

HANDBOOK
FOR
EDUCATION LIAISONS



AMERICAN CONTRACT BRIDGE LEAGUE
2990 AIRWAYS BOULEVARD
MEMPHIS TN 38116

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A NOTE TO OUR LIAISONS

Congratulations! You have been selected by your unit or district for a challenging and exciting job. This manual was designed to help you identify what you would like to do for your unit and how to get started on a path that will allow you to accomplish your goals.

ACBL and its units need to work together to secure the future of organized bridge and to reverse the tide of declining membership.

- ! New players need to be recruited.
- ! Current members need to be retained.
- ! New members need to be integrated into the organization and made to feel comfortable - a member of our bridge family.

The Liaison's main job is to educate unit members about available ACBL education programs and to implement them with Unit Board approval.

If your unit is just establishing an education program, this information will guide you through the steps necessary to get started. If your unit has the basics in place, there is a lot you can do, with unit assistance, to improve the program and spark new growth and participation. Read on.

The Education Department will be happy to assist you in developing any of ACBL's education programs. Call the Education Department at (901) 332-5586, ext.262 or by e-mail at Julie.Greenberg@acbl.org

Good luck!!

The Education Liaison is a volunteer appointed by the Unit President or Unit Board who will develop and promote education activities for the unit in coordination with the ACBL Education Department, the Unit Board and the unit's teachers and club managers.

GETTING STARTED

Getting started is the hardest part of any endeavor. In order to make a plan, you need to know what your unit specifically expects you to do.

Understanding the primary goals of an Education Liaison is easy -

‡ **To promote bridge by bringing new players into the organization and making them a part of our bridge family**

‡ **To increase local participation**

‡ **To retain current members**

Putting together strategies to achieve these goals may be difficult.

STEP ONE: *Define your unit's area.*

How large is your unit geographically? A small city, a large metropolitan area, a large state, several sections of several states? The area you are dealing with will help you decide how large your Education Committee needs to be.

STEP TWO: *Determine which education programs your unit has implemented by asking and answering these questions.*

Does your unit have an Education Committee?

Is there a New Player Services Program in place?

Has the unit participated in a TAP (Teacher Accreditation Program)?

If yes, When _____ Where _____

Does your unit host an IN sectional or an IN regional?

Has your unit taken advantage of the ACBL's Cooperative Advertising Program?

Does your unit have a Mentoring Program in place?

What other education programs have been established?

STEP THREE: Consult with your Unit Membership Chairman and determine the trend and composition of your unit's population.

Number of unit members? _____ Unit members with fewer than 100 points? _____

What is the percentage increase or decrease in total members in the past three years? _____

What percentage of the membership plays in local sectionals? _____

STEP FOUR: Appoint an Education Committee if one isn't already in place (see page 5).
Look first to your friends.

STEP FIVE: Meet with your Education Committee to develop an education plan for your unit.

DEVELOPING THE PLAN —

1. Determine your goals (see page 4).

2. Select the programs that will help you reach those goals.
 - a. What programs are in place? (Consider your answers in Step Two.)

 - b. Are the existing programs fully developed.

3. Appoint committee members to head up each program.

4. Establish a timeline for your projects.
Set some goals that can be accomplished in the coming year.

Set up long term goals for the next group of volunteers to continue with.

5. Create a budget.

6. Present your plan of action to the unit board for approval.

ESTABLISHING GOALS

Did you know that in most units 40% or more of the members have fewer than 100 masterpoints?

Did you know that in most units, fewer than 25% of the members participate in local tournaments?

There are no quick fixes to achieve growth. This is a long term effort.

The primary goal of a Unit Education Liaison should be growth in the number of players --- both new and current --- who are enjoying bridge at the club and tournament levels.

Although you were appointed (or may have volunteered) as Education Liaison, don't assume your Unit Board understands the goals of this position or knows what education programs are available.

You and your Education Committee need to establish some short term and long term goals for your position and present them to the Unit Board.

The growth in the number of new players enjoying the game will naturally translate into increased membership for the unit — retention of current members and recruitment of new members. Every unit needs to be actively involved in this pursuit. This was the main reason why the ACBL Board of Directors established the positions of Unit and District Education Liaison.

EDUCATION COMMITTEE

The most effective aid to achieving your long- and short-term goals is to establish an Education Committee. No matter how much energy a single person may possess, the collective energy of a group working together is better.

Whether your unit is small or encompasses a large area, you will need a group of volunteers to work with you. Make certain that your committee members are located in all areas of the unit and will, therefore, represent all of the unit's members.

The size of the Education Committee is not as important as filling it with dedicated, positive individuals who are interested in working with you. Start with your friends!

If an Intermediate-Newcomer (IN) Coordinator has been appointed by the unit, that person should become a member of the Education Committee and should head up all new player promotions and programs. If the unit doesn't have an IN Coordinator, it is suggested that a member of the committee be selected for that position.

Points to remember regarding your Education Committee.

- 1 Let your Education Committee assist you in prioritizing and achieving short-term objectives.

- 1 Appoint specific Education Committee members to be responsible for maintaining ongoing programs once they are established.

- 1 Meet regularly with your Education Committee to address continued objectives, concerns and success. You can even do this on the Internet!

- 1 Make sure your unit recognizes the importance of the work these volunteers are doing. Volunteer recognition is key to maintaining good relations with your committee members.

- 1 Enjoy the process!

MAKING A PLAN

To help you design your plan of action, we offer these ideas and suggestions.

THE BIG FIVE -

These five activities will jumpstart a new or existing program.

1. Bring in Accrediting Programs

! Host a TAP (Teacher Accreditation Program). You can't get new players if you don't have teachers to produce them. The TAP will develop bridge teachers who will stimulate interest in both bridge and the ACBL. This is starting at ground zero.

! Offer a Club Director Refresher Course The ACBL Tournament Department will make arrangements for your unit to host an update course for your club directors in conjunction with a sectional or regional tournament.

2. Establish a New Player Services Program

This is a public relations program designed to welcome new players into the local bridge family. It is staffed by volunteers whose job is to make new players feel comfortable at local club games and tournaments by helping to create a fun, friendly and pleasant atmosphere.

3. Establish Ongoing Communications with Your Teachers

The better the communication between the Education Liaison (and the Education Committee) and the area bridge teachers, the better positioned you are to take advantage of teaching opportunities throughout your unit.

4. Establish a progressive IN (Intermediate-Newcomer) Program

Be aware of the ten activities that can make or break newcomer games and tournaments and work to implement them locally.

5. Establish Mentoring Programs

Depending on the size of your unit and the size of the local clubs, mentoring can be sponsored by either the unit or a club (or clubs). Some units have more than one program.

OTHER EDUCATION PROGRAMS

If you have found that your unit has already developed a firm foundation of educational activities, you may want to explore some other projects which have proven to be both effective and popular.

School Bridge Lesson Series Programs (see page 15)

Form a committee to work on bringing bridge into the schools by utilizing the fully-funded **School Bridge Lesson Series Program** subsidized by the ACBL Educational Foundation. There is also a program where Juniors can earn scholarship money by teaching in schools (see page 16).

Bridge on TV (see page 17)

ACBL has made several beginning bridge television programs with Audrey Grant and they are available for your local public television or independent cable stations to air free of charge. These programs may be tagged with local phone numbers and are vehicles to attract new people to lessons, games and ACBL membership.

Textbook Program for Teachers

Your unit or district can buy the ACBL Beginning Bridge Books in bulk in order to resell them to teachers at a lower price. Contact the ACBL Director of Sales at ACBL Headquarters (901- 332 - 5586, ext. 243).

Join the Local Convention and Visitors Bureau (see page 14)

Joining your local Convention and Visitor's Bureau has numerous benefits for your bridge unit. If your unit is a not-for-profit organization (as it should be), the annual cost for this program is minimal. The benefits far outweigh the cost.

Introduce Bridge to Your Community in Non-Traditional Areas

It's possible to organize bridge displays and demonstrations in shopping malls and local bookstores such as Barnes and Noble. Consider being an exhibitor at a Seniors Convention or introduce the game as a lunchtime league at a local business. The possibilities are limited only by your imagination.

This list includes ideas that other Unit Education Liaisons have found to be successful tools for generating growth in their units. We would love to hear about additional activities your unit has undertaken and used to achieve positive results so that we can pass on these ideas to other Education Liaisons.

PUT YOUR PLAN TOGETHER

You should have enough information now to determine where you want to start. Your plan must fill the needs of your unit members.

1. Meet with your committee of willing, dedicated volunteers (your Education Committee) and discuss the results of your unit investigation.

2. Report on the current status of your unit's education program (where your unit stands on "The Big Five") and the unit's membership trend.

3. Identify the areas that are priorities for your unit.

4. Select the programs that the unit needs and prioritize them.

5. Establish a time line for implementing your starting programs.

6. Create a budget.

A word of caution: Some members of your Unit Board may be happy with the status quo of the unit membership. They may not be interested in new ideas that could result in even modest expenditures for the unit. Although many of the programs and activities don't cost very much to implement, they may be perceived as expensive.

7. Present your plan to your Unit Board for approval.

MEETING WITH THE UNIT BOARD

Once you and the Education Committee have outlined a plan of action, you need to prepare a budget before meeting with the Unit Board.

If you anticipate that your Unit Board may have a problem with expanding the unit's education program, it's wise to be prepared. You want to show just how cost effective the proposed education programs are. This will help your position with the Board and will offer them a direction that will lead to unit growth. (Most units will be more interested in your programs if you can show that the unit membership is dwindling over a period of three years — and that is the case in most units.)

Your unit may already have a defined Liaison job. If not, it will be necessary, based on what the unit wants to accomplish, for the Unit Board to decide whether or not its Education Liaison position is a volunteer or paid position. This is a commitment that can easily become a full-time job.

A unit may elect to have this position staffed by a Liaison who receives a salary, an honorarium or a bonus. (A bonus could be based on the number of members the unit gains through the Liaison's activities.) What a unit can and will pay is a product of the unit budget, available funds, interest and need.

If the Education Liaison is to remain a volunteer position, the programs undertaken will be a product of the number of unit members available to help establish them and the amount of time available for these projects.

ACBL ASSISTANCE

The position of Education Liaison is a challenging one to say the least. To assist you in your role, the ACBL provides the following training, assistance and suggestions.

Education Liaison Workshop — This three-day free program is held annually at the Summer NABC. This program provides networking opportunities, an exchange of ideas and the motivation to expand your Education Liaison activities. It's a lot of fun; many Liaisons come to the seminar every year. At the other two annual NABCs, ACBL offers a one-day morning workshop.

Unit Growth Seminar — The UGS is a six- to eight-hour seminar designed to help your unit clearly define its goals and objectives in regard to newer players while providing in-depth information on ACBL programs, activities and ideas specifically designed to promote growth. The ACBL offers this program free of charge to all units. Attendees need to include the Unit Board members, teachers, club managers, IN Coordinator, Education Liaison and all enthusiastic volunteers (see page 13).

The TAP — If you are not TAP accredited, consider taking this course. Even if you have no intentions of teaching, this program will provide information essential in working with teachers and ACBL's education programs. Each month there is a schedule of upcoming TAPs in *The Bridge Bulletin*. (Contact the ACBL Ed Department for more information.)

Easybridge! — Take the Presenter's course to find out more about what the Easybridge! movement is all about. The marketing aspect of this program is pure gold and you will want to be able to talk with your club managers about the benefits of trying an Easybridge! game. See page 20 in this publication for more information.

Become a Club Director — Familiarize yourself with the home-study packet and procedures for becoming a club director (ACBL Club Membership Department). When visiting an NABC, take the club director course offered there. There are update seminars for club directors that your unit can offer in conjunction with sectional and regional tournaments that you should consider bringing to your area.

Cooperative Advertising Program — The ACBL offers an advertising subsidy for teachers, club managers, units and districts through its Cooperative Advertising Program. The ACBL provides a matching subsidy (up to \$250) for most types of advertising. (For more information, see page 21.)

Funding through the ACBL Educational Foundation — This group offers funding to ACBL members for special projects that promote bridge. Applications may be submitted three times a year, prior to each foundation meeting at the NABCs. (For more information — e-mail: Education@acbl.org.)

ACBL CONTACTS

The Education Department is your main contact with the ACBL. Its personnel are available to offer assistance and direction at any time. The following is a list of Education Department personnel who can be reached directly through 901- 332 - 5586. If you call direct, your contact will be happy to call you right back.

EDUCATION DEPARTMENT	EXTENSION
Director of Education	262
Education Liaison Field Coordinator	(Call 262 first)
TAP Coordinator	264
Junior Bridge Programs Coordinator	214
School Programs Coordinator	222
OTHER ACBL DEPARTMENTS/PROGRAMS	
Cooperative Advertising Program	295
ACBL Educational Foundation	233
Easybridge!	(Use Easybridge! link at www.acbl.org)
Bridge Plus+ Games	221

JUDGING SUCCESS

The following are some ways to help you judge if you are on the right track with the implementation of suggested programs and to see if your position has made a difference in your unit:

- 9 Have bridge activity and interest in the area increased?
- 9 Has the unit held a TAP within the past year?
- 9 Has there been an increase in the number of bridge teachers offering classes?
- 9 Are bridge lessons offered in schools?
- 9 Are there student and newcomer games at the local level?
- 9 Are IN (Intermediate-Newcomer) sectionals sponsored by the unit?
- 9 Is there a full IN program at all of the sectionals and regionals in your area?
- 9 Has the New Player Services Program been introduced?
- 9 Has the unit started a book program for teachers?
- 9 Are there promotional games and activities to encourage new players and students to participate at the local level?
- 9 Has the unit established a mentoring program?
- 9 Has the unit membership increased since the Liaison was appointed?

Please remember, change does not happen overnight and all of the suggested programs can't be established in a short time frame.

To be successful in your position as Unit Education Liaison, all that is required is your commitment to work for change and your ability to take the first step toward unit growth.

Good luck in your position! Remember, the ACBL is always available to assist you. Give us a call!

APPENDIX

ACBL UNIT GROWTH PROGRAM SEMINAR

ACBL will bring a six- to eight-hour seminar to your unit that is designed to help the unit increase membership and participation in local games.

This seminar is FREE, but units need to provide a place to hold the program and must guarantee at least 10 participants. The unit board, club managers, teachers, unit officers and any enthusiastic volunteers should be invited.

Please contact the ACBL Education Department if you would like more information.

The advantages of hosting the Unit Growth Seminar include:

- ! Helps to organize the volunteer efforts of the local program. The volunteers become a cohesive team working toward clearly defined objectives. **TEAM BUILDING!**
- ! Provides a full understanding of all ACBL programs with a special emphasis on the 10- point IN program.
- ! Develops an understanding of the benefits of publicity, advertising and promotion.
- ! Instills an enthusiasm and “can do” attitude into the volunteers. Creates enthusiasm that is contagious — the key to success.
- ! Provides follow-up points so that the successful start of the program becomes a continuing effort among the volunteers.
- ! Instills the importance of celebrating your successes. Appreciate your volunteers!

JOIN YOUR LOCAL CONVENTION AND VISITORS BUREAU

Joining your local Convention and Visitors Bureau offers many benefits for your bridge unit. The cost is minimal for not-for-profit organizations and the benefits will far outweigh the cost.

Unit 174 received these member benefits from the Houston Convention and Visitors Bureau.

- ! Bridge activities for the Houston area are listed in the quarterly magazine, *The Official Guide to Houston*. General information is listed under “Sports and Recreation” while specific tournaments are shown under the “Calendar of Events.” The unit is also listed under “Service Organizations.” This magazine has an annual distribution of 650,000. More than 5,000 copies are dedicated to relocation distribution each quarter. This was worth the price of the membership alone.

- ! The unit created a special brochure which was put on display at the Visitors Center. The brochure provides information regarding the 20+ bridge clubs in the entire Houston bridge unit, including Galveston and College Station. The brochure lists the unit’s Internet address and miscellaneous information. The brochure was subsidized in part through the ACBL Cooperative Advertising Program and was also used for direct distribution to the Houston Association of Realtors as part of a relocation packet.

- ! Ability to attend the following meetings:
Member Orientations — Instruction given bi-monthly on how to fully utilize the services of this organization. Key staff members are on-hand to talk about programs.

Educational Seminars — Quarterly with a focus on various industry educational needs.

Convention Services Workshop — A networking opportunity with other members. The *corporate members* list itself can be utilized as a possible starting point for creation of a corporate bridge league.

- ! A Convention Services Planner is available at no charge to help with obtaining space at hotels without having to guarantee a minimum number of rooms. The unit received a copy of the *A Complete Guide to Houston’s Convention and Hotel Meeting Facilities*, which includes hotel and meeting space facility floor plans. The Bureau provides colorful brochures, maps, restaurant guides, etc., that are useful handouts during the local Houston tournaments.

- ! Communications — As part of the GHCVB, the media should be more receptive to the unit’s efforts to promote bridge tournaments, classes and special events.

- ! The unit received a current *Convention Calendar*, updated to members on a monthly basis. Members can use this information to attend and even have an exhibit at applicable conventions. Many of these conventions and conferences are education-related.

SCHOOL BRIDGE LESSON SERIES PROGRAM

Getting Bridge into the Schools

As Education Liaison, try to establish bridge programs in the various school systems in your area. Through the ACBL School Bridge Lesson Series (SBLs) Program, your unit can make a valuable long-term investment in the future.

The SBLs is funded jointly by the ACBL and the ACBL Educational Foundation. The SBLs has become the most effective program ACBL has developed for recruiting and training new young bridge players and potential Junior members. Approximately 4,500 students are learning bridge at school each year with more programs being added all the time.

The fact that the bridge lesson series program is fully funded is an excellent selling point for school officials. In addition, students who take the course are able to join the ACBL at a reduced price (\$5 per year for first-time members) and they are able to take advantage of the membership benefits offered to Junior players, such as participation in bridge events that award scholarship monies to the winners.

Introduce bridge to schools as an activity that will set the students' minds in motion. The concept of a "mental sport" is a favorite with school officials when they understand that bridge will help in the development of math, logic and deductive skills. Present bridge as an activity that also helps students with their social skills. A player can't be successful without establishing a good relationship with a partner. (ACBL's school promo packet provides this information.)

Once a school program is established and teachers begin teaching the lessons, they will work directly with the ACBL Education Department. After the lessons are completed, the teacher, working with the school and the local unit (you and your committee), is charged with developing ongoing bridge activities for these students. School bridge clubs, inter-scholastic bridge competitions and participation in both ACBL student events and new player events at clubs and tournaments should follow.

The ACBL will provide a packet of promotional materials to assist you in making a presentation to a school official. Contact the Education Department at Education@acbl.org to get one or more packets.

JUNIOR SCHOLARSHIP OPPORTUNITY

A new scholarship program is now available for ACBL Youth and Junior players. This scholarship opportunity, which owes its funding to generous donations, is available to college and high school bridge players under the age of 20 who are willing to teach bridge to their classmates.

The initial program will award \$500 scholarships to students who teach 16 hours of lessons to a class of at least eight students. Lesson plans, books, cards and t-shirts will be provided by the ACBL Educational Foundation. In addition, the student teacher is eligible for a stipend of \$270 for teaching the course.

ACBL encourages liaisons to make the Juniors in their units aware of this opportunity. Please contact the young people in your unit and make them aware of this outstanding scholarship opportunity. Any Juniors you recruit to teach are eligible to take the TAP free of charge.

If there are no Junior players in your unit, ACBL encourages you to try to recruit some adult teachers to start bridge lessons in the area schools and colleges. ACBL has an excellent school lesson series program funded by the ACBL Educational Foundation and the ACBL is very interested in stimulating the growth of young players. The success of this effort requires your valuable assistance.

Contact the Education Department if you have questions about this program.

ACBL AND TELEVISION

ACBL has produced a number of beginning bridge television programs with Audrey Grant. Several of them are available for your local public television or independent cable stations to air free of charge. All you or your local station have to pay are the shipping costs. ACBL's television programs may be used to promote bridge locally when tagged with a "Bridge Information" local telephone number. These TV shows are vehicles to attract new people to lessons, games and ACBL membership.

ACBL's objective is to make these programs available to as many members of the television-viewing audience as possible. ACBL's bridge television shows serve many purposes:

- 1 They attract new players to bridge.
- 1 They help new people who already play bridge brush up and improve their games.
- 1 They introduce bridge to young people who are in need of more social activities as the computer age advances.
- 1 They make people aware of the existence of the ACBL and offer them membership.
- 1 They introduce bridge products (*e.g.*, bidding boxes) that are of interest to new players and social players.
- 1 They can provide a venue for the local unit to disseminate information on local bridge activities.

WHAT'S AVAILABLE AND HOW:

"The Bridge Class," consists of 13 half-hour shows and uses the material found in the *Bidding (The Club Series)* text. Audrey Grant is the host and eight students are shown having a good time learning and playing bridge.

This program is an excellent marketing tool because it focuses on all of the positive aspects of the game. ACBL owns the broadcast rights to "The Bridge Class" and has both 3/4" and Super VHS masters for each of these 13 shows. This program is available to independent cable stations and educational channels through the ACBL Education Department. The only charge is postage for shipping the tapes back and forth.

NEW PLAYER SERVICES PROGRAM

New players often venture into club games or their first tournament filled with fear and trepidation. Fear of embarrassment or failure may cloud the excitement of an advancing player. When the unit has established a New Player Services program, the NPS committee members can help advancing players put these fears aside. This results in a positive experience for the players — one that they will want to repeat again and again — even if they come in last.

DEFINITION OF PROGRAM:

New Player Services is a public relations program designed to welcome new players and potential new members into the ACBL family at all levels of play by helping to create a fun, friendly, and comfortable atmosphere within the duplicate environment.

GOAL OF THE PROGRAM:

This program will —

- ! encourage more new players to play in ACBL games,
- ! encourage new players to continue to play,
- ! develop new members.

HOW THE PROGRAM WORKS:

The New Player Services Program offers services through a committee of volunteers that are designed to make new players feel both comfortable and welcome at all ACBL functions.

NPS can be organized as either a district-wide program or run by individual units. If a Unit Education Liaison wants to introduce this program, please check first with the District Education Liaison (DEL) to see if any other areas are offering New Player Services. The DEL may elect to make NPS a district-wide program if there is enough interest.

At the unit level the **New Player Services** Program is organized by the Unit Education Liaison and implemented by the UEL working with a committee of area teachers and other volunteers. The UEL is responsible for assigning committee members to provide NPS at ACBL games and tournaments in the area.

HOW TO START A NEW PLAYER SERVICES PROGRAM:

To get started, you need —

- ! The support of the people in the area who are generating new players and/or new members.
- ! The approval and support of the unit or district.
- ! Funding from the sponsoring organization.

Support of the People Connected with New Players

Talk with the *bridge teachers* in the area to see if they want a program to make their students more comfortable at ACBL games. Will they promote the idea and send new players to these "protected atmosphere" games?

Talk with the *club managers* to see if they will support a program to welcome new players. Newcomer games should be held in separate areas or on nights with no other games. This might present space or scheduling problems.

Talk with the people who serve as *tournament chairmen* in your area. If the sectionals and regionals are offering the ten-point ACBL Intermediate-Novice (IN) Program, interest in the New Player Services Program will be high. If there are no IN programs, this is a good opportunity to get them started. The NPS Program works hand-in-hand with events and activities designed to bring new players into ACBL tournament play.

Approval/Support of Sponsoring Organization

Phone the president of the sponsoring organization (unit or district). This person must believe in the merits of the program before it can be presented to the Board. If the reaction is positive, ask to be on the agenda for the next Board meeting.

Funding for the Program

Prepare a budget based on

- ! the services the program will provide,
- ! the meetings needed to organize and maintain the program for a year,
- ! the implementation expenses.

Present the NPS budget at the (unit/district) Board meeting.

NOTE: Having a New Player Services program is one of the requirements a club must meet to earn star status.

EASYBRIDGE!

Easybridge!® The Comic Book!, is a program designed by Edith McMullin. It shows people how to play bridge by actually playing the game. Specifically, it uses the duplicate bridge format with ten-minute “mini-lessons” at the start of each session as a powerful incentive to learn to play, and to continue to play. It promotes the enjoyment of the camaraderie of the duplicate bridge experience — long before bidding, play, leading, and defense are even minimally understood — as an incentive to wanting to study the game more formally and play it with more dedication.

Easybridge! emphasizes that bridge is fun, not work. The program does not classify bridge decisions as right or wrong, which allows creative learning at one’s own pace and instills self-confidence.

The user-friendly tools to accomplish the task are:

- ! Prepared marketing and newsletters, personal proactive management support.
- ! Director manuals that teach users how to deliver more than 50 entertaining, informative mini-lessons, which accomplish the primary goal of whetting the player’s appetite for more.
- ! A program proceeding in an orderly fashion through 35 weeks of habituation plus an optional additional 13 weeks of continuation.
- ! A marketing program including how to use pictures, create flyers, develop catchy titles and how to recognize and accommodate the differences between experienced and inexperienced players.

Every Easybridge!® start-up results in a game, which provides a dedicated place to nurture new players. Easybridge!® creates bridge players whose primary allegiance is to duplicate bridge!

Although ACBL no longer funds the entire program, some funding is available through the ACBL Cooperative Advertising Program.

For more information on the Easybridge! program, click on the Easybridge! link on the ACBL web site — www.acbl.org or contact the program director, Marti Ronemus, at mronemus@suscom.net

ACBL CO-OP ADVERTISING PROGRAM

PURPOSE: To subsidize teachers, clubs, and units for advertising programs designed to recruit students into bridge lessons and the promotion of the game of bridge.

MECHANICS: To apply for funding, contact: Jean Patterson, Co-op Coordinator
Phone: 901-332-5586, ext. 295
E-mail: Jean.Patterson@acbl.org

Eligible Products: Recruiting students for lessons; Recruiting players for clubs;
Promoting the game of bridge.

Timing: Within each given year until all subsidies have been awarded.

Participation: ACBL will subsidize 50% of the cost of the advertising program up to a maximum subsidy of \$250 per program. Priority will be given to geographical areas where no subsidy or fewer subsidies have been given. Participants may apply for more than one subsidy.

Advertising Specifications: Prior approval of program required (ad/spot & media). The ACBL logo and words "American Contract Bridge League" must appear in all printed material and electronic media. It must not be misleading.

Advertising Aids: ACBL logo art is available at no charge.

Eligible Media and Claim Documentation:

Radio - Paid media invoice, pre-approved script, final tape of spot, ANA/RAB electronic tearsheet.

TV (including Cable) - Paid media invoice, pre-approved script, final tape of spot, ANA/TVB/CAB electronic tearsheet.

Newspapers (Daily, Weekly) and **Magazines** - Paid media invoice, pre-approved layout and copy, full page tearsheet.

Direct mail - Paid media invoice (printing, processing, postage), pre-approved layout and copy, sample of finished piece.

Outdoor - Paid media invoice, pre-approved layout and copy, photo.

Yellow Pages - Paid telephone bill/media invoice, pre-approved layout and copy, full page tearsheet.

Flyer/Handbill - Paid media invoice, pre-approved layout and copy, sample of finished page.

Statement Stuffer - Paid media invoice, pre-approved layout and copy, sample of finished piece.

ON THE INTERNET

Have you visited the ACBL web site on the Internet? If not, you may be surprised at what you will find at www.acbl.org

The Education Department alone has already posted more than 150 pages of information — much of which you will find helpful in your position as an Education Liaison for your unit or district. There are notes on mentoring, new player services, lists of the teachers and clubs in your area, information on volunteering, IN program materials and much more.

Take a trip to the ACBL web site and enjoy! If you don't find something you are looking for, let us know. We are interested in building the site to suit you.