

DISTRICT DIRECTOR 'S REPORT FOR OCTOBER

Following are some of the highlights of the CEO Report that was presented to the Board in Chicago. I have supplemented it with additional information received from the CEO's September report.

Membership: Through the end of July, membership was at the highest level since 1997 at 168,208.

The Longest Day: The ACBL raised \$702,281 for the Alzheimer's Association. There were 140 clips in 114 outlets, in 84 cities for a total of 4.22 million daily impressions. The media coverage was strong and TLD continues to be the best opportunity for raising awareness of the game. (I would like to see our District make an united effort next year and maybe we can gain some television exposure for bridge in Los Angeles County.)

Resource Center & Tricks of the Trade: This is a great tool for clubs and our members. On average, approximately 100 unique members access the Resource Center daily. On average, 33 items are downloaded for use daily. If you have not explored this tool, I suggest you spend a few minutes and find out what materials are there for your use.

The Tricks of the Trade blog emails have an open rate of 42% and a click through rate of 18%. It is second in open and click through rates only to Rank Change Certificates.

ACBL PERKS PROGRAM: Beginning in mid-October, the ACBL will be joining in a perks program power by Abenity. ACBL members will be offered discounts to local, national, and online vendors. Check the ACBL website for more information later this month.

IT IS A DIFFERENT VIEW FROM DUMMY

This past month I had the privilege to attend my fifth mentor- mentee game this year. The Beverly Hills Bridge Club had fifteen tables in attendance on the Friday night before the West Los Angeles Sectional. I had the pleasure of playing with Leslie Brucker. If I had just played a little bit better we could have won.

I also had the pleasure of playing the San Fernando Valley Unit game where I was able to present to Terry and Bill Morton, owners of the 750 Club, membership into the National Charity Committee for their efforts of raising over \$4500 for the ACBL "The Longest Day" fundraiser.

Finally, this month, is our Torrance Regional. I look forward to seeing you there.

As always I welcome your comments. You can reach me at Pinsky4Bridge@earthlink.net.