type: none"> • If a teacher or club recruits a prospect, they won’t be able to stay engaged with that prospect and help them with ACBL membership benefits (like using the ACBL website) if they don’t capture contact information on their own. • We shouldn’t let a player number be a barrier for a prospect/guest member to not participate because they forgot their ID. • We don’t want the clubs and teachers to appear disjointed from the ACBL and the relationship the ACBL wants the guest member to have.

Stephen A. Moese K082411
 2nd Alternate to the Board of Directors
 Chair, BoG Teachers & Club Managers Committee

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