

DISTRICT DIRECTOR 'S REPORT FOR AUGUST

THE ACBL FACT SHEET (INTERESTING FACTS AND RECENT TRENDS OF THE ACBL)

During this past month I received from Horn Lake a Fact Sheet that discusses some recent trends of the ACBL. While there is always room for improvement, I interpret these trends as a positive direction of the League.

FACT: Overall, ACBL membership has increased by 12,249 members since 2006. Membership has increased in seven of the past nine years. The seven years of increased membership resulted in 12,531 net new members while the two years of decline resulted in 282 fewer members.

FACT: Over 106,000 **new** members have joined the ACBL over the past nine years. New member signups have remained strong and consistent each year. The yearly average is 1,283.

FACT: Over the past three years, the average age of a **new ACBL member** is 65.6 years old. This is lower than our overall average age and it is a result of focusing on the baby boomers.

FACT: There were **475** school bridge classes held in 2014 at the elementary, middle, and high school levels.

FACT: There are **5,427** TAP-accredited bridge teachers who are key drivers of membership and spreading the game across the continent. This number does not include other accredited bridge teaching programs like Audrey Grant's Better Bridge.

FACT: The ACBL is a leading example of a volunteer membership organization. Combined, the 25 District Directors volunteer over 8,000 hours annually. There are also **3,736 volunteer officials at the District and Unit level**. This does not include the countless volunteers providing help at clubs and tournaments.

FACT: The Longest Day has raised more money and more publicity for local clubs than any other effort in the past ten years. Our organization has raised over \$1,000,000 in the past two years to support the Alzheimer's Association and there have been **50,265,075** media impressions secured for local bridge clubs.

FACT: The AARP Bulletin with a circulation over 29,700,000 readers featured an article in its March 2015 edition titled "Bridge to Brain Power". This magazine targeted ACBL's primary market. The article can be found on our web site. It has resulted in many inquiries about lessons and membership to the ACBL.

These are just a few noteworthy facts. As always I welcome your comments. You can reach me at Pinsky4Bridge@earthlink.net.