



AMERICAN CONTRACT BRIDGE LEAGUE

Marketing Matters

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

Winter Edition • February 2012

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Or Visit

www.acbl.org

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Dear Clubs and Teachers,

The New Year has arrived and everyone here at Headquarters is excited to celebrate our 75th Anniversary with our Members all year long.

We have several celebrations planned for 2012 and you should be thinking about how you can commemorate the occasion on the local level. Maybe you are planning to hold a special lesson and game for social players, along with a larger celebration at your club. You could even invite the media and potentially get some ink in your local paper! So put on your thinking cap and look for ways you can participate in the festivities. Don't forget to email pictures of your event to us at marketing@acbl.org.

We always love to see our clubs & teachers successfully promoting themselves and the game of bridge.

*Club Managers,
why not forward this
newsletter on to your
Marketing/PR team?*

We hope you enjoy the Marketing Matters newsletter.

We look forward to the continued success of our ACBL clubs and teachers!

ACBL Marketing Team

The Spring NABC is Just Around the Corner



Join the American Contract Bridge League at the Spring NABC in Memphis as we celebrate our 75th Anniversary! In addition to all the card play and usual activities, you won't want to miss the special Anniversary Celebration on Friday, March 16 at the Memphis Marriott Downtown.

Also mark your calendars for the Club Manager and Teacher Q & A session. This interactive information session will be hosted by Carol Robertson, Director of Club and Member Services. She will be joined by Vicki Campbell, ACBL Marketing Director; Jim Miller, National Recorder & Director of Elections with a special visit by our new CEO, Robert Hartman. We will be there to answer your questions and share thoughts about clubs games, marketing tools and programs. So bring your best ideas and hear from others about growing the game of bridge.

Club Manager and Teacher Q & A session

FREE of charge ♠ Date: **Saturday, March 17** ♠ Time: **10 a.m. – 11:00 a.m.**

Follow us on American Contract Bridge League

and @ACBLbridge

Special Holiday Games

Everyone loves a reason to celebrate, so why not get your club in on the fun too?



Valentines Day
Tuesday, February 14th

- **Play match-maker** by holding a Single & Mingle Game. We all know how many couples have met at the bridge table!
- **Hold a Sweethearts Game** with a catered meal to follow. At the meal let all the couples share stories about when and how they met their significant others.



For those Members not attending the North American Bridge Championships in Memphis, **hold a Green Game.**

Encourage everyone to bring green colored hors d'oeuvres and appetizers to share.

St. Patrick's Day
Saturday,
March 17th

- **Hold a Lucky Leap Game** with a traditional Irish meal served after – think shepherds' pie, bangers & mash, potato soup and soda bread. At the meal lead everyone in conversation about times they had the “luck of the Irish” at the bridge table.

Don't forget to take pictures of your special event and send them to marketing@acbl.org. We love to see what our clubs and Members are up to!

★ TIPS ★ Straight from the Club & Teacher Handbooks

Create a brochure that advertises your club and/or classes.



- **Microsoft® Office** has a program called “**Publisher®**” with several brochure templates you can manipulate then mass print.
- **Make sure you include location information, along with a brief club and ACBL history.** If you are a teacher creating a brochure, include a short bio and be sure to showcase your teaching credentials.

- **Have direct quotes from Members and/or former students** about why they enjoy bridge, its benefits, and how much fun the game is to play in the club setting.
- **Place the brochures at high traffic areas such as the super-market or library.** Ask local doctor's offices if you can put some in the waiting room. It also helps to let the doctor and their staff know the benefits bridge holds for aging patients, as well as the educational benefits it provides to youth.
- **Include the ACBL logo** and your brochures could qualify for reimbursement under the **Cooperative Advertising Program.**



Teacher Tips

How to Begin a Successful Group Mentoring Program

After becoming a board member for Unit 499, Ally Whiteneck, of Alamo, CA, took over responsibility of The Bridge Center in Pleasant Hill's mentoring program. She decided to change the standard practice of pairing every novice player with a life master in exchange for a group mentoring program that better suited the player's needs along with the club's budget. Here are her tips for how your club could do the same.

Tip #1

Find Participants

Send emails to newcomer groups in your area, private golf clubs who may have a social bridge group, and make sure all the clubs within your unit mention the mentor program to their students.

Tip #2

Find Mentors

Don't just limit your mentor group to life masters, sometimes those with less masterpoints are just as capable of teachers. Whiteneck's program allowed anyone with 150 masterpoints who can study a script to be a mentor. Each mentor received a free play coupon for volunteering their time. There were definitely times when the mentors were learning right along with the mentees, but since they had more longevity in the game, they were able to grasp the concept and explain in a manner the new player could understand.

Tip #3

Determine Your Lesson Plan

Each mentor session began with a 30 minute presentation from a local teacher on the subject of the session. Whiteneck chose Barbara Seagram's book "25 Bridge Conventions You Should Know" for the guest teachers to lecture from. Teachers were willing to volunteer for the lectures because it gave them exposure for their own bridge lessons.

Tip #4

Educate the Mentors

A week before each lesson, the mentors were given a script to study. Each table bid the pre-duped board, but before the play of the hand, the mentor reviewed the bidding and corrected the auction based on the provided script. On completion of the play, the mentor used the script to review the opening lead, play of the hand, and defense.

Tip #5

Get Organized

Make a spreadsheet to organize the tables with the players and the mentors. It should also be mandatory for mentees to sign up in advance. Make sure you have table markers to show which board numbers coincide with the hands. For example: hand 1 might be at tables 1, 9, 17 & 25, etc.

For questions about this particular mentor program, contact [Ally Whiteneck](#).

We want to hear your teacher success stories!

Send an email to marketing@acbl.org with the subject of "Marketing Matters" and give some tips that helped make you successful.

Register now for the Spring NABC Teacher Accreditation Program (TAP)



Receive an introduction to the ACBL Bridge Series material and other popular teaching products. Learn modern teaching techniques from one of the ACBL's premier teachers in this 10-hour interactive learning course which includes three hours of hands-on experience. Gain exposure to the business side of teaching bridge, 64 weeks of class material, and more! There are even techniques to move your students into duplicate faster. Leave with the tools needed to develop a successful teaching career.

Click [here](#) to pre-register, call Dana Norton at 662-253-3161 or email education@acbl.org for more information.

Fee: \$125

*** Previously ACBL TAP Accredited Teachers and ABTA Members can take the course for no fee.*

**Date: Saturday, Sunday, Monday – March 17, 18, 19
8:30 am to noon**

CLUB TIPS



Utilizing Seminars and the Cooperative Advertising Program to Build your Membership



Ronda O'Farrell of Sun City, Florida is utilizing a new tool at her club to improve their teaching program, and its working. Not only is she teaching lessons to complete bridge beginners, this past June she held her first day-long seminar specifically designed for party bridge players, newcomers and non-duplicate players.

Each seminar had four lectures – two at 9:00 and a different two at 10:30. Seminar attendees chose which two lectures they wanted to attend. Lecture topics included “Rebids by Openers,” “Rebids by Responders,” “Play of the Hand,” and “Bidding after 1NT.” Special attention was paid to make sure the classes were basic and targeted so as not to scare newer Members away from the duplicate community. After a catered lunch the attendees participated in an afternoon non-life master game. Several club LMs volunteered their time to come and assist the newcomers at their tables with bidding boxes and table movement. Masterpoints and trophies were awarded and Ronda is proud to say many of the seminar attendees continued on with duplicate bridge and play regularly at the club.

In addition to the newly added seminars, O'Farrell and the Sun City Center Bridge Club hold regular bridge lessons for players of all levels. While there are stand alone classes, many of the lessons are taught as 8 or 9 week courses where students pay per course, not per class. “It's really important when you are teaching beginners they realize there is a commitment to learning bridge,” said O'Farrell. “It doesn't just happen with one class.”

O'Farrell advertises the classes in local newspapers and feels that the ads really do make a difference. “This past October the newspaper messed up and didn't put the ad in until it was too late and all our classes suffered,” she said.

Not only does Sun City Center Bridge Club advertise lessons, courses and seminars, O'Farrell realized the need to survey students. “We always get written feedback so we can learn what people like and don't like; what is hard and not hard,” she said. “The feedback really helps because sometimes you don't know what is good for newcomers until you ask them.”

You're invited to attend....
Thursday Bridge Seminar Lunch, Learn & Play
This seminar is especially designed for social and party bridge players
June 30, 2011 at 9:00 am to 3:30 pm
Horizon & Caper Rooms
\$5 Includes Lunch & 2 Morning Lessons (your choice)
\$3 Afternoon Games
An experienced duplicate player will be available to help novices.
Regular NLM games in Horizon Room.
Call for Information & / or Reservations:
Ronda: 634-7393
Or Purchase Tickets in the Horizon Room, 12-12:20 Tues. - Sat.
Sponsored by SCC Bridge Club

Lectures
Rebids by Openers
John Foster
Rebids by Responders
Pat Rippel
Play of the Hand
Marian Howarth
Bidding after 1NT
Virgil Eveleigh

Have Fun and Learn to Play Bridge Better
Bridge Teachers' Association Sun City Center
Bridge Lessons for players on all levels
Courses are \$50 & include textbook
Register Now: call or email the Teacher
or email: Ronda O'Farrell
rondastart@aol.com

Beginning Bridge
for the Starting or Novice, 9 week course
Starting Tuesday, Oct. 11, 9 a.m., Royal Room
Instructor: John Foster, 634-3240

Intermediate Bridge
for Returning Players, 9 week course
Starting Monday, Oct. 10, 9 a.m. Horizon Room
Instructor: Pat Rippel, 642-9216

Winning with Good Defensive Play
8 week course,
Starting Wednesday, Oct. 19, 9 a.m., Horizon Room
Instructor: Leslie Cox, lesliecox3@yahoo.com

Bidding Judgment for the Serious Player
8 week course,
Starting Thursday, Oct. 13, 9 a.m., Royal Room
Instructor: Virgil Eveleigh, 642-9005

2 over 1 Game Force System for the Serious Player
8 weeks
Starting Tuesday Oct.11, 9 a.m., Horizon Room
Instructor: Marian Howarth, 642-0719

With regard to the Cooperative Advertising Program, it is important to note a few key elements in both of O'Farrell's ads:

- They are date specific
- They target new bridge players and/or social bridge players that are new to duplicate
- They include the ACBL logo

For a full list of Cooperative Advertising Program reimbursement requirements please [click here](#).

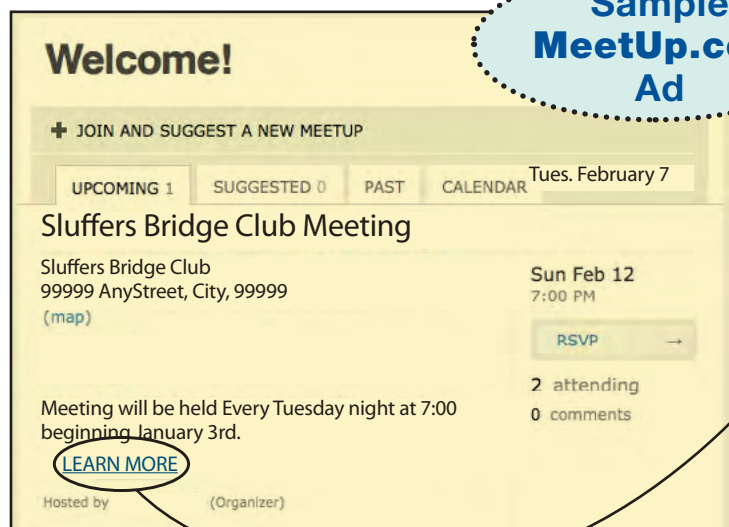
We want to hear your club success stories!

Send an email to marketing@acbl.org with the subject of “Marketing Matters” and give some tips that helped make you successful.

Advertising your Classes Online

Finding new outlets to advertise beginner classes can sometimes be a difficult task. Sure, you've probably tried the newspaper and gotten a great response, but is there anywhere online you could advertise classes? Often social players looking to convert to duplicate bridge are interested in a much more relaxed learning environment. So where do these types of players go to find classes? The answer could be MeetUp.com.

Meetup.com is a website where an organizer forms a meet up group and people in your area with similar interests can find your class based on interest, location, etc.



Sluffers Bridge Club Meeting

Tuesday, February 7, 2012

SELECTED BY: WARNER MACH

Already a card buff, but looking to take up a new game? Join us for Beginner Bridge Lessons! We'll teach you all the tricks you need to start playing in your local club game. Duplicate bridge offers the same social interaction as party bridge, but allows you the opportunity to use your competitive nature. Not to mention there are bridge tournaments locally, regionally and nationally which gives you a good reason to travel while you make new friends from around the world.

When: Every Tuesday night at 7:00 beginning January 3rd

Where: Sluffers Bridge Club – an American Contract Bridge League affiliated club

Cost: \$5 per lesson

The only thing you need to bring is a positive attitude! Call Susan Jones at 555.5555 for more information!



ACBL Mobile App Now Available for Android Users

The ACBL is pleased to announce the release of the ACBL Mobile app for Android phones! Thousands of users have already downloaded the app for the iPhone platform.

Using the app, you can search for bridge clubs with ACBL sanctioned games near you by city/state or province or by postal code; or, alternately, you can let the app detect your location via GPS. Map View helps route you to a nearby club and clicking on a club's name pulls up its contact information (physical address, phone numbers, and email



addresses). The app's "Game Details" feature lists a club's game dates, times, type and special notes.

The app is free to download and requires Android 1.6 or higher. To get the app, search for "ACBL Mobile" in the Android Market, or use this link: https://market.android.com/details?id=com.acbl.main&feature=search_result

Remember, those of you with iPhones, iPod Touch and iPads may download this app by going to the App Store and searching for "ACBL" and downloading the "ACBL Mobile" app.

Social Media Marketing

Last quarter we told you how to create your own Facebook page to market your club online. How is your new social media experience? If you haven't done so yet, [click here](#) for information directly from Facebook about how you can get started. Revisit the [Fall 2011 Marketing Matters Newsletter](#) for some ideas to help make your page a success!

Marketing Tools!

The ACBL Marketing Department has many ongoing resources we provide to clubs and teachers to help you market the game of bridge.

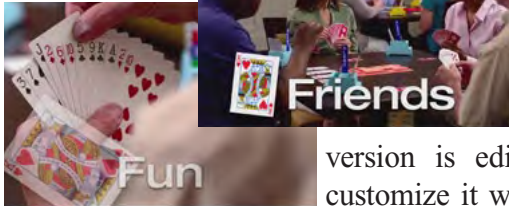


These tools prove very helpful as you advertise your club and classes, so take a moment to refresh your knowledge on our standard marketing tools.

Customizable Ads

TV Ad Now Available!

We are excited to announce that a TV ad, targeting the baby boomer/recently retired audience, is now available on the ACBL website!



There are two versions of this ad available — one 15 seconds, the other 30 seconds. Each

version is edited so you can customize it with your personal contact information at the end of the ad. Just like the radio ads, there is a media buyer available to help you negotiate your media purchase(s), handle getting the TV ad to the station(s), and arrange for insertion of your customized contact information.

[Click here](#) to learn more, watch the ads, and complete the online request form.



We can't wait for you to take advantage of this brand new marketing tool!

Radio Ads

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

Simply [click here](#) to fill out the form 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 any of our customizable ads, it automatically qualifies for reimbursement under the ACBL's Cooperative Advertising Program (CAP)!

Cooperative Advertising Program (CAP)

The ACBL reimburses clubs, teachers, districts, and units 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 per ad campaign.
- Visit <http://www.acbl.org/marketing/coopAdvertising.html> for full program details and a list of eligible and ineligible items for reimbursement.

Discounts

As an ACBL member, you are entitled to discounts with Baron Barclay, printing discounts at FedEx Office and Office Max, and there are also travel discounts with both Delta Airlines and Hertz rental cars. [Click here](#) to view all the benefits afforded to you through your ACBL Membership.

Tips & Tricks

It's 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, campaign 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!