

MINUTES
THE BOARD OF DIRECTORS OF
THE UNITED STATES BRIDGE FEDERATION
TUESDAY, JUNE 12, 2012
9:30 PM EST
BY CONFERENCE CALL

Directors Present: Cheri Bjerkan, Joan Gerard, George Jacobs, Ralph Katz,
Sylvia Moss, Howard Weinstein, Jonathan Weinstein

Others Present: Jan Martel, Barbara Nudelman, Joe Stokes, Marty Harris

I. CALL TO ORDER

The meeting was called to order by Joan Gerard, president, at 9:30 pm EST.

II. ATTENDANCE: ESTABLISH QUORUM

The president noted that at least a majority of the directors were present at the meeting, thus establishing a quorum for the purpose of transacting business by the Board.

III. APPROVAL OF MINUTES – MEETING OF 4/3/2012

Minutes were approved as distributed.

IV. JUNIOR TEAMS

Travel plans are solid for all of the Juniors and NPCs. Most of the players are leaving from Philadelphia on a 7:30 am flight. We will provide a bus to get them to the airport that morning.

Unfortunately, visas aren't going as well. It is difficult to get in touch with the company that is dealing with the visas, and there are some players for whom the visa service has passports but hasn't yet gotten visas. The company also isn't good about sending invoices. Joe is working on it.

Joan is working on getting a sightseeing bus for the day before the tournament starts. Most of the players want to go sightseeing.

V. 2013 TRIALS

Joan reported that we have all the space we need for both tournaments, with the Open first and then the Seniors & Women's. The hotel will store our equipment between the two tournaments.

VI. 2012 TRIALS

Jan sent out Budget to Actual reports for the USBC and the USSBC/USWBC. The tournaments lost a total of slightly over \$6000. The Board discussed the reasons for the loss and whether we could reduce any of the expenses.

VII. CREDIT CARD PAYMENTS

We can now accept credit cards on site using an iPhone or iPad app that includes an attachment to the iPhone or iPad that allows swiping a credit card. Players can now pay entry fees and dues either by check or cash or using a credit card online or at the site.

VIII. WORLD YOUTH CONGRESS IN US IN 2013

Joan is trying to arrange for the 2013 Youth Congress to be held in Orlando. The host country pays for the Opening Ceremony, Closing Ceremony, a registration gift, the Daily Bulletin and a Sightseeing tour. Barbara thinks that the total cost would be about \$60,000. Joan & Barbara want to put some part of the cost into the Junior budget we will submit to ACBL for 2013.

Joan asked for approval to move forward on trying to organize the 2013 World Youth Congress in the United States, including trying to get monetary support from the ACBL and WBF. The Board unanimously approved spending up to \$20,000 to host the 2013 World Youth Congress in the United States.

IX. 2018 WORLD SERIES OF BRIDGE

WBF has signed a contract with the Marriott World Center in Orlando (where the Fall NABC was held in 2010). Joan has negotiated an agreement between USBF and WBF which will require USBF to pay WBF \$300,000 but no more. Joan will send the agreement to Marty to review. The Board discussed the location and costs. USBF is obligated to pay WBF \$300,000. ACBL has committed to \$100,000. Chris Compton has agreed to raise funds for the tournament and is confident that he can raise the additional \$200,000.

X. SPONSORSHIP

The sponsorship committee met and discussed “naming rights” for our events as well as other opportunities for sponsorship. The committee’s report is attached as Exhibit A to these Minutes.

The Board approved the sponsorship committee report. The Board thanked the sponsorship committee for their productive work. The Board asked that the committee put together a paragraph that could be posted on the USBF website and also try to arrange an interview with Brent Manley so that we could get some publicity in the NABC Daily Bulletin or ACBL bulletin.

XI. TEAMS FOR LILLE

The Board unanimously approved the following teams for Lille:

Women's

NPC: Lew Stansby

Sylvia Moss

Judi Radin

Lynn Deas

JoAnna Stansby

Migry Zur Campanile

Beth Palmer, subject to Credentials Committee approval as she is being added

Coach: Patty Magnus

Open

NPC: Donna Compton

Nick Nickell

Ralph Katz

Jeff Meckstroth

Eric Rodwell

Bob Hamman

Zia Mahmood

Coach: Eric Kokish

Senior

NPC: Phillip Alder

Richie Schwartz

Lew Finkel

Neil Chambers

John Schermer

Steve Landen

Sam Lev

XII. TEAM UNIFORMS FOR LILLE

The Board discussed uniforms for Lille and agreed to have a committee composed of representatives from each of the 3 teams and one Board member (Joan appointed herself) to discuss uniforms and make a recommendation to the Board.

XIII. NOMINATING COMMITTEE

Joan has appointed Jan Martel, Joe Stokes and Peter Boyd. She will appoint 2 more people, including a Board member to chair the committee. There will be 3 Board vacancies for next year: the terms of Joan, Cheri & Howie expire on Jan. 1, 2013. Joan has served 2 terms and thus is not eligible to be nominated. Cheri & Howie have each served 1 term so are eligible to be nominated.

XIV. SCHEDULING COMMITTEE

The Scheduling Committee met but didn't resolve the question of when to hold the Women's Trials. The Open will be held sometime in May or early June and the Seniors several weeks later. The committee suggested holding the Women's at a Regional before the Spring NABC or with the Open. The committee put together a questionnaire that was distributed at the USWBC, but not very many people responded to it. The committee will meet again and try to make more headway.

XV. SCHEDULING OF NEXT MEETING

The next meeting will be to discuss only Bylaws Amendments. The meeting will be scheduled by email.

IX. ADJOURNMENT

The meeting was adjourned at 12:15 am EST

Exhibit A – Sponsorship Committee (“SC”) Report

The SC met via conference call on 5/20/12 and discussed various aspects of sponsorship and naming rights. The C is comprised of Barbara Nudelman, Jill Meyers, David Berkowitz and Jeffrey Polisner as Chairman. The following is a summary of our thoughts:

1. The committee agreed that attempting to sell "naming rights" as well as other forms of sponsorship is in the best interests of the USBF;
2. The committee was reluctant to accept any particular offer for naming rights before sufficient outreach was pursued to publicize the opportunity to make proposals. Such outreach could include notices on the USBF website, in the daily bulletins at the USBF trials as well in the ACBD NABC daily bulletins, possibly the ACBL monthly Bulletin as well as personal contact with likely candidates.
3. A minimum term of 5 years was recommended for each of the 3 trials with no maximum term, however, a shorter term (say 1 or 2 years could be considered if nothing else was proposed;
4. A minimum of \$10,000 per year of sponsorship should apply;
5. A permanent naming right would be considered for a significant fee, the amount of which was not discussed and should wait until an interest in such an arrangement was proposed.
6. All naming rights arrangements must be in a written agreement and the entire fee paid in advance;
7. Other forms of sponsorship in addition to naming rights should be considered, such as small logos or names on uniforms which are required by the WBF. Perhaps some corporate sponsorship in the form of providing the uniforms could be pursued as this is a significant expense every 3 years.

We will await feedback from the Board of Directors before meeting again.