

SAN FRANCISCO REPORT

The San Francisco Marriott was a great place for a National tournament. The Hotel was expensive but there were at least 200 restaurants within a 2 block radius of the hotel. All prices and types were available. There was plenty of room and the lighting was good which made the players happy. The price of the rooms at the hotel was a little high and I think that kept some people from coming, the parking at the hotel was also way too high.

There were 13,410 tables in play, 590 less than the expected 14,000.

Don Mamula was elected President for 2013 and I invited him to come to Texas if his schedule would allow it.

NEWS FROM SAN FRANCISCO

- Mentor Novice Game - A club may hold a mentor novice games as an open game. Any special game held in a club is eligible to be held as a Mentor Novice game.
- Grass Roots Fund month is moved to January from December starting in 2014.
- Anyone who is a club manager or director must be an ACBL member in good standing with all service fees and dues paid.
- The ACBL shall remove the Student Membership option. All student members will be upgraded to Junior Membership
- The ACBL and only the ACBL shall be permitted to sponsor Regional's at Sea.
- There are now Masterpoint Removal Sanctions for any member found guilty of a conduct or ethical violation.
- New event at the Spring NABC 2013: The NABC 10K Swiss Teams will be played the first Friday and Saturday of the Spring NABC
- Cell phones are now allowed in the playing area of NABC+ events, however if the go off or make noise you will be penalized
- Alzheimer's Partnership: The ACBL is partnering with the Alzheimer association and will have a fund raiser on June 21, 2013 in the clubs.
- Membership stands at 166,491; this represents a 1000+ member increase over 2011. The ACBL has signed up 9,830 new members the first 10 months of 2012.

- Total Regional, Section and STAC table count is up about 1% for the first ten months of 2012. Club games table count remains steady, however online games have gone up 10% to 750,000 tables.
- The Director of Marketing and Communications remains open, we are looking for someone with the ideal mix of bridge knowledge and marketing experience.
- Phase 2 of the ACBL score+ project has been completed. Phase 3 is in progress. We are still looking for a few programmers with bridge and programming experience.
- Our new Housing Bureau, Travel Planners, has started booking rooms for the Spring NABC.
- Starting in 2013 the ACBL will become a client of Golin Harris, one of the world's leading global public relations firms.
- Starting in 2013 a direct mail campaign will begin targeting the many bridge players who win masterpoints in clubs that are not members of the ACBL
- An amnesty campaign to lapsed members will be launched in January 2013.
- Cooperative Advertising Program - During the first 10 months of 2012 a total of \$106,459 has been distributed to 235 qualified advertising campaigns. This compares to \$124,608 to 278 advertisers thru Oct. 2011.

I hope to see many of you at one of our many Nationals

Merry Christmas and a Happy New Year!

Dan