



Winter Edition • February, 2013

# A NEWSLETTER FOR Club Managers

## Dear Club Manager,

We hope the New Year has started off well for you and your club. ACBL has several programs planned for 2103. We are excited to share them with you.



- We have partnered with the Alzheimer’s Association to raise awareness and funds for the fight for Alzheimer’s research and for the caregivers of Alzheimer’s patients. See page 7 for more details.
- An Amnesty Offer is in effect through June 30, 2013 for lapsed ACBL members who have unrecorded masterpoints. See page 5.
- Please share your “Best Practices” for running a successful club with us. Send your ideas and suggestions to club@acbl.org.

Congratulations to Susan Kroning of Seaside OR! She was named the 2012 Volunteer Member of the Year. Susan wears many hats. She is a club manager, certified club director and bridge teacher. She is a member of the National Charity and National Goodwill committees and a member of the District 20 Board.

Thank you to all the clubs that held games to raise funds for the victims of Hurricane Sandy!

Join us in St. Louis for the Spring NABC from March 14 - 24. All events will be played at the St. Louis Renaissance Hotel and the St. Louis America’s Center. See pages 2 and 3 for the list of activities. The schedule of events can be found on our web site at [www.acbl.org](http://www.acbl.org) – click on the St. Louis NABC logo.



*Carol Robinson*

*Director of Club and Member Services*

## NEWS Inside...

Seminars and Meetings at the St. Louis Spring NABC ..... 2-3

Atlanta NABC and Atlanta Youth NABC.....3

Special Events Corner 4-5

Amnesty Program .....5

Club Membership Games.....6

Bridge Bulletin article submission guidelines ....6

Board of Directors Meeting Update from San Francisco .....7

Alzheimer’s Association **The Longest Day** .....7

Marketing Tools.....8

## King/Queen of Bridge

If you know a graduating high school senior who is an ACBL Member who also plays and promotes bridge, he or she may become the 2013 King/Queen of Bridge. Recent winners have been cited for outstanding tournament performances plus administrative and recreational activities related to bridge. The ACBL Educational Foundation will present a \$1000 scholarship to the King/Queen of Bridge. This competition was established in 1973 by Homer Shoop, an Indiana banker, and is administered today by the ACBL Educational Foundation. A list of previous winners reads like a who’s who of bridge: Jeff Meckstroth, Bobby Levin, Steve Weinstein, Brad Moss, Martha (Benson) Katz, Joel Wooldridge and Eric Greco.

To become a candidate for the honor, a player must email his or her name, ACBL number and an essay outlining reasons for being chosen as the next King/Queen of Bridge to [education@acbl.org](mailto:education@acbl.org) by May 30, 2013.

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# Educational Seminars at the St. Louis NABC



## Club Director's Course (Tuesday, March 12 - Thursday, March 14)

This is a comprehensive course that prepares candidates for directing club and bridge cruise games. Anyone interested in becoming a club director or a director aboard a cruise ship is invited to participate. Study materials may be purchased through Baron Barclay Bridge Supply ([www.baronbarclay.com](http://www.baronbarclay.com)). Pre-register online by March 4 at <https://web.acbl.org/Education/CDC/index.do>, contact Joyce Stone at 662-253-3138, or send an email to [directorcourses@acbl.org](mailto:directorcourses@acbl.org).

Fee: \$50

Date: Tuesday, Wednesday, Thursday – March 12, 13, 14

Time: 1 p.m.-10 p.m. Tuesday (with dinner break)

9 a.m.-10 p.m. Wednesday (with lunch and dinner breaks)

9 a.m. - noon Thursday (followed by lunch break and testing)

## Club Director Refresher Course (Tuesday, March 19 and Wednesday, March 20)

This is a continuing education course for bridge directors. Participants must attend both sessions.

Fee: \$15 covers both sessions. Sign up at door.

Date: Tuesday, March 19 and Wednesday, March 20

Time: 9:00 a.m. – Noon, both days

## Club Manager and Teacher Q & A (Saturday, March 16)

Come by for coffee and meet with members of the ACBL staff. This interactive information session will be hosted by Carol Robertson, director of Club and Member Services, and Bryan Delfs, Education program manager.

We will be there to answer your questions and share thoughts about club games, marketing tools and programs. Nicolas Hammond will be in attendance to answer questions about the new ACBLscore+, which is in development. Bring your ideas and hear from others about growing the game of bridge.

Free of charge

Date: Saturday, March 16

Time: 10:00 am – 11:00 am

## The TAP - Teacher Accreditation Program (Thursday, March 14 – Saturday, March 16)

This is an introduction to the ACBL Bridge Series material and other popular teaching products. Learn modern teaching techniques from one of the ACBL's premier teachers in this 10-hour interactive learning course that includes three hours of hands-on experience.



Learn the business side of teaching bridge and be introduced to 64 weeks of class material and more! There are even techniques to move your students into duplicate faster. Leave with the tools needed to develop a successful teaching career.

Use the link at <https://web.acbl.org/Education/tap/index.do> to pre-register, or contact the Education Department at 662-253-3161 or [education@acbl.org](mailto:education@acbl.org) for more information.

Fee: \$125 (Free to previously ACBL Accredited Teachers and to ACBL Members 25 and younger)

Date: Thursday, Friday, and Saturday – March 14, 15, 16

Time: Thursday, March 14  
1 p.m. – 5 p.m.

Friday, March 15 & Saturday, 16,  
8:30 a.m. - Noon



# You are invited!

## Reception for Club Officials and Teachers (Friday, March 15)

This is the ACBL's "thank you" reception for the club officials and teachers who help recruit and retain our Members. Club managers, teachers and club directors are encouraged to attend.

**Fee: Free**

**Date: Friday, March 15**

**Time: 4:30 p.m. – 6:00 p.m**

## New Spring NABC Event: 0–10K Swiss Teams

The ACBL Board of Directors has approved an event that will debut at the 2013 Spring NABC in St. Louis. It is a "10K" four-session 0–10,000 Swiss Teams that will be played on the first Friday and Saturday of the tournament (March 15–16). Subject to a 10-point cap, the event will award 10% platinum masterpoints to teams that place in the overall of the event.

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## Spring NABC Opening Reception

**Friday, March 15**

**After the evening session**

**Renaissance Grand Hotel**

Join us for a night of fun, food, drinks and dancing as ACBL welcomes everyone to the Spring North American Bridge Championships.



Pete, Brian and Kevin are all veteran St. Louis area musicians who have been playing around the city for many years. Collectively, they have played with some of the biggest names in St. Louis, such as: Rondo's Blues Deluxe,

Stonebraker, J.P. Blues, Jules Blattner, Marcel Strong and the Apostles, Ja Da, The Rhythm Rockers, No Money Down, AfterFive, the Rhythm Imperials, the Coral Courts (the BAND, not the MOTEL), and Soul Addiction. All three members have worked with world class artists including Bo Diddley, Oliver Sain, Gus Thornton, former Allman Brothers Bassist Bob Keller (a founding member of BLUE66), Ingrid Berry, and Johnny Johnson. What you will hear from them are songs by Clapton, ZZ Top, Cream, the Allman Brothers Band, Stevie Ray Vaughn, Albert King, and Robert Johnson, among others.

## August 1–3, 2013 Youth North American Bridge Championship & August 4–11, 2013 World Open Youth Bridge Championship

Atlanta GA is the site of the 2013 Youth North American Bridge Championship (YNABC). The tournament will be Aug. 1st through Aug. 3rd, the first weekend of the Summer NABC. We would appreciate your help in getting the information concerning this event out to all of your young players.



Please let them know that they can register online at [www.youth4bridge.org](http://www.youth4bridge.org).

that they can register online at [www.youth4bridge.org](http://www.youth4bridge.org).

Atlanta is also the site of the World Open Youth Bridge Championships, which will be held immediately following the Youth NABC. This is a transnational event open to players 25 and younger from all over the world, meaning that teams/pairs may play with players from other countries. This will be run from Aug. 4th through Aug. 11th.

Eligible ACBL Members from the U.S., Canada & Mexico (WBF Zone 2) can receive a subsidy for half of their entry fees to this event! More information on this event can be found at [www.youth4bridge.org](http://www.youth4bridge.org).



## Special Events Corner

### Grass Roots FUNd Month Change

The inaugural Grass Roots FUNd Month got off to a great start, with nearly \$80,000 raised. 100% of this money goes back to the District to help subsidize NAP, GNT and local grass roots efforts.

The Grass Roots FUNd Month has been changed from December to January beginning in 2014. There will be no Grass Roots FUNd month in 2013.

### Fund/Foundation Games Reminder

**January:** Beginning in 2014, all sanctioned sessions may be held as Grass Roots FUNd games

**February:** All sanctioned sessions may be held as Junior Fund games.

**April:** All sanctioned sessions may be held as Charity championship games.

**September:** All sanctioned sessions may be held as International Fund games.

In the remaining eight months of the year (March, May, June, July, August, October, November and December) a club may choose from the following fund/foundation games to hold only **one** of these games per month per sanctioned session:

**Junior Fund**  
**Charity Foundation**  
**International Fund**  
**Educational Foundation**  
**Grass Roots FUNd**

A regularly scheduled club game held at a frequency other than weekly, may hold one special “fund” game every fourth game.

Please be sure that your club and your Members adhere to the regulations for Fund/Foundation games as set forth by the ACBL.

### February is Junior Month

All regularly scheduled sanctioned sessions during the month of February can be Junior Fund Games. The cost is an extra \$1 per person, and players can win 70% sectional-rated black points. You are not permitted to run Junior Fund games during April or September. ACBL's Juniors depend on our clubs to keep the youth programs going! The largest junior program is teaching students about the game of bridge in schools. Thanks to the Junior Fund, over 162 schools offered such programs in 2012.

### ACBL-wide Charity Game # 1

Help support the ACBL Charity Foundation and the Canadian Bridge Federation Charitable Foundation. On Tuesday evening, March 12, 2013, the first of two ACBL-wide Charity Games will be held in clubs across ACBL. Masterpoint awards are sectional-rated black. In addition to masterpoints earned at clubs, there will also be ACBL-wide and district-wide awards. Hand records and analyses are provided by email. Please [click here](https://web.acbl.org/SpecialEvents/index.do) (https://web.acbl.org/SpecialEvents/index.do) to register online.

### April is Charity Month

Your club can help by hosting a Charity club championship game during all regular sanctioned sessions for the entire month of April. The cost is an extra \$1 per person and players can win 70% sectional-rated black points. Clubs may not hold more games to benefit a local charity than they hold to benefit the ACBL Charity Foundation or the Canadian Bridge Federation Charity Foundation. Charity games cannot be held during February or September. For more information, contact the ACBL Charity Desk at 662-253-3129 or [charityfdn@acbl.org](mailto:charityfdn@acbl.org).



*Continued on next page*

## ACBL-wide International Fund Game # 2

Help support North Americans in international bridge competition. On Wednesday afternoon, May 8, clubs across ACBL will host the second of three events designed to raise funds to send North American teams entered to international competition for World Bridge Federation titles. Masterpoint awards are half red, half black. In addition to masterpoints earned at clubs, there will also be ACBL-wide and district-wide awards. Printed material is sent by mail approximately four to six weeks in advance of the game. Please [click here](https://web.acbl.org/SpecialEvents/index.do) (https://web.acbl.org/SpecialEvents/index.do) to register online.



## ACBL-wide Games Reminders

To ensure we have ordered enough printed material for ACBL-wide Special Event games, it's important that you register at least 60 days in advance of the game. If you register after that time, there is a possibility there will not be enough material for your club.

If you discover that you will be unable to hold one of the games that you've already registered for, please send an email to [SpecialEvents@acbl.org](mailto:SpecialEvents@acbl.org) as soon as possible so we do not mail unneeded material.

If you would like to register for any 2013 ACBL-wide Special Event games, please [click here](https://web.acbl.org/SpecialEvents) (https://web.acbl.org/SpecialEvents) to register.

Please send an email with questions about fund/foundation games to [charityfdn@acbl.org](mailto:charityfdn@acbl.org). For questions about other Special Event games write to [specialevnts@acbl.org](mailto:specialevnts@acbl.org).

## Inter-Club Championship Games

Players at your club play face-to-face with the perk of across-the-field scoring through the Internet to determine overall rankings at clubs participating on the same date. Hand records are sent by email a few days before the game is held. The club director sends the game file by email to ACBL the next day to be included in the overall scoring. Your players earn regular club masterpoints (black) at the club in addition to club championship masterpoints if they place in the overalls. The fees are \$1 extra per person. Please [click here](http://www.acbl.org/play/icc-games.php) (http://www.acbl.org/play/icc-games.php) to register online.

The remainder of the 2013 Inter-Club Championship Game Schedule is below:

Thursday	February 28	Afternoon
Tuesday	March 5	Morning
Monday	March 25	Evening
Tuesday	April 9	Evening
Wednesday	April 17	Afternoon
Monday	May 13	Afternoon
Thursday	May 23	Morning
Wednesday	June 5	Morning
Thursday	June 27	Evening
Tuesday	July 9	Afternoon
Thursday	July 18	Afternoon
Wednesday	August 14	Afternoon
Monday	August 26	Morning
Tuesday	September 3	Morning
Wednesday	September 18	Evening
Monday	October 7	Evening
Thursday	October 31	Morning
Tuesday	November 12	Evening
Wednesday	November 20	Morning
Monday	December 9	Afternoon
Thursday	December 19	Evening

## Amnesty Program - Free Masterpoints!

The ACBL Board of Directors approved an amnesty program for previous Members. Between Jan. 1 and June 30, 2013, upon payment of membership dues or service fees, a player whose membership has lapsed will be credited with all masterpoints earned during the lapsed membership period. Please encourage your lapsed Members to rejoin and support the ACBL and bridge. Contact [membership@acbl.org](mailto:membership@acbl.org) for more information.

## Club Membership Games

A club may hold one membership game per year for each regularly sanctioned session. If a club runs one game a week, it may hold one Membership Game per year; if a club runs ten games a week, it may hold ten Membership Games per year. Only Life Members and paid ACBL Members are eligible to win masterpoints in these games.

The point awards for an open game are 100% sectional-rated black points. The session designated for the game must be one for which the club is sanctioned.

A club may schedule a Membership Game any time during the year, as long as the dates do not conflict with the dates of sectional or higher-rated tournaments or qualifying games for the NAP or the GNT that are being held in the same community. The session designated for the game must be one for which the club is sanctioned. A club entitled to hold more than one Membership Game must schedule each one on a different session (for example, not two Friday nights).

Club managers should publicize the dates and locations of their Membership Games in advance.

**Eligibility to Play** - Only Life Members and paid-up ACBL Members are eligible to play in Membership Games. Before the game begins, the director should make it clear to all participants that if the ineligible player enters, neither the player nor his or her partner will receive masterpoint awards.

A Membership Game may not be run at the same time as an ACBL-wide event, a sectional tournament, or a regional tournament if the playing site is located within 25 miles of the playing site of the higher-rated tournament.

Other Games:

**ACBL-wide International Fund Game #3: July 26, 2013**

**ACBL-wide Instant Matchpoint Game: October 2, 2013**

**ACBL-wide Charity Game: November 25, 2013**



## Guidelines for Club News Submissions

### For the Bridge Bulletin

#### Articles

Share what's happening at your clubs with ACBL Members continent-wide. Your creativity may inspire others as they recruit new Members, plan special events, recognize achievements, run successful charity games and just generally promote the game of bridge.

It is our policy to cover events after the fact — not promote them in advance.

Send your articles to [sue.munday@acbl.org](mailto:sue.munday@acbl.org). If you are not the author of the article, please include the author's name and make sure it comes with his or her permission. We are far more likely to run the news item if it accompanied by a photo of the event. Use a camera (not a cell phone) with a high-resolution setting.

#### Big Games

We are delighted to recognize especially good games in the Bridge Bulletin. Send notification to [sue.munday@acbl.org](mailto:sue.munday@acbl.org). Our criteria for running big gamers' names are:

- The players score 75% or higher in a club game.
- It's an open, non-restricted game (for example, IN games restricted by a masterpoint ceiling or country club games restricted by membership do not qualify). Nor do cruise games.
- The game consists of at least five tables with at least 20 boards in play.
- Both players are paid up Members of the ACBL in good standing.
- We also need a game recap — either via email or an online link to where the results are posted.



## Update from the Board of Directors Meeting in San Francisco CA

### Election of ACBL President

Don Mamula of Mill Creek WA in District 19 was elected to the office of ACBL President for 2013.

### ACBL Handbook

Section Two:

#### I. Club Masterpoint Games

The Rules for Mentor-Newcomer games are amended as follows:

A club may hold a Mentor-Newcomer game as an open game even if the club stipulates that one member of each partnership have fewer than a certain number of masterpoints. There must be no limit on the number of masterpoints allowed for the mentor player. The club may hold this game on a regular basis or as a special event. Any special game held in a club is eligible to be held as a Mentor-Newcomer game.

### Grass Roots FUNd Month

The Grass Roots FUNd month shall be moved from December to January, starting in January 2014. There shall be no Grass Roots FUNd Month in 2013.

### ACBL Membership for Club Managers and Club Directors

Effective immediately, anyone who is a current club manager for a club running ACBL sanctioned games must be an ACBL Member in good standing with all service fees and dues paid. Any club or higher-rated director must be an ACBL Member in good standing with all service fees and dues paid to be eligible to direct an ACBL sanctioned game.



The Alzheimer's Association and the ACBL are thrilled to join forces around **The Longest Day™**, the newest signature event of the Alzheimer's Association. Held on summer solstice, June 21, 2013 the event is designed to raise awareness and funds for the fight against Alzheimers. It is meant to honor the passion, dedication and strength displayed everyday by people with Alzheimers and their caregivers.

Alzheimer's Association and the ACBL are in the process of designing a custom program so ACBL Clubs in North America can participate in The Longest Day by offering members the opportunity to play bridge from sunrise to sunset. Not only

is this a wonderful opportunity to raise money and awareness for a cause that has affected so many of us, but there are also potential publicity opportunities for your club.

**Registration for the event begins on March 18.**

Visit [www.acbl.org/thelongestday](http://www.acbl.org/thelongestday) now to learn more.



# Marketing Tools!

The ACBL Marketing Department has many ongoing resources we provide to clubs and teachers to help you market the game of bridge.



These tools prove very helpful as you advertise your club and classes, so take a moment to refresh your knowledge on our standard marketing tools.

## Customizable Ads

### TV Ad Now Available!

We are excited to announce that a TV ad, targeting the baby boomer/recently retired audience, is now available on the ACBL website!



There are two versions of this ad available — one 15 seconds, the other 30 seconds. Each

version is edited so you can customize it with your personal contact information at the end of the ad. Just like the radio ads, there is a media buyer available to help you negotiate your media purchase(s), handle getting the TV ad to the station(s), and arrange for insertion of your customized contact information.

[Click here](#) to learn more, watch the ads, and complete the online request form.

*We can't wait for you to take advantage of this brand new marketing tool!*



## Radio Ads

We've developed two 30-second ads, one targeting 'empty nesters' and another targeting 'recently retired' audiences, that you can customize with your club or teacher contact information.

Simply [click here](#) to fill out the form and the ACBL's media buyer will contact you within 48 hours to assist you with the recording, placement and purchase of your radio advertisement.

**Remember:** *If you use any of our customizable ads, it automatically qualifies for reimbursement under the ACBL's Cooperative Advertising Program (CAP)!*

This page reprinted from the **ACBL — Marketing Matters** newsletter. To see the full newsletter, go to: [http://web2.acbl.org/documentlibrary/marketing/marketing-matters/Summer\\_2012.pdf](http://web2.acbl.org/documentlibrary/marketing/marketing-matters/Summer_2012.pdf)

## Cooperative Advertising Program (CAP)

The ACBL reimburses clubs, teachers, districts, and units for their advertising expenses for programs and lessons designed for beginners, newcomers and/or ACBL recruitment. Here are a few things to keep in mind:

- The ad must be date specific.
- The ACBL logo or the words American Contract Bridge League **MUST** appear in the advertisement.
- The ACBL reimburses you 75% of your total cost up to \$750 per ad campaign.
- Visit <http://www.acbl.org/marketing/coopAdvertising.html> for full program details and a list of eligible and ineligible items for reimbursement.

## Discounts

As an ACBL member, you are entitled to discounts with Baron Barclay, printing discounts at FedEx Office and Office Max, and there are also travel discounts with both Delta Airlines and Hertz rental cars. [Click here](#) to view all the benefits afforded to you through your ACBL Membership.

## Tips & Tricks

It's always helpful to know what makes other clubs and teachers successful in recruiting new Members, and the Marketing Department has compiled a list of a few Tips & Tricks for you.

Visit <http://www.acbl.org/marketing/tips.html> for advertising tips, campaign ideas for introducing new players to duplicate, increasing class/workshop attendance, publicity tips, event ideas and advice on creating player satisfaction and loyalty. Many of these Tips & Tricks even qualify for the Cooperative Advertising Program!

If you would like to share your campaign/marketing ideas that have been successful, please send them to [marketing@acbl.org](mailto:marketing@acbl.org) with the subject of "Tips and Tricks."

*We'd love to hear from you!*