

Regional Director's Report – October 2025

As membership and tournament attendance continue to lag at ACBL, management is making every effort to encourage new membership. The ACBL is holding social bridge nights and online community games to provide a feeling of community that is often lacking in online games because all the data shows us that it is the social aspect that is successful in maintaining new members.

Online efforts include the introduction of "Bridge War". A fun game for anyone who has never played bridge before – both children and adults.

Try it - [Bridge War • American Contract Bridge League](#)

And then send the link to a friend or family member that might be intrigued by the game. It's a trick-taking game without bidding that has great graphics.

You can also help by suggesting to friends and family who are not ACBL members that they sign up for an ACBL guest membership. Guest memberships are free and they no longer expire after a specific date. Anyone can join on the ACBL website by providing his name, email and zipcode.

After a player signs up for a free guest membership they will receive a welcome letter from ACBL, a membership number and information on how to gain access to the new MyACBL portal on the ACBL website.

Guest members can earn up to 20 masterpoints (hopefully by then they are hooked on the game of bridge). If they wish to continue their masterpoint journey after reaching this level, they will need to convert to full membership to continue earning points. To encourage this transition, the ACBL offers all guest members a discounted rate for the first full year of membership.

We need everyone to pitch in to keep our game alive..

Joann