

**MINUTES OF THE  
BOARD OF DIRECTORS OF  
THE UNITED STATES BRIDGE FEDERATION**

**January 15, 2002  
8:00 A.M. CST - Via Conference Call**

Directors Present: Michael Becker, Shawn Quinn, Dan Morse, Alan Popkin, Nick Nickell, Jay Baum, Arnold Jones, Bruce Reeve

Others Present: Rena Hetzer, Peter Rank, Charity Sacks

**Call to Order and Quorum Established**

Mike Becker called the meeting to order. A quorum was established

**Media Questions**

Morse reported that the Atlanta Journal wanted to do an article on Dick Freeman and Brad Campbell. Also, Popkin said that the St. Louis paper had wanted to do an article on Ron Smith but he had not pursued it due to the prohibition on pre-event publicity.

It was agreed that such local articles should not and probably could not be discouraged. Further, it was agreed that reporters should all be referred to Mike Becker who the Board designated as the USBF's press spokesman.

**Salt Lake City**

A motion was passed by the Board as follows:

The USBF Board suggests to the US Salt Lake City teams that all members of the teams play at least one-third of the total boards.

A second motion was passed by the Board as follows:

Rose Meltzer was named as the ladies playing captain.

Charity Sacks made several points regarding dealing with the press:

1. The single most important message is that bridge is a sport.
2. Do not say that bridge is a sport "of the mind."
3. Say that it celebrates humanity
4. Come up with some similar adjectives that reflect the current ad campaign using "perseverance, fitness, honor."
5. Bridge is a tough team sport demanding endurance
6. 36 or so countries have already said that bridge is a sport.

7. Don't deny professionalism in bridge
8. Sacks said that less is better – stick to sound bites.

Sacks said that the players need one message to remember. Becker requested a long and a short version of our position. Sacks will write a platform including a long and short version of the talking points and submit it to the Board for editing prior to its next meeting.

Nickell pointed out that the dictionary definition of a sport is helpful to our cause as it does not mention the physical but rather focuses on competition. Additional info that might be helpful:

1. NBC Wide, Wide World of Sports covered bridge in 1963
2. Sports Illustrated carried a regular column by Goren
3. The IOC has recognized the WBF as a sports federation
4. Samarach has been reported to say, "Bridge is a sport and as such its place is with us."

Sacks and Wood will go to the Saturday, Feb. 2 meeting to go over the Q & A's with the players. It was suggested that any USBF board members present in SLC should attend this meeting to show support for the event and particularly our teams.

Becker reported that Nickell is managing the uniforms for the men's team and will supply ties for that team and the junior team. Charlotte Blaiss is managing the uniforms for the juniors. Jill Meyers is handling the uniforms for the ladies and has suggested to them, black or navy pants and jackets with a blue denim shirt. Becker suggested that due to the expected weather in SLC that dark pants would be better than khaki for the men.

Becker confirmed that Buffett has agreed to be the honorary captain for all USA teams. Charity Sacks will send him the media platform when it is composed.

Becker confirmed that Jacobs has accepted the captaincy for the men's team.

Wood reported that the locals, Paul Bernhardt, Carol Dibblee and V.I. Corkle are doing an excellent job of organizing an audience for the VuGraph and are enthusiastically helping whenever asked.

Rank was able to book the last available junior suite at the Hilton, possibly for Meltzer but in any case for someone in the US contingency – perhaps Jacobs.

### **Donations**

Nickell again requested lists of potential donors from the Board members. A progress report is deferred to a later meeting.

### **Positioning Points of Residents**

Becker reported that the ITTC Executive Committee reviewed the Conditions of Contest further and has determined that the ITTC Credentials Committee is charged with the responsibility of

determining Positioning Points of teams. He will report back when the committee's decision is known.

### **Next Meeting and Adjournment**

The Board will meet Tuesday, January 22 and January 29 at 8:00 am CST. There being no further business the meeting adjourned.