

THE EDUCATION LIAISON AND THE CHAIN OF COMMAND

1. Who is the District Education Liaison?

The DEL is a volunteer appointed by the District President or the District Board and reports to the District. The DEL is the district's Liaison between the District and the ACBL Education Department. The DEL's committee is made up of the Unit Education Liaisons. The DEL is responsible for activities at the Regional level.

2. Who is the Unit Education Liaison?

The UEL is a volunteer appointed by the Unit President of the Unit Board and reports to the Unit. The UEL is a Liaison between the Unit and the ACBL Education Department. The Liaison works with the bridge teachers and club managers in the Unit. The UEL is responsible for activities at the Sectional and Local level.

3. What ACBL Education Programs should the Unit Have?

Programs that involve Bridge Teachers: Teacher Accreditation Program; The Unit needs teachers to generate new interest in bridge and to produce new players for the Unit. The TAP will produce new bridge teachers and increases the expertise of existing teachers.

Programs that involve new players: Intermediate/Novice Program; Provides games specifically designed for new players. New Player Services; Makes new players comfortable and eager to continue to participate in ACBL sanctioned games.

4. For whom does the Liaison work?

Job satisfaction comes from knowing for whom you are working. The District Liaison works for the District Board. The Unit Liaison works for the Unit Board and also reports to the District Education Liaison.

5. What is the fee for the services of the Unit Liaison?

In many units this is a volunteer position. If it becomes a paid position, there are concerns that it may also become a political position. What a unit can and will pay may also be a product of the unit budget, available funds, interest and need.

6. What would be a reasonable amount of time spent on the job?

All agreed it is a full time job.

7. Why is there a need for such a position?

To coordinate the efforts of the unit within the unit and the efforts of the unit with ACBL. To promote bridge locally and help the unit take advantage of programs made available through ACBL.

8. What are the potential benefits of the job?

In some units this could be a paid position and therefore an income for someone who needed to work at a job where they can make their own hours. Paid or not, it is an opportunity for a great deal of personal satisfaction if the Liaison's motivation is a love of the game and a desire to perpetuate bridge.

9. What are the possibilities for advancement?

The Liaison could be responsible for a large increase in the membership of the unit by organizing the teachers in the area and helping them recruit students and by locating sites for lessons. The unit might agree to pay the Liaison a bonus based on the number of members the unit gains throughout his work. The Liaison might grow into other jobs that could have financial benefits...teaching, directing, running a club.

10. What are the obstacles that might need to be overcome?

Apathy of the unit members; resistance of the local bridge teachers to work together; funds to hold a TAP in order to get an ACBL program started in the area.

11. How can the success of the job be judged?

By an increase in the membership of the unit; by the number of new players produced by the teachers; by the number of high school and college programs started in the area; by the number of new player games and events offered - including, Bridge Plus+, Intermediate/Novice programs at the sectional and regional level and newcomer games at the club; by the development of a Big Brother/Big Sister program; by the establishment of a teacher chapter in the unit.

12. Who evaluates the success of the job done by the Unit Liaison?

The Liaison knows best what has been done and what more could be done. The growth of the unit is the best test.

13. What ACBL departments might the Unit Liaison need to contact?

14. What skills are required for the job?

Salesmanship, people skills (to infuse others with your enthusiasm and get other people in the unit interested in working with you), knowledge of your product.

15. What other jobs could be compared to that of the Unit Liaison?

Recruiter, Organizer, Manager, Cheerleader.

16. What kind of course would best improve the skills of the Unit Liaison?

Basic business courses, workshops, public speaking.

CORPORATE SPONSORSHIPS

There are basic steps to follow in obtaining corporate sponsors for events at all levels. Management has prepared a general outline that may be used by unit and district officials who are interested in securing sponsors for sectional and regional tournaments. The same strategies are employed to obtain sponsors at the national level.

The key elements are:

Identify potential corporate sponsors.

Prepare a verbal and written presentation.

Negotiate an agreement.

Follow through with commitments in the agreement.

Coordinate with ACBL when targeting major companies which are multi-regional and/or national marketers.

IDENTIFY PROSPECTIVE CORPORATE SPONSORS

When you approach a potential sponsor you are on a selling mission. Think about how many people approach businesses for money -- you have to demonstrate that you're the one they should choose. Be creative in showing them what you have to offer and what makes bridge a good choice for their support.

Where do you find sponsors?

The local Chamber of Commerce. Keep in mind they may have some restrictions on how their money is used.

Check with the Chamber to see if they will share a list of member businesses. Chamber members are the businesses most likely to respond favorably to sponsorship proposals.

Local celebrities. Often, a local celebrity will be eager to participate in a sponsorship situation because of the prestige associated with an event.

Attend non-bridge conventions and sporting events in your vicinity to see what organizations are sponsors.

Who's Who lists in local weekly or monthly business newspapers and periodicals are good sources for potential sponsors.

***A*Network''. Poll local club members to see who their contacts may be. It's really a matter of**