



ACBL Educational Foundation Minutes
Board of Trustees Summer Meeting
July 13, 2021 - 6:00 PM on Zoom

1. Call to Order - Joel Kramer

Joel Kramer thanked everyone for their presence and called the meeting to order at 6:02 PM. Foundation members attending the meeting were Allison Freeland, Paul Cuneo, Greg Johnson, Jane Champion, Sharon Anderson, Betty Starzec, Barbara Heller, Bryan Howard, Kristen Frederick, Joel Kramer, Michael Berkowitz, Mitch Dunitz, Robert Todd and Barbara Clark. Guest members attending were Stephanie Threlkeld, Henry Meguid and Mary Stratton.

2. Approval of Minutes - Barbara Clark

Sharon Anderson moved that the Board of Trustee minutes of March 22, 2021 be approved. Betty Starzec seconded. The minutes were approved unanimously.

3. Executive Director's Report - Kristen Frederick

Kristen stated that she was excited about the meeting and that Robert Todd would do a good job reporting. She didn't want to preempt his remarks. She thanked Reese Koppel for his work and time getting us started. Reese is leaving due to school and other competing priorities but wants to be a teacher in the program. She was thrilled with our numbers, donations, which doubled in all categories with many tripling. Although it has not been publicized, the Bridge Center of Hawaii gave a \$40,000 donation to BridgeWhiz. This is compounded by donations from the Peggy Kaplan and Betsy Bare Tributes in addition to a commitment from Mitch Dunitz.

Kristen is looking forward to her trip to Kentucky to observe the hybrid teaching model in which Patty Tucker will teach kids and teachers to play bridge. Patty will continue workshops with the teachers keeping them ahead of the kids. Stephanie was also excited about this as a prototype which could be replicated in other communities. We have a registered domain for BridgeWhiz and paid for a 1000 PeachJar schools. We also have liability and cyber security insurance. A tab has been created on our website and an endorsement is pending that we are doing business as BridgeWhiz. An ad was submitted to Paul Linxwiler for publication in the September Bulletin. A flyer will also be developed in September. Social Bridge is on hiatus until people start meeting again. Kristen and Joel will be meeting with donors in New York in September.



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4. Treasurer's Report - Paul Cuneo

Paul stated that the important part is that our financials are doing well. We're having a very nice year. We netted a total of \$250,520 in total revenue for the first six months of the year through the end of June. Of this amount, \$57,000 was in investment gains in our brokerage account and \$12,000 in our Diamond account. We are ahead of expenses by \$34,000 including large grants, the collegiate program and a couple other ones. Overall we're doing well. We netted almost a \$125,000 in gains from the ACBL for Educational Foundation week. Other good news was that we received forgiveness for our PPP loans from the Small Business Administration. Documentation was sent to Byron and accepted. The \$41,000 disappears and our statement ending in July will reflect more net to work with. Stephanie asked if there was a difference in the amount received from the ACBL for a week instead of one month. Paul's response was yes, about \$20,000, but we were very happy with what we received. Joel attributed no further questions to it being a good financial report.

5. Program Committee Report - Robert Todd

BridgeWhiz - Developing the bridge program within the \$100,000 grant is major. Reese started as leader, conducted a lot of research and was operating under the premise of youth teaching youth. Although he made good progress, there were not enough young trained teachers and there was a problem of the stability level for long range commitments.

In investigating, the design shifted to the Seattle Bridge for Youth Program with Al Bender. Although a small, successful program, it could be scaled to a national program design. The goal is to have a good, stand alone program not specifically dependent on any one person. Al offered his services at no charge and has been very instrumental in collaborating with the Steering Committee on important decisions and in making progress.

Seattle uses PeachJar for student recruitment and a large amount of money was invested. PeachJar allows nonprofit organizations to market into schools sending flyers to parents. A variety of free marketing such as Bulletins, word of mouth, districts and clubs will also be utilized. The Seattle curriculum will be used as the seed curriculum. Teachers will be licensed to use, improve and to develop it and make training videos.

There is international interest in the program from India, Mexico and Europe. There is also potential for fundraising based upon a systemized method of student recruitment where dollars can be matched to the number of students recruited, use of a standardized curriculum and tracking and graduation data.



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Our partners in this initiative are Shark Bridge who is giving us a reduced rate, the ABTA, ACBL and the Youth Bridge Association.

Betty Starzec liked the fact of a downloadable membership card. She was excited that the kids could play in clubs and youth events free. Robert indicated that clubs have already volunteered to be sponsors. Stephanie clarified that the ACBL currently provides free youth bridge memberships.

Sharon Anderson applauds all the work from the Program Committee and Steering Committee. Lots of marketing is being conducted. Robert suggested that this is a tremendous opportunity for us with implications for use in Boys and Girls Clubs, the Military and Collegiate initiatives.

Sharon was concerned about the social aspects of bridge and kids being able to play with friends. Allison also suggested Pro-Am opportunities and interesting competitions such as Spelling Bees. Robert said that these were all very good ideas.

Stephanie Threlkeld indicated that not a lot of college tournaments are happening as was the case pre-COVID. During the nationals, a two day team Round Robin event was held and a two session pairs event. Feedback from the Online Teacher Training was great. Betty Starzec indicated that 107 teachers had applied for the free Starter Kits.

6. Discussion - Preparation for BridgeWhiz Year II and Current List of Potential Funding Sources

A discussion of BridgeWhiz in the future and of our ability to make introductions was generated. A spreadsheet of names of potential donors was reviewed and board contacts identified.

7. New Business - Board Self Evaluation - Sharon Anderson

Sharon reported solid results, the board is in good shape. Overall it is a healthy place to work. Surveys showed area related to the search or recommendations for new trustees, let us know skill set.

8. Adjournment - Joel Kramer adjourned the meeting at 7:24 PM.



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9. Executive Session - An executive session followed.