

December 1, 2020

Dear Fellow Bridge Players:

It is now less than two years before the Phoenix Unit will host the Fall 2022 NABC. While we have been away from face-to-face bridge for some time, it is inconceivable to me that this will be the case when our NABC comes to town. Therefore, we need to begin work now to make this tournament a success.

We will need an enormous number of people to help, before and during the NABC. There are 13 Committee Chair volunteers that need to be appointed. These positions will require dedicated and talented people who are willing to put in **long hours working, and more importantly, recruiting and supervising** scores of volunteers. Jenifer O'Neil has already graciously accepted an appointment as our Finance Chair.

I stress the word, **VOLUNTEER**. While there will be some rooms made available, gratis, to those Committee Chairs that will need to be on-site for prolonged periods during the NABC, getting a free room should **not be** your primary motivation. Based upon the time required for many of these positions over the next two years, you can earn more money at a minimum wage job than the value of the room you may receive.

The **immediate need** is for the following positions, which are briefly described below:

- **Publicity Chair**
  - Profile:
    - Strong organizational and communications skills are essential;
    - Local media contacts will be a plus.
  - Responsibilities:
    - Write articles (stories not hand analyses) for local bridge publications;
    - Provide promotional information to the ACBL for inclusion in the Bridge Bulletin;
    - Produce and distribute flyers (supplementing ACBL flyers) to local clubs and area tournaments – yes, these will one day return!;
    - Communicate needed website update and revisions to the ACBL staff;
    - Attend planning meetings run by the NABC Tournament Chair.

- **Fundraising Chair**

- Profile:
  - Willingness to contact local businesses to solicit sponsorships;
  - Knowledge of local businesses;
  - Familiarity with local bridge players who own or have decision-making responsibilities or influence in local companies or organizations.
- Responsibilities:
  - Seek potential leads from club and Unit players for fundraising and sponsorship opportunities;
  - Create and maintain a list of potential sponsors;
  - Initiate communications with individual and corporate sponsor leads;
  - Secure as many sponsors as possible at all financial levels;
  - Help promote the special Fundraising Games that the Unit and District will (eventually) hold.
  - Attend planning meetings run by the NABC Tournament Chair.

While capable people for the other positions are also being sought, the tentative deadlines for finding them are as follows:

May 31, 2021

- Registration Chair
- Player Hospitality Chair
- I/N (Intermediate/Newcomer) Program Chair

November 1, 2021

- Volunteer Coordinator
- Partnership Chair
- Program/Book/Restaurant Guide Chair
- Prizes Chair

April 30, 2022

- Charity Chair
- Transportation/Parking Chair

If you have interest in any of these positions, please send me an email (put "2022 NABC" in the subject line) with your interest and relevant skills.

Phoenix is on the ACBL's "A List" which means we get the NABC here more frequently than other cities. One of the reasons is that prior NABC's have been great successes. We need to continue that tradition, and hopefully

improve upon those past achievements. This can only be done with your help.

Thank you for your consideration and continued dedication to making bridge a success in Unit 354 and our surrounding areas.

Sincerely,

Kenneth Titow  
President, Unit 354  
Phoenix 2022 NABC Committee Chair