



American Contract Bridge League

2990 Airways Blvd. ♠ Memphis TN 38116-3847 ♠ www.acbl.org

901-332-5586, ext. 1215

Fax 901-398-7754

E-mail: Carol.Robertson@acbl.org

Carol Robertson

Director, Club and Member Services

January 2005

Dear Club Manager:

As far as the ACBL is concerned, there are 3300 Star Clubs across North America—each of you works hard to support our great game and provide a welcoming environment for the players in your community.

But in the past, very few of you have applied for ACBL “Star Club” status. In fact, last year only 113 clubs submitted applications. Why? We think we know the answer. We made it too complicated for too little reward. Some of our smaller clubs never would be able to meet the criteria—and that’s most of you. More than 2000 of our 3300 clubs hold only one game per week, though many in the same location and fewer than 300 hold more than three games per week.

We have eliminated the multi-star and club of the year programs and developed a program that can recognize Star Clubs large and small. We’d like to think of the new 2005 Star Club Program as a mutual-admiration society. The ACBL needs you to recruit and retain our members and to sustain the game we love so well. Recent marketing efforts of the ACBL have been based a principle that we need to provide you with tools to be successful. We hope you have taken advantage of the expanded rebates for the Cooperative Advertising Program and other new programs you’ve seen in the Club Managers Newsletter and Marketing Matters e-newsletter.

The 2005 Star Club Program will reward you for your efforts to promote bridge and the ACBL, with a special emphasis on awareness of your club in your community. The new program has been reviewed by members of the ACBL Board of Directors Marketing Committee—club players and in many cases club managers just like you. We welcome your suggestions for future change.

We will post the new criteria for Star Clubs online so members of your community know the efforts you are making to welcome them. We’ve also added some new (and wow!) rewards that we hope will show the ACBL’s appreciation for your efforts.

Please review the attached application for the NEW 2005 Star Club Program. The application also will be available on the Resources for Clubs section of the ACBL web site beginning in January 2005. We hope all of you will earn your Star Status.

Those of you who already submitted applications for the 2005 Star Club Program may be a bit confused. Unfortunately, when this program was set up, the timing was a bit off. You were asked to submit applications in December 2004 to be a 2005 Star Club—when your recognition should be for your accomplishments in 2004. There will be two recognition programs in 2005—one announced in early 2005 and the other announced in 2006. Then we will get back on track.

If you have any questions, please feel free to contact me.

Sincerely,

Carol Robertson

American Contract Bridge League



Rewards for 2005 ACBL Star Clubs

- Your club name in the Bridge Bulletin.
- Your club name on the ACBL web site.
- A Star in the ACBL Club Directory.
- 2005 Star Club Certificate.
- Star Club pins for the club managers.
- The ACBL will issue hometown press releases for each Star Club.
- Your club submitted in random drawing for:
 - (1) \$250 gift certificate to the ACBL Product Store and a feature about your club in The Bridge Bulletin.
 - (5) \$50 gift certificates to the ACBL Product Store.
 - (10) \$10 gift certificates to the ACBL Product Store.

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2005 ACBL Star Club Program Application

- My club uses ACBLscore
- My club recruits new players at least once a year.
Samples of recruitment efforts could include newspaper advertising, posters or flyers at public places (chambers of commerce, senior centers, etc.).

Briefly specify your recruitment effort: _____

- My club is listed in a telephone book or other community resource directory.
(Multiple clubs at single locations may use the same listing.)

Specify directory: _____

- My club has an answering machine with a message giving information on the game.
(Multiple clubs at single locations may use the same message.)

- My club guarantees partners for players who call one hour before game time.

- My club provides masterpoint receipts from ACBLscore to show non-members how many points they would have won as an ACBL member.

Club Name: _____

Club No: _____ Club Manager: _____

Submit application by Dec. 31, 2005

American Contract Bridge League, Club and Member Services Department,
2990 Airways Blvd., Memphis TN 38116-3847
or
club@acbl.org