



A NEWSLETTER FOR CLUB MANAGERS

Spring Edition • May 2004

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AMERICAN CONTRACT
BRIDGE LEAGUE
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Memphis TN 38116

www.acbl.org



Dear Club Managers

Reno was a great NABC, and I enjoyed seeing all of you. We are now making our plans for “The Big Apple” this summer and expect the New York turnout at our seminars and “Thank You” reception to be big. Don’t miss it. The Summer NABC has an outstanding schedule of events and extras that you will want to enjoy. Visit www.acbl.org for more details.

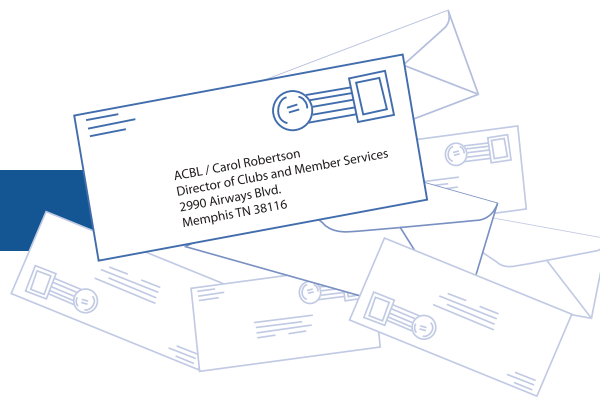


ACBL’s “Thank You” party for club officials and teachers will be held between sessions on the first Friday of the NY NABC, July 9, from 5 p.m. to 7 p.m. Please join us for a fun evening and some exciting door prizes. This special event has turned into one of the highlights of each NABC. See you there!

Carol Robertson

Carol Robertson,
Director of Club and Member Services

Letters to Carol



We were inspired by Marti Ronemus’ article (Fall 2003 *Club Managers* newsletter) to try a 99er Silver Day in DeLand on Jan. 24. It was a great success. We had nine full tables, 11 local pairs and seven from out of town — some from quite a distance away! We advertised with fliers, mailing them to clubs with I/N programs and putting them out at sectionals and regionals in the area. We also did two e-mail notices and had a lot of publicity in our local club.

By the way, I was impressed with the online manager’s digest, which is quite handsome. And I agree entirely with Marti’s proposition that players shouldn’t be criticized for wanting to play on a safe level, especially the 0–300 folks.

Lynn Berg
Florida



Items of Interest passed by the
Board of Directors in

Reno NV

CHARITY GAME FEES

Beginning Jan. 1, 2005 District and Unit Charity game table fees will increase by a \$1 per table (\$6 to \$7 U.S. and Canadian.)

STRATIFIED SWISS TEAMS

At sponsor option, the stratification level of a team in a stratified Swiss teams may be determined by the average masterpoint holding of all team members.

MAILING LISTS

Unit or District Tournament Chairs and members of an NABC Host Committee may now receive a free list with names and addresses of potential tournament attendees. To order a list, please contact Alicia Van Gunda at listlabels@acbl.org or via telephone at 901-332-5586, ext. 1258.

ACBLscore Information

Want a faster ACBLscore posting process? E-mail your report. E-mailed reports are posted almost immediately. For instruction on submitting your club reports by e-mail, use this link www.acbl.org/acblscore/clubreport.html.

Please ensure that you are using the latest version of ACBLscore. To download the updated version please use the following link www.acbl.org/acblscore/specificationsdownloads.html.

Got questions? We have answers! Frequently asked questions for ACBLscore are now available on our web site at www.acbl.org/acblscore/acblscorefaqs.html.

If you don't find the answers there, Dave Smith at our Computer Help Desk is available from 8:30 a.m. to 4:45 p.m. CST Monday through Friday. Contact Dave at acblscore@acbl.org or by calling 901-332-5586, ext. 1336.



Publication
Suited for
Students and
the New
Duplicate
Players

Adventures in Duplicate Bridge

This colorful, 60-page booklet fully explains bridge and the ACBL to social, rubber and newer duplicate players. Perfect for the individual or for newcomer programs. Special price of just \$2 each for club owners, ACBL accredited teachers, units and districts. Regularly \$4.95. Great giveaway for lessons or newcomer programs. Item #310572.

**Order by credit card at
www.acbl.org
or toll free at 800-264-2743.**

Orlando NABC Posters

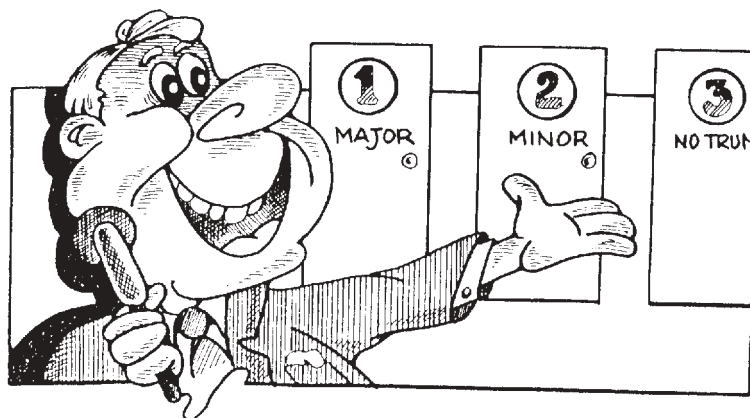
Included with this mailing is an advertising poster for the Fall 2004 NABC in Orlando. If you need additional posters, please contact Gail Smith in the Club and Member Services Department at 901-332-5586, ext. 1217 or via e-mail at gail.smith@acbl.org.

NORTH AMERICAN FALL
BRIDGE CHAMPIONSHIPS 2004



Inter-Club Championship

ACBL-sanctioned clubs may participate in Inter-Club Championship Games (ICCG). Clubs that register to participate in these events receive hand records via e-mail. Using these deals, the club game is played and scored in the usual fashion with the normal masterpoint awards. In addition, the game is scored across the field of all clubs that participate on the same date. Overall awards are given in addition to points earned at the local club.



In order to participate, clubs must have a regularly scheduled game for the date and session on which the ICCG is held. You must sign up in advance and use ACBLscore 7.0 or higher. Results must be reported to ACBL electronically within 24 hours to be included in the overall ranking. Please note that clubs may host only four ICCG events per sanction per year.

Players may access hand records online the next day. The records include analysis by Deep Finesse on the maximum number of tricks available in each strain. Frequency charts and recap sheets are also available. For more information, see our web page at: www.acbl.org or you may e-mail us at iccg@acbl.org.

SCHEDULE FOR THE REMAINDER OF 2004

DAY	DATE	SESSION
Wednesday	June 9, 2004	Evening
Tuesday	June 22, 2004	Evening
Monday	July 12, 2004	Evening
Tuesday	July 27, 2004	Morning
Thursday	August 5, 2004	Afternoon
Tuesday	August 17, 2004	Evening
Tuesday	September 14, 2004	Afternoon
Monday	September 27, 2004	Morning
Wednesday	October 13, 2004	Afternoon
Thursday	October 28, 2004	Morning
Wednesday	November 10, 2004	Morning
Wednesday	November 17, 2004	Evening
Thursday	December 16, 2004	Evening
Monday	December 27, 2004	Afternoon

To sign up, go to www.acbl.org/play/iccGames.html



Model Players

If you've ever tried to get great photographs of your players at the table, you know how difficult it is. So when the ACBL decided to use player shots in its new marketing materials, the M.A. Lightman Bridge Club in the headquarters city of Memphis became a photo studio for a day.

Four tables of players were lured to the photo session with the promise of Corky's BBQ for dinner (the owner of this legendary home of hickory-smoked pork is Don Pelts) and a free play for the evening game. Patience indeed was a virtue as the photographer and his assistant set up the lighting and the art director decided which color cards should go in which color boards.

A lively "game" ensued, with a just a few interruptions: "Can you please put the cards in your right hand rather than your left?" "Wait, no, pull a card from the middle rather than the end." "Would you please straighten out the tricks in front of you?"

Memphis players now are representing the ACBL across North America on new exhibit displays and brochures used at trade shows and conventions.



Bress, Jaya Gala and Edith Reiter and to tireless and always helpful club managers Janice and Terry Van Dyke.

The ACBL on Display

A limited number of these table displays are available for public events such as the Senior Olympics and school fairs. We encourage members to learn about events in their areas and reserve space for an ACBL booth. The ACBL will provide promotional materials such as the display and extra Bridge Bulletins. You will need to provide the name and date of the event where you will exhibit (with at least two weeks' notice), as well as a shipping address and contact information. Contact the Marketing Department at 901-332-5586 or marketing@acbl.org.

The ACBL on the Road

Active seniors, game players and educators are the audiences for ACBL public recruitment and awareness efforts this year. We're taking our game on the road to major conventions. Area volunteers are welcome to help staff exhibit booths and promote all that's great about bridge. To volunteer, please contact the Marketing Department at 901-332-5586 or marketing@acbl.org.

CONVENTION SCHEDULE

Origins International Game Expo

Columbus OH — June 24–27

Estimated Attendance: 13,000

Sponsored with the Game Manufacturers of America, this 30-year-old convention is reintroducing its traditional game track this year and has offered the ACBL free exhibit space for lessons, online bridge demonstrations and sanctioned newcomer events.

National Education Association Convention

Washington DC — July 2–4

Estimated Attendance: 15,000

ACBL representatives will promote new School Bridge Lesson Series materials to teachers and administrators in hopes of increasing the number of students in our school programs.

AARP Convention

Las Vegas NV — Oct. 14–16

Estimated Attendance: 18,000

The ACBL returns to this annual event where last year we distributed more than 3,000 Learn to Play Bridge CDs to this active group of traveling seniors.



SMILES GALORE IN RENO

by Julie Greenberg, ACBL Director of Education



Reno NABC promoted a “Happy Theme” in the IN area.

The Reno NABC Intermediate-Newcomer Program was a winner! Sue Kroning of Seaside OR, the IN Chair for the Spring NABC, did a fantastic job in publicizing the program and making it fun for the participants.

What was her secret?

Sue took the round, yellow smiley face symbol and played it up. The “happy” theme ran all

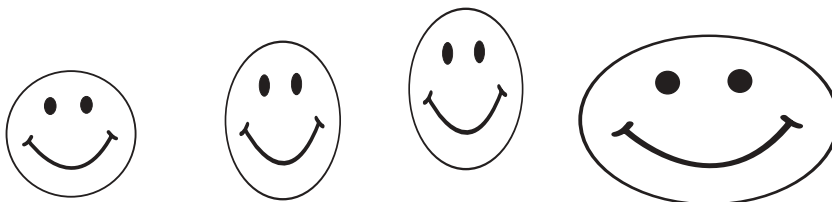
week throughout the IN area and created an upbeat atmosphere that had the participants wondering “What’s next?”

Each day Sue had a gift for the players in the IN room. She had smiley face visors, smiley face lunch bags (with assorted goodies), smiley face erasers, smiley face pencils, smiley face stickers, smiley face bookmarks, mints wrapped in smiley face

wrappers, smiley face pencil sharpeners — you get the idea. And, there were smiley faces on the walls of the playing area, too! Sue was able to buy all of these gifts from a party-supply store for very little money.

One other nice touch deserves mention. Sue downloaded the SAYC (Standard American Card) booklet from the ACBL web site and put a new title on it: “SAYC Souvenir Booklet – Welcome to the Reno NABC, March 18–28, 2004.” She added a smiley face, of course, and printed them on yellow paper as a handout in the smiley face lunch bags. Since more and more of our players are using SAYC on the Internet, this was a very useful gift and an incentive for these players to try online games.

Why not follow Sue’s lead? At your next IN Sectional or activity, add a theme and add some fun. Your players will love it.



SPECIAL EVENTS CORNER



JULY

ACBL-Wide International Fund Game
3 with Hand Records

ACBL-Wide International Fund Week
3 Shuffle & Deal

Call Special Events to make sure your club is sanctioned to hold these events. The International Fund Game with Hand Records and Analysis will take place on Friday evening, July 9, 2004. The Shuffle & Deal Week is July 5–11, 2004. Sanction fees are \$5 U.S., Shuffle & Deal and \$7 U.S. Hand Records.

SEPTEMBER

Instant Matchpoint Game

This highly popular gold point game will be held on Thursday evening, Sept. 9, 2004. One gold masterpoint will be awarded to top section winners. Sanction fees are \$11 per table.

49er Pairs

In September, players with 50 or fewer masterpoints will compete throughout North America. All bridge clubs are invited to participate. This game does not have to be sanctioned. Game material and instructions will be mailed out in early August. The pair(s) with the highest percentage score in each district will be listed on the ACBL web site and in *The Bridge Bulletin*.

NORTH AMERICAN PAIRS JUNE, JULY AND AUGUST

By now all club managers should have received their NAP packets. Please take the time to:

- Read over all instructions.
- Understand the Conditions of Contest.
- Check game materials (reporting forms, etc.)

We expect this to be a very successful event. Please call or e-mail the Special Events Department if you have any questions at specialevents@acbl.org or 901–332–5586, ext. 1286.

Learn! Play! Join!
Welcome to Our New Web Site!

Notice something a bit different about the ACBL web site?

Visit us at www.acbl.org and take some time to click around and see what's new!

www.acbl.org





Bridge In Your Neighborhood



American Contract Bridge League

Brochure templates now are available

This is a great marketing tool and can be used for distribution to local chambers of commerce, convention and visitors bureaus or public events.

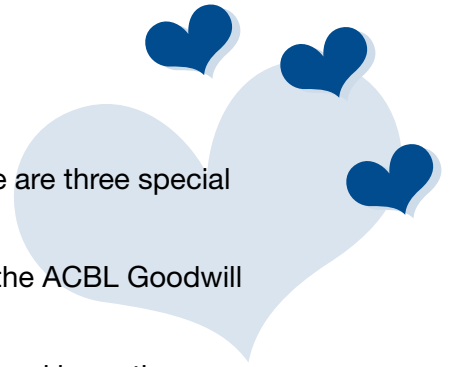
For information on Bridge in Your Neighborhood brochures for your area, please contact the ACBL Marketing Department at 901-332-5586, ext. 1357 or via e-mail at marketing@acbl.org.





It's Goodwill Day!

Monday, July 12



We know our club managers spread goodwill every day, but there are three special days each year when goodwill rates an even higher priority.

Goodwill Day is celebrated the first Monday of each NABC, and the ACBL Goodwill Committee hopes that clubs will celebrate on these days as well.

“We would like all of our members to be aware of Goodwill Days and hope they arrange for some special events or tributes at their clubs,” said Aileen Osofsky, longtime chair of the committee.

“Goodwill Day is celebrated the first Monday of each NABC.”



The next Goodwill Day is Monday, July 12, during the Summer NABC in New York City. A club might host a party for players who are members of the ACBL Goodwill Committee from their areas, hand out “Smiley Face” stickers with each director

call to remind players to spread goodwill, or even — in honor of the day in the “Big Apple” — serve an all-apple snack. Goodwill Day will be celebrated again Monday, Nov. 22 during the Fall NABC in Orlando.

Clubs with ideas for Goodwill Day promotions are encouraged to send them to the ACBL Marketing Department by mail or e-mail to marketing@acbl.org.

Bridge Bulletin for New Members

Please let new ACBL members know that if we receive and process an application after the 8th of the month, the membership will not clear our database until the next month’s mail cycle. For example, if the application is processed June 9, the member will not receive *The Bridge Bulletin* until the August issue because the July list already has been created and sent to the mail house. If the ACBL receives and processes an application before the 8th of the month, the member will receive *The Bridge Bulletin* beginning the next month. If someone has not received a *Bridge Bulletin* within the above time frames, please encourage them to contact Sharon Baldwin at 901-332-5586, ext. 1281 or via e-mail at sharon.baldwin@acbl.org.



ACBL Scores with Florida Seniors

The Jacksonville FL clubs should see some new faces soon as a result ACBL's participation in the city's Florida Senior Expo in April.

ACBL volunteers spoke with hundreds of potential players, including Jacksonville retiree Clarence Jones, whose conversation with District 9 Director Shirley Seals and Goodwill Ambassador Michele Raeuber resulted in a promise to visit the local club the very next week. "I've never played bridge before but these ladies have really stirred my interest in the game and I think I'll give it a try," Jones said.

Raeuber noted that Jones' unfamiliarity with bridge was more the exception than the rule. "A lot of people at the expo had played bridge before but had gotten away from the game for a variety of reasons," she said. "We hope to get them back."

Some attendees said they were interested in learning bridge but were intimidated by the game. Wilson Day, chief director at the Jacksonville Bridge Club, easily put their fears to rest. "Bridge is not a difficult game to play, and that is what I tried to communicate to people at the expo. It is a fun game with a wealth of benefits," Day said.

"All of the volunteers enjoyed sharing their love for bridge with the attendees at the Senior Expo," Seals added. "We very earnestly told the people who came by the booth that bridge had given us an opportunity to use our minds with the special benefit of an extended family of friends."

The ACBL distributed more than 1000 Learn to Play Bridge CD's and hundreds of bridge-related brochures, including the new Bridge in Your Neighborhood brochure highlighting bridge clubs and teachers in the Jacksonville area.

For information on Bridge in Your Neighborhood brochures for your area, please contact the ACBL Marketing Department at 901-332-5586, ext. 1357 or via e-mail at marketing@acbl.org.



Left to right: Michele Raeuber, Wilson Day, Dottie King and Shirley Seals

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- ♠ ACBL membership recruitment

For details of the new program,
visit www.acbl.org

or

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