

DISTRICT DIRECTOR'S REPORT FOR SEPTEMBER 2011

THE PRESIDENT, THE CEO, AND THE AARP CONVENTION IN LOS ANGELES

THE PRESIDENT OF THE ACBL

Last month I solicited all of the Los Angeles bridge clubs to see if any club was interested in hosting **Craig Robinson, ACBL President** and his wife Elaine during their visit to Los Angeles as part of Craig's **100 Clubs in 100 Days Tour**. I did not get as big a response as I had hoped, but a few clubs did respond.

Craig's stops will include; 1) **The Long Beach Bridge Club** on September 7th, Wednesday afternoon, 2) **The Valencia Bridge Studio** at the Castaic Sports Complex on September 8th, Thursday morning, and 3) **The Beverly Hills Bridge Club** on Thursday evening, also on September 8th. Kathy and I will be accompanying Craig and Elaine as they visit Los Angeles. If you want more information, please contact me at pinsky4bridge@earthlink.net or call the bridge clubs.

THE NEW CEO OF THE ACBL

One of the most important decisions the National Board of Directors made in Toronto was the selection of a new Chief Executive Officer to administer the ACBL when Jay Baum retires next year. Substantial progress was made and the official press release from Peter Rank, ACBL League Counsel is as follows:

One of the most significant actions taken by the board was regarding the search for a new CEO to replace Jay Baum who is retiring. The Board selected a replacement, and details are still pending contract signing with our new CEO. We have been assured that the ACBL website will have full information when it becomes publicly released.

On a personal note, I have met with and spent a good number of hours with Jay's replacement and I am very positive as to the success ACBL will have with him (or her) leading our organization for many years to come.

THE AARP CONVENTION COMES TO LOS ANGELES

From Thursday September 22nd through Saturday September 24th, the national AARP convention will be held at the Los Angeles Convention Center. Vicki Campbell, Director of Marketing for the ACBL will be heading up the ACBL booth. The ACBL has participated for many years at this convention and data has shown that there is an increase of bridge activity in the city where the convention is held. Specifically, there is an increase in people wanting to learn how to play bridge and an increase of people who want to learn about duplicate bridge who are presently social bridge players.

We need volunteers to assist Vicki in manning our booth. I would like to have club owners, bridge teachers, Unit representatives or anyone wanting to promote bridge to

assist Vicki and me during these three days. I specifically need pairs of volunteers to work in 4 hour shifts during the convention hours. You will have free admission to the convention and parking at the convention center will be reimbursed by the ACBL. Please contact me if you are interested or want additional information. I have written a separate article for the Bridge News about the AARP convention in this paper.

IT IS A DIFFERENT VIEW FROM DUMMY

The best story to come out of the Toronto NABC is about **Howard Einberg**. It seems that Howard had made plans to play in the 0-5,000 Mini-Spingold. It is a six day event and Howard had made plane reservations to return home to Los Angeles on the fourth day (Thursday) of the event. He needed to change his reservation to Friday when his team won their match on Wednesday. Needless to say, they won on Thursday requiring another airplane reservation change. Now in the Semi-finals of the event, he became an optimist and changed his plane reservation again, this time for Sunday, the day after the finals on Saturday. It was a smart move as Howard's team rolled through the Semi-finals and held on in the finals to **win** the event. Congratulations to you Howard. As a side note, this is the **second** time Howard has been a member of the winning team in this national event.

Next month, more information about our new CEO and a discussion regarding awarding masterpoints in pair games based upon strength of field.