

**012 NABC - Toronto, Ontario**  
**ITT COMMITTEE - MINUTES OF MEETING**  
**Sunday, July 22, 2001**

Michael Becker, ITTC Chairman conducted the Committee of the Whole meeting. Also present were: Chip Martel, Billy Pollack, John Sutherlin, Alan Sontag, Adam Wildavsky, Chris Compton, Billy Eisenberg, Ira Chorush, Howard Weinstein, Richard Colker, Larry Simon, Bobby Wolff, Dan Morse, Joan Gerard, Barbara Nudelman, Gary Blaiss and Rena Hetzer.

**Dealing with the Media**

Michael Calhoun, ACBL Chief Marketing Officer, gave a brief presentation to the Committee regarding the proper way expert level players should respond to questions from the media using a model developed by a firm in Texas. The emphasis was on responding to questions with negative connotations without denial but diverting the attention then to positive aspects of our game. Calhoun suggested that everyone spend some time preparing answers that they might give if asked questions either with positive or negative connotations bearing in mind the goals presented in the model.

The Committee in general agreed that the top level experts and especially those teams selected for international participation should attend longer and more detailed presentations by our CMO, even suggesting it should be required by regulation. Calhoun offered to be available twice a day, morning and evening, at each NABC to accommodate the schedules of any players willing to attend.

**Committee Changes**

The following changes to ITT Committees were approved by the Committee of the Whole:

1. Weinstein's resignation from the Executive Committee and Compton's appointment to same.
2. Becker and Solodar's resignation from the Conditions of Contest Committee.

**2001 Trials Observations**

The discussion of the 2001 trials focused almost entirely on the problems of the initial round robin with short matches and frequent comparisons. All issues were referred to the Conditions of Contest sub committee.

**ITTC Voting Privileges**

The voting criteria as presented in the attached Exhibit 1, Who Can Vote was discussed and approved by the Committee of the Whole.

**Credentials Criteria - Expertise**

The credentials criteria as prepared by the ITT Credentials Committee and amended in this meeting were discussed and approved by the Committee of the Whole. (Exhibit 2)

### **2002 Conditions**

Chris Compton, chairman of the ITT Conditions of Contest Committee, reviewed the issues for the 2002 trials conditions (Exhibit 3) and the plan for addressing these issues. Suggestions from the Committee of the Whole were noted by Compton and will be considered by the COC committee. The Committee of the Whole authorized Gary Blaiss to seek an agreement with the East Memphis Hilton to hold the USBC there in 2002.

### **USBF Update**

Michael Becker gave a report on the actions of the USBF and in particular the format of the upcoming attraction event in Salt Lake City immediately prior to the opening of the winter Olympics. As it regards the selection of the USA team for SLC, Becker asked the Committee members to come up with a list of suggested team members bearing in mind the criteria for selection suggested by Jose Damiani, WBF President and criteria agreed upon by the USBF and reflected in the attached minutes of the USBF meeting. (Exhibit 4). The USBF Board approved the ITTC Conditions of Contest, subject to minor changes not affecting byes or positioning points.

### **Sponsorship Update**

Due to the absence of Shawn Quinn a sponsorship update was postponed until the next meeting in Las Vegas.

There being no further business, the meeting adjourned.