



Fall Edition • October, 2011

Editor

Vicki Campbell

Managing Editor

Darbi Southers

Look What's Inside

- Featured Teacher Tips...2-3
- Advice from Craig Robinson 3, 6
- Have You Tried Radio Advertising?..... 4
- Social Marketing Ideas 5
- ACBL Mobile Applications..... 5
- Guidelines for Club News Submissions..... 6
- Marketing Tools! 7
- Fall NABC Seminar & Meetings Information8-9

Contact Us

marketing@acbl.org

Or Visit

www.acbl.org

AMERICAN CONTRACT
BRIDGE LEAGUE
6575 Windchase Blvd.
Horn Lake MS 38637-1523

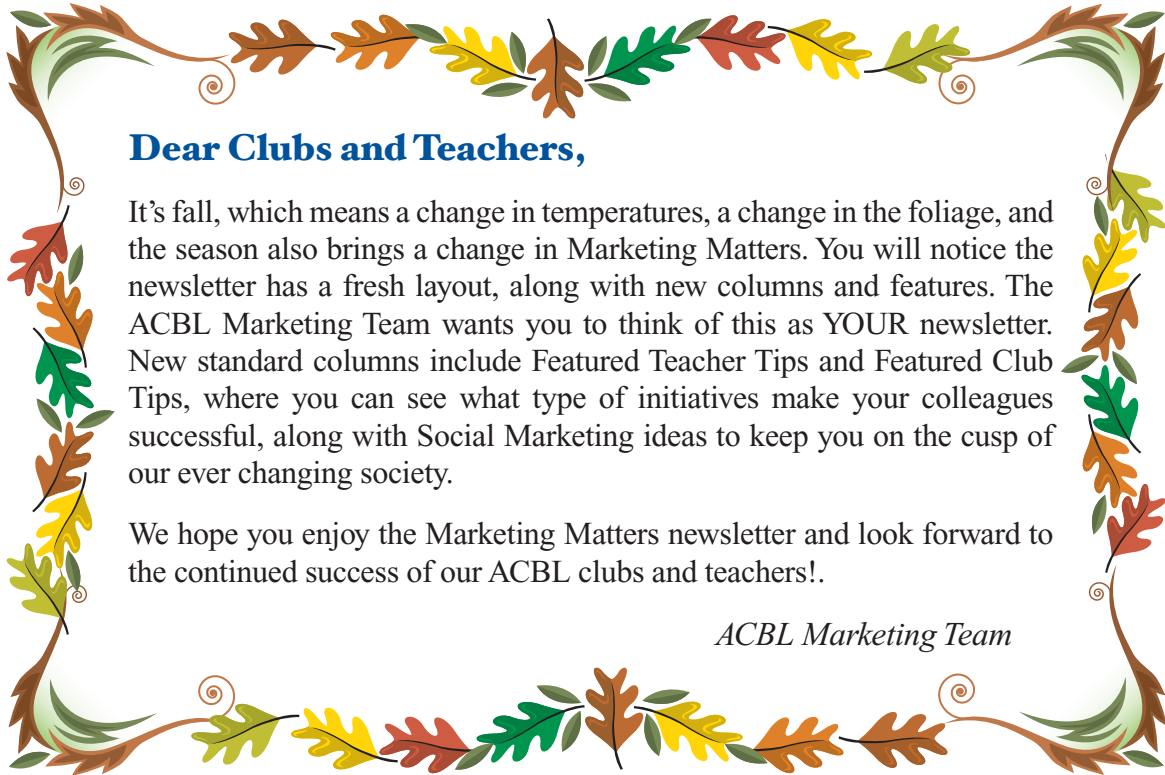
www.acbl.org



AMERICAN CONTRACT BRIDGE LEAGUE

Marketing Matters

The mission of the ACBL is to serve the bridge-related interests of its members and to promote and sustain the game of bridge.



Dear Clubs and Teachers,

It's fall, which means a change in temperatures, a change in the foliage, and the season also brings a change in Marketing Matters. You will notice the newsletter has a fresh layout, along with new columns and features. The ACBL Marketing Team wants you to think of this as YOUR newsletter. New standard columns include Featured Teacher Tips and Featured Club Tips, where you can see what type of initiatives make your colleagues successful, along with Social Marketing ideas to keep you on the cusp of our ever changing society.

We hope you enjoy the Marketing Matters newsletter and look forward to the continued success of our ACBL clubs and teachers!.

ACBL Marketing Team

Reminder

October is Jane Johnson Club Appreciation Month

If you haven't already done so, remember that clubs may hold one Club Appreciation Pair game and one Club Appreciation Team game per sanctioned session during the month of October. Masterpoints awarded for the Club Appreciation Pair game are 100% sectional-rated black. The Club Appreciation Team game awards 5% gold to a maximum of 0.25 per player. The remaining points are sectional-rated black. There are no additional fees for these games. [Click here](#) for the Conditions of Contest.

Contact the Special Events Department at specialevents@acbl.org or 662-253-3139 for more information.

Follow us on American Contract Bridge League
and @ACBLbridge



Featured Teacher Tips



from ABTA Teacher of the Year, Kathie Walsh

This past summer at the Toronto NABC, Kathie Walsh of Hilton Head, SC, was named the ABTA Teacher of the Year. Bearing this honor in mind, the marketing team decided she would be the logical choice when deciding who would give the Featured Teacher Tips for this quarter's Marketing Matters. Kathie feels that one of the reasons she received the honor of ABTA Teacher of the Year was due largely in part to her marketing initiatives and she is more than happy to share a few of her ideas with all of the ACBL's clubs and teachers.

Tip #1

Write a monthly column in your local newspaper

About six years ago, when I was placing an ad for our club's beginner classes, I asked the paper if I could do a monthly column about bridge. The editor of the paper agreed, and I now submit a bridge column each month that I teach.

The column, of course, deals with overall ideas that will be covered in my classes the month that the column appears. For example, if I am teaching overcalls--the column addresses what an overcall is, points needed to overcall, and points needed to respond to an overcall. Since there are about eight topics that I teach regarding overcalls, there is plenty of fodder for the column. At the end of the column, I remind the readers that these bids and responses will be addressed in more detail at the workshop at our club on Tuesdays at 10 a.m.

I probably get more calls about my workshops from the column than from the ads; but we continue to put in the ads so the situation is a win/win for the paper and for our club.

Tip #2

Offer a FREE workshop

I found that at the conclusion of my workshops, that students were reluctant to dip their feet into the duplicate waters, even though our club offers four restricted games per week.

Our club decided we would offer a FREE two-hour workshop entitled "Methods, Mechanics and Manners of Duplicate Bridge." This workshop was taught by three club members, including myself, and it was organized this way:

Presenter #1 explained general methods of duplicate. Then the players played three boards, which we scored with travelers and pick-up slips.

Presenter #2 then explained mechanics of duplicate. The players played another three boards, this time seeing what the pair before them had done with the same boards.

Presenter #3 then explained the manners of duplicate. The players played the last three boards, this time seeing what two other pairs before them had done with the same boards.

At the end of the session, a director posted a list of scores for all to see.

The workshop attracted twenty potential players. What was their favorite part of the workshop? Playing the nine hands, of course!

Tip #3

Send out weekly emails to your entire student roster

One of my best tips for class retention is to send out weekly emails with a description of the week's workshops and quizzes so players can decide if the clinic works for them. Here is an example of an email:

As summer makes its exit, giving way to school buses, cooler weather and shorter days, it's time to get back to your bridge game! Why take a class? You know that Pavarotti took a singing lesson the week he died! We need to keep working on our skills and this Fall's clinics are designed for skill-building. Hope to see lots of bridge Pavarottis at the clinics.

Here's what's happening in our clinic:

Tuesday, September 8 at 10 a.m.--Modern No-Trump Bidding/Using the Stayman Convention. The Stayman convention allows responder to find out if the 1NT opener holds a four card major.

We do not ever reply 2NT to the Stayman question because 2NT is one of the responder's rebids after our partner hears our response to the Stayman convention. Responder's rebids will be covered in the clinic as well as some of these problematic issues:

Should I use Stayman if I have 5/4 in the majors? Can I ever use Stayman with fewer than 8 points? Can I use Stayman after a 2NT opening? How can I bid Stayman if the opponents are also bidding?

(Continued page 3)

(Featured Teacher — Continued from page 2.)

Some warm-ups for Tuesday:

Partner opens 1NT. *Your response?*

1. QJ72 86 K54 9762
2. K842 Q9765 AJ4 4
3. J842 Q752 98765 void
4. QJ72 86 KQ4 9765

Partner opens 1NT; you respond 2C; partner answers 2H; *your rebid?*

1. A74 Q987 Q876 62
2. A74 K987 K876 62
3. K543 542 AQ43 54
4. AJ54 432 AQ43 54

Tip #3 might be my favorite. I have a rigorous emailing system and send the weekly email to all of the 1000+ students in my database. This gives my students the opportunity to see what they will learn in a particular week's workshop and if it would be beneficial for them to attend. Also, it sort of makes me their private tutor. The students will email back the answers to the short quiz, and this allows me to give them instant feedback. Many players forward the email onto their friends and this is one way I've grown my classes. Living in Hilton Head, you can imagine we get a lot of snowbirds, and I don't leave them out either. Many of them even claim to come to Hilton Head now for the bridge and not the golf!

**If you or someone you know should help provide the Featured Teacher Tips for next quarter's newsletter, send an email to marketing@acbl.org with the subject of "Marketing Matters" and give at least three tips that have helped make you successful.

Featured Club Tips

Beginning in the Winter 2012 e-newsletter, Marketing Matters will feature club marketing success stories. If your club is successful in recruiting and retaining new members, share your secrets! Send an email to marketing@acbl.org with the subject of "Marketing Matters" and give us at least three tips that have helped make you successful. Your club could be featured in the Marketing Matters e-newsletter.

Advice from Craig Robinson



ACBL President, Craig Robinson, travelled across the United States and Canada on his trek to visit 100 bridge clubs. So far, he has reached 99 clubs, and you can only imagine the wealth of information he received along his journey. Here are a few tips he has

for clubs (and teachers) to help market themselves and retain members.

Tip #1 – Teach, teach, teach

Unless you live in a retirement community and plan to grab new members at the bus stop, the only way to bring new members into your club is to teach beginners to play. Offering classes for intermediate players is a great way to improve your current members' skills, but you won't grow your membership without offering beginner classes.

A proven success method is to use the ACBL's TAP program or EasyBridge! Really you just need a teaching program that gets students touching cards as soon as possible. Advertise the course to the public in your local newspaper – look into the ACBL's Cooperative Advertising Program for details on potential reimbursement – and hold an eight session program. Now here is my best advice. Offer the first four classes absolutely FREE. Finding a teacher who is willing to teach four lessons for free could be a challenge, but contact your unit. They may be willing to subsidize some of the cost because it is an investment for them as well.

Bottom line: No matter how you go about it, a quality teaching program is essential for growing your club's membership.

Tip #2 – Send out a club e-newsletter

It is important for clubs to stay in constant contact with their members. The best way to connect is via an e-newsletter. It will take some leg work on the front end to gather all your members email addresses, but assure them you will not share their information with any outside organizations. However, once this daunting task is complete your club will start to reap the rewards.

In your newsletter, give members information that is relevant to the specific month. Certain months, such as October's Jane Johnson Club Appreciation Month, allow clubs to offer games with extra points. Let your members know this! Include a calendar of events that has your club's game and teaching schedule for the month. It's also a nice touch to recognize members by including their

(Continued on page 6)

Have You Tried Radio Advertising?

Have you taken advantage of the ACBL's radio advertisements yet? If not, it's time to jump on the bandwagon!

We've developed two different 30 second ads, one targeting 'empty nesters' and another 'recently retired,' that you can customize with your club or teacher contact information.

Simply fill out the form by [clicking here](#) and the ACBL's media buyer will contact you within 48 hours to assist you with the recording, placement and purchase of your radio advertisement.

Remember: If you use one of our customizable radio ads, it automatically qualifies for reimbursement under the ACBL's Cooperative Advertising Program (CAP)!

What about an NPR Sponsorship?

Want to try a public service announcement on National Public Radio? NPR is a great, affordable medium to advertise your club or classes because it attracts an audience distinguished by its educational excellence and professional success. The average age of on-air listeners is 50 years and 69% of listeners have a bachelor's degree or higher education. All you have to do is become a sponsor of your local NPR station and you'll get on-air acknowledgement for your financial support via ten second announcements that are broadcast during NPR programs. Sponsorship packages and commitment levels vary, and they can be customized. Contact NPR representative, John King at jking@npr.org or (202) 513-2093 to learn more.

NPR announcements could qualify for the Cooperative Advertising Program as well; it simply has to be for date-specific newcomer programs, beginner bridge lessons, social bridge recruitment events or ACBL membership

recruitment and say the words "American Contract Bridge League."

Here is an example of what your announcement could sound like to qualify for the Cooperative Advertising Program:

This program is sponsored by:

"ABC Bridge Club. Looking for a fun activity to participate in now that the kids have gone off to college? Why not learn to play bridge. Join us for newcomer lessons every Monday evening beginning December 1st. Call 888.555.1234 for more information. ABC Bridge Club conducts games sanctioned by the American Contract Bridge League."

As always, email marketing@acbl.org BEFORE you place the ad so that it can be pre-approved for Cooperative Advertising Program (CAP) reimbursement.

Get 'Your Best Partner in Bridge' Brochure Today!

The Marketing Team has been hard at work creating a new brochure for clubs and teachers to use in their marketing efforts. The new "Your Best Partner in Bridge" is now available and ready for you to request. [Click here](#) to request your copies today!

If you would like to see what the brochure looks like before you order, visit <http://web2.acbl.org/documentlibrary/marketing/BestPartner.pdf>.



You'll notice the brochure has a fresh, new look and color scheme that is very appealing. There is even a pocket in the back of the brochure where you can put your club or teaching information, along with the most up-to-date rates for ACBL membership.

Social Marketing Ideas

Information contributed by Paul Ryburn, ACBL Webmaster

As you are probably aware, social marketing platforms such as Facebook and Twitter are becoming more and more popular. What you might not know is that 35% of Facebook users are actually between the ages of 35 and 64. This means if you haven't already, its time to get your club its own Facebook page!



First, you'll want to visit <https://www.facebook.com/pages/create.php>. Create your page as a local business and allow users to "like" your club and becomes fans. This is much more effective than the standard page where users would "friend" you because it allows you to measure the success of your efforts.

Next, you'll want to utilize your page to market your club. Here are some ideas:

- Announce upcoming games and tournaments. You can even take it a step further and create a Facebook event and invite people to attend.

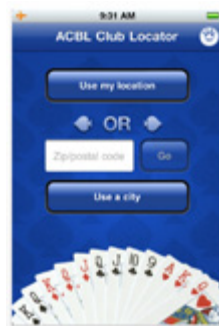
- Share club news.
- Congratulate club winners on high scores.
- Congratulate club members on moving up in masterpoint rank.
- Congratulate club members who do well in sectionals, regionals, NABCs, special events.
- Congratulate club members who join the ACBL.
- Link to news on your club's website, if you have one.
- Link to relevant pages on the ACBL website.
- Get fans of the club talking to each other about bridge on the club's Facebook page.
- Take photos at your club or class, upload them to Facebook photo albums, and share the albums on your page.
- Create an offer exclusive to Facebook for first-time visitors to your club. This could be something like offering a free play to any user who comments on a status or "shares" one of your posts.
- Respond to questions newcomers ask about the game or the club.
- Invite members to post requests for a partner on your page.
- If your club produces its own marketing materials, add the saying "Like us on Facebook" so players in the bridge community will know to look for your page – and "like" it – on Facebook!

You can learn more about creating your Facebook page and see Frequently Asked Questions on creating and administering pages at <https://www.facebook.com/help/?page=904>.

ACBL Mobile Applications

Wouldn't it be great to take the ACBL with you wherever you go? Now you can! The ACBL recently launched its new line of mobile applications, which are available for free download in the iTunes App Store for the following mobile devices: iPhone, iPad, and iPod touch. [Click here](#) to download your app today. Availability on other mobile device platforms, such as the Android, is currently in the works.

The app allows users to find bridge clubs as they travel across the U.S. and Canada. Thousands of members have already downloaded the "Find a Club" application, and if your club hasn't updated their information with the ACBL, you could be missing out on potential players. Please take a moment to verify that your club's information listed on the ACBL website under "Find A Club" is



up-to-date and accurate. If your club isn't listed on the ACBL's website, or you have changes that need to be made, contact club@acbl.org to get your club name, address, and game times on both the website and the mobile application.

Teachers, the ACBL isn't leaving you out either! "Find a Teacher" is the next application that will be released and we need your information. Visit the ACBL's website under "Find a Teacher" to make sure your information is accurate. If you aren't listed on the website under "Find a Teacher" or have changes that need to be made to your listing, [Click here](#) to submit your information. This will ensure students across North America can find you on the website and on the "Find a Teacher" mobile application.

Guidelines for Club News Submissions

Information contributed by Sue Munday, ACBL Bridge Bulletin Associate Editor

We really want to learn about and share your club news. Please follow these guidelines for submitting club news to the ACBL for potential publication on ACBL.org and in the Bridge Bulletin.

Articles

Share what's happening at your clubs with ACBL members continent-wide. Your creativity may inspire others as they recruit new members, plan special events, recognize achievements, run successful charity games and just generally promote the game of bridge.

Send your articles to sue.munday@acbl.org for Bridge Bulletin publication and to marketing@acbl.org for website publication. If you are not the author of the article, please include the author's name and make sure it comes with his or her permission. We are far more likely to run the news item if it is accompanied by a photo of the event. Use a camera (not a cell phone) with a high-resolution setting. If you are not the photographer, please include the photographer's name so we may give them credit.

Big Games

We are delighted to recognize especially good games in the Bridge Bulletin. Send notification to sue.munday@acbl.org. Our criteria for running big gamers' names are:

- The players score 75% or higher.
- It's an open, non-restricted game (for example, I/N games restricted by a masterpoint ceiling or country club games restricted by membership do not qualify). Nor do cruise games qualify.

- The game consists of at least five tables.
- Both players are paid up members of the ACBL in good standing.

We also need a game recap — either via email or an online link to where the results are posted.

Youth News

The bridge playing youth want to learn about what other youth players are doing across the U.S. and Canada. Teachers, submit your success stories and tournament results to marketing@acbl.org for potential publication on Youth4Bridge.org. Please include the following information:

- When and where the event or class took place
- What the ages of the participants were
- A quote from a participant
- Your goals for future classes or tournaments
- At least one high resolution group photo or winners' photo. Don't forget to include the names and ages of those pictured. (not necessary for group pictures).
- For photos where we will publish the child's name (such as winner photos) please send a signed Minor Release. This can be found at http://www.youth4bridge.org/assets/documents/new_minor_consent.pdf.

////////////////////////////////////
(Advice from Craig Robinson, Tip #2 — Cont. from page 3)

birthdays or anniversaries on the calendar. Give accolades for member accomplishment, such as earning a new masterpoint ranking.

Bottom line: Weekly, quarterly or monthly, just send your e-newsletter as often as possible and make sure its something of value.

Tip #3 – Have a website

Another way to retain members by staying in contact is via a club website. Putting together a simple website is probably easier and less expensive than you would think. Ask around your club and chances are one of your members knows someone who would be willing to create your website at a low cost.

Much like the newsletter, you will want to include a calendar of events. You'll also want to have a link to your e-newsletter, but you can also include tournament information, a partnership page, club photos, and game results. For clubs without a website, the ACBL allows you to post game results on their website free of charge. You will also want to link to useful pages for your members, such as the ACBL and Baron Barclay Bridge Supply. Another great benefit of a website is the advertising it provides your club to potential members. With a website, you are now more searchable on the Internet and both beginner and social players in your area can find your club easier.

Bottom line: Having a website holds benefits of member retention and club advertising via the Internet.

Marketing Tools!



The ACBL Marketing Department has many ongoing resources we provide to clubs and teachers to help you market the game of bridge. These tools prove very helpful as you advertise your club and classes, so take a moment to refresh your knowledge on the Marketing Department's standard marketing tools.



Club officials and teachers can qualify for some big rewards.

- For every 10 new members recruited, a club earns an upgraded club championship.
- For every 25 new members you recruit in a calendar year, you will receive a \$100 gift certificate to Baron Barclay Bridge Supply.
- For every 100 new members you recruited since Jan. 1, 2002 (regardless of the number of years it takes to recruit them), you will receive a bonus check for \$500. In addition, for the first 100 new members recruited, the ACBL will send you a certificate recognizing you as an ACBL Star Recruiter.

Cooperative Advertising Program (CAP)

Cooperative Advertising Program (CAP) – The ACBL reimburses clubs, teachers and districts for their advertising expenses for programs and lessons designed for beginners, newcomers and/or ACBL recruitment. Here are a few things to keep in mind:

- The ad must be date specific.
- The ACBL logo or the words American Contract Bridge League **MUST** appear in the advertisement.
- The ACBL reimburses you 75% of your total cost up to \$750.
- [Click here](#) for full program details and a list of eligible and ineligible items for reimbursement.

Discounts - As an ACBL member, you are entitled to printing discounts at FedEx Office and Office Max. There are also discounts on Hertz rental cars, as well. [Click here](#) to view all the benefits afforded to you through your ACBL membership.

Tips & Tricks

Its always helpful to know what makes other clubs and teachers successful in recruiting new members, and the Marketing Department has compiled a list of a few Tips & Tricks for you.

Visit <http://www.acbl.org/marketing/tips.html> for advertising tips, campaigns ideas for introducing new players to duplicate, increasing class/workshop attendance, publicity tips, event ideas and advice on creating player satisfaction and loyalty.

Many of these Tips & Tricks even qualify for the Cooperative Advertising Program!

If you would like to share your campaign/marketing ideas that have been successful, please send them to marketing@acbl.org with the subject of "Tips and Tricks."

We'd love to hear from you!

2011 Fall NABC Seminar & Meetings Information

There are many continuing education opportunities for members, teachers and clubs at every NABC and Seattle is no exception. Here is a listing of the seminars being offered in Seattle at the Washington State Convention and Trade Center. If you need more information contact education@acbl.org.

Nov. 21-23 – Club Directors Course

Comprehensive course that prepares candidates for directing club and bridge cruise games. Study materials may be purchased through Baron Barclay Bridge Supply (www.baronbarclay.com). Pre-register online by November 15 at <https://web.acbl.org/Education/CDC/index.do>, contact Joyce Stone at 662.253.3138, or e-mail directorcourses@acbl.org

Fee: \$50

November 21st: 1:00pm – 10:00pm with a dinner break

November 22nd: 9:00am – 10:00pm with a lunch and dinner break

November 23rd: 9:00am – 12:00pm followed by lunch and testing

Nov. 25 – Reception for Club Officials and Teachers

This is the ACBL's "thank you" reception for the club officials and teachers who recruit and retain our members.

Free of charge

4:30pm – 6:00pm

Nov. 26-28 – Teacher Accreditation Program (TAP)

Introduction to the ACBL Bridge Series material and other popular teaching products. Learn modern techniques from one of the ACBL's premier teachers in this 10 hour interactive learning course, which includes three hours of hands-on experience. Learn the business side of teaching bridge and be introduced to 64 weeks of class material and more! Pre-register at <http://www.acbl.org/teachers/upcomingTaps.html> or contact Dana Norton at 662.253.3161 / education@acbl.org for more information.

Fee: \$125 (ACBL Accredited Teachers can retake for no cost)

8:30am – 12:00pm each day

November 26 – Marketing Matters Live!

ACBL's Marketing Director, Vicki Campbell, will host a program for anyone interested in marketing their clubs, bridge lessons, tournaments, etc. Don't miss this chance to meet Vicki and explore your options.

Free of charge

10:00am – 11:00am

November 27 – Workshop for Teachers of Youth Players

Informal meeting for anyone currently teaching young students or considering a youth program.

Free of charge

11:00am – 12:00pm

November 28 – Get Online with Bridge Base

Don't miss this opportunity to meet Fred Gitelman, the creator of the ACBL's Learn to Play Bridge program. Get a guided tour of the Bridge Base site and its outstanding teaching features.

Free of charge

11:00am – 12:00pm

(Continued on page 9)

November 28-29 – Club Director Refresher Course

Continuing education for bridge directors to increase their skills. You must attend both sessions and register at the door.

Fee: \$15

9:00am – 12:00pm both days

November 29 – Bridge Teachers and Bridge Cruises

Join Marilyn Kalbfleisch, experienced bridge cruise host, for an informative session about what you need to know to be a successful teacher and bridge host aboard a cruise ship. Contact Dana Norton at 662.253.3161 or education@acbl.org for more information. Register at the door.

Fee: \$25

9:00am – 12:00pm

**** Check the Daily Bulletin for room assignments on the above seminars/workshops**

Celebrity Speaker Schedule

Below is a list of speakers who will be present at the Fall NABC. Why not pass this information along to your club members and students? There is a lot of valuable information to be learned. They will thank you!

Date	Time	Speaker	Topic
Fri, Nov 25	9:45 a.m.	Jerry Helms	"Ask Jerry"
	6:45 p.m.	Audrey Grant	"Hands that Don't Make the Textbooks"
Sat, Nov 26	9:45 a.m.	Dee Berry	"What's Forcing"
Sun, Nov 27	9:45 a.m.	Lisa Berkowitz	"Play to Trick One"
	6:45 p.m.	Ken Monzingo	"Hand Patterns"
Mon, Nov 28	9:45 a.m.	Joan Anderson	"Weak Two Bids"
	6:45 p.m.	Haig Tchamitch	"Support Doubles"
Tues, Nov 29	9:45 a.m.	Mike Flader	"Ruling the Game"
	6:45 p.m.	David Berkowitz	"Partnerships"
Wed, Nov 30	9:45 a.m.	Patti McCallum	"New DONT (Rule of 8 and 2)"
	6:45 p.m.	Ellen Kent	"Panicville: This Is Not a Zynga Game"
Thur, Dec 1	9:45 a.m.	Phillip Alder	"Listen to Place Opposing Honors"
	6:45 p.m.	John Rayner	"Opener's Rebids"
Fri, Dec 2	9:45 a.m.	GS Jade Barrett	"Losing and Winning Trick Count"
	6:45 p.m.	Barry Harper	"A Short List of Conventions You Need"
Sat, Dec 3	9:45 a.m.	Richard Yarrington	"Uppercuts on Defense"
	6:45 p.m.	Jeff Roman	"Look Beyond Your High Card Points"