

Club Quality Recognition Program

Clubs meeting the criteria established for each of the three levels of service (One-Star, Two-Star, and Three-Star with Three-Star being the highest level) may apply for recognition each year when they renew their sanctions.

A form will be provided for the club to designate how the criteria for the specified level is being met. The signature of a local unit official or the unit board will be required as the method of verifying that the information supplied is accurate. (Disputes will be handled locally. ACBL will only process applications that have local approval.)

Here is an overview of the criteria for One-Star, Two-Star, and Three-Star clubs:

One Star: Uses ACBLscore

- Has a Zero Tolerance Program
- Is affiliated with a teaching program
- Participates in at least two ACBL special events
- Recruits at least one new ACBL member through the club per year
- Has a New Player Services Program (Host/Hostess for all games)
- Guarantees Partners

Two Star: All of the above and...

- Offers a game for limited MP players
- Recruits 6 or more new ACBL members through the club per year
- Has a Bridge Tip before limited masterpoint game(s)
- Offers an Easybridge!, Bridge Plus+ or equivalent game
- Has a non-playing director for the majority of games
- Shows an annual increase in tables

Three Star: All of the above and...

- Recruits 20 new members for the club during the year
- Has a mentoring program
- Has a club newsletter (or club website)
- Hosts a special IN activity at least once a year
- Offers a social activity once a month.

It is not intended for these levels to be automatically achieved by ACBL clubs. The criteria have been established as things our Abest® clubs provide, not easy things that most clubs qualify for. For example, one of the criteria to become a One-Star club is to use ACBLscore for all of its games. At this time 30% of our clubs do not use ACBLscore.

The benefits of achieving these levels are:

- One Star:** Listed on ACBL's website with One Star
 Receives a certificate, suitable for framing

APPENDIX 2

Achievement is publicized in The Bridge Bulletin

Two Star: All of the above and...
Listed on ACBL's website with Two Stars

Three Star: All of the above and ...
Listed on ACBL's website with Three Stars
ACBL will send a press release to local newspapers
Opportunity to use this award for local promotion

GUIDELINES FOR APPLYING FOR STAR STATUS

One Star Clubs:

These are the basic requirements for one star status:

Uses ACBLscore - All sanctioned sessions are scored with ACBLscore.

Has a Zero Tolerance Policy - The goal of every club is to promote a friendly atmosphere at the table. As a means of achieving this, the club posts an announcement that unacceptable behavior will not be tolerated. Unacceptable behavior includes but is not limited to rudeness, intimidation, gloating, profanity. The club manager/director takes action (automatic penalties, disbarment, etc.) when an infraction occurs and the Club Director is notified.

Is Affiliated with a Teaching Program - Bridge Lessons are offered by the club manager or a teacher known to be associated with the club. The lessons are advertised at the club site. If the manager is not the teacher, the club manager will assist all interested parties in contacting the teacher and providing information on lessons.

Participates in at least two ACBL special events - The club will have participated in any of these events during the year prior to application: the eight annual ACBL-wide games, the North American Open Pairs qualifying sessions, and the Grand National Teams.

Recruits at least one new ACBL member through the club during the year - One new ACBL member must join with the club listed as the recruiting sponsor.

Has a New Player Services Program - New Player Services is a public relations program designed to welcome new players to club games by helping to create a fun, friendly, and comfortable atmosphere within the duplicate environment. Local volunteers (or an appointed game Host or Hostess) wear ANew Player Services® badges and work together to provide information and direction to newcomers.

Guarantees partners - Any player who arrives prior to game time will be able to play. In a small club, this may mean that the director will play when there is an odd number of players

without partners. In cases where the director is not available to play, the club will provide a standby player who will fill in as needed.

Two Star Clubs:

These are the basic requirements for two star status...

All of the requirements for one star status - A club must fulfill all of the requirements to be a one star club in addition to the following requirements.

Offers a game for limited masterpoint players - Any three tables of 0 to 5 players are allowed to play in a game of their own. When an insufficient number of new players are available to participate, games will be run as stratified to accommodate the new-to-duplicate players. The bottom level of the game will be 0 to 5, 0 to 20, or 0 to 50, depending on the number of eligible players available to make a strat.

Recruits six or more new ACBL members through the club during the year - The club must be listed as the recruiter on the new member-s application form.

Has a Bridge Tip and/or handouts for limited MP games - Prior to each limited MP game or stratified game, a local teacher or experienced player will offer a short (generally 20 minutes) lesson or Bridge Tip appropriate for newer duplicate players.

Offers an Easybridge!, Bridge Plus+, 0 to 5, or equivalent game(s) - Any game which caters exclusively to the interests of new duplicate players will qualify, including an Appendix table set up for the benefit of four people. It is important for a club to recognize the importance of easing new players into the regular games and to be willing to provide on an on-going basis a variety of suitable opportunities.

Has a non-playing director for the majority of games - The only legitimate time that a director would play in the game would be if it was necessary at the last minute to accommodate a player without a partner.

Three Star Clubs:

These are the basic requirements for three star status...

All of the requirements for one star and two star status - A club must fulfill all of the requirements to be a one star club and a two star club in addition to the following requirements.

Recruits 10 or more new ACBL members through the club during the year - This club is actively promoting ACBL membership annually and sets as its goal a minimum of 10 new members - the number necessary to earn an extra club championship.

Has a mentoring program - Mentoring programs provide an opportunity for both newcomers and mentors to meet and get to know each other on a basis other than as opponents at the table.

APPENDIX 2

Pro-Am games can be used to launch a mentoring program, partnerships are made by a program coordinator, and assigned pairs (a newcomer and a more experienced player) are encouraged to play together a minimum number of times during the month.

Has a club newsletter (or club website) - The club publication can be a one-page flyer. It does not have to be fancy but it does have to be generated at least once a month. The newsletter provides an opportunity to share both bridge and personal information and gives the members a chance to get to know each other better.

Hosts a special IN activity at least once a year - Hosting an IN Sectional (when the unit grants this opportunity) or a festive activity exclusively for 0 to 100 players qualifies (i.e., parties for students who have just completed a course).

Offers a social activity once a month - Any activity that helps the members of the club get to know each other better qualifies. Check the booklet *AClub Managers= Tips for Running a Successful Club@* for ideas (i.e., monthly birthday parties where the birthday people are honored; monthly food and bridge combo parties - bring a dish, pot luck, dessert and coffee; Bridge Bingo parties before or after a club championship).

JANE JOHNSON CLUB OF THE YEAR AWARD

All star clubs (one-star, two-star, three-star) will be eligible to apply for the Jane Johnson *AClub of the Year@* award. One club in each category will receive the award each year when an outstanding club that meets the criteria is nominated.

The Club Membership Department will notify all star clubs of their eligibility. Club members must nominate their clubs by submitting an article that describes the reasons their clubs should be awarded this honor. All nominations must be received by November 1, 2001. The nominated clubs will be reviewed by the ACBL Club Membership Department and the ACBL Marketing Committee will make the final selection.

Recipients of the JJ award will be clubs that demonstrate the kind of extraordinary customer member service which was the essence of Jane Johnson. Jane's message to the clubs was that providing service and goodwill starts at the club level and grows from there. How members participate in their clubs is a precursor to how they will act at sectionals and regionals.

It is not merely in the activities offered that makes one club rise over the next, but it is in the attitude of its participants. The Jane Johnson award be given in celebration of particularly successful clubs - one that signifies a group of people who function as a family at its best.

The ACBL Marketing Team will decide the winner of the annual Jane Johnson *AClub of the Year@* award using the following criteria:

Criteria for the Jane Johnson Award:

1. The club is part of the community. Its membership does more than play.
2. The club works as a family. The members are responsible for the health of the club. They share the duties of directing, cleanup, scoring, partnership, hosting.
3. The club members actively promote the club through good advertising including word of mouth and by inviting newcomers to visit and play.
4. The club provides services to new and needy members - phone calls to missing members, assistance in transportation, welcome committee.

The clubs that win the award will be announced in the January issue of *The Bridge Bulletin*.@ The club will receive a certificate and an article on the club will be published in the Club Manager's newsletter.