



BRIDGE TEACHERS

To: All Bridge Teachers

It's almost time for the Summer NABCs. But it's not too late to make plans to attend the New York Extravaganza. There are so many exciting things planned for the tournament. I'm sure you won't want to miss it.



Thank You, Thank You, Thank You

The ACBL "Thank You" party for teachers and club officials to let you know how much you are appreciated has become a regular feature at the NABCs. The New York reception is scheduled for the first Friday of the tournament (July 9) from 5 p.m. to 7 p.m. at the New York Hilton. Hope to see you there! It will be a fun evening.

ABTA Seminar and Convention

Every summer, bridge teachers have the opportunity to take advantage of the best continuing education opportunity around — the ABTA Seminar and Convention. See Page 6 for more information. The ABTA has big plans for all of you and a trip to the Big Apple is just icing on the cake.

NABC Seminar Schedule

Per usual, there are more seminars and programs scheduled for the NY tournament than you could possibly attend. Choose wisely and enhance your trip by attending as many as you can. There are teacher programs and a number of seminars for club managers/directors. If you haven't heard Fred Gitelman talk about his Bridge Base site, that's a must. If you run a club, don't miss Marti Ronemus' Club Growth and Prosperity seminar. And there's a new two-hour Easybridge! Update course for those of you who need to renew your accreditation. For more information visit the official New York NABC home page at www.acbl.org and see Page 8.

ACBL Co-op Advertising Program

The 2004 Co-op Advertising Program is better than ever. ACBL has lots of money ready to help you with advertising. Some districts aren't getting their fair share. So far this year we haven't heard from teachers in several districts, so don't miss this great opportunity. Visit the ACBL web site for details.

Julie T. Greenberg
Julie T. Greenberg, Director of Education



George Nichols — Five-Star Teacher

George Nichols has done it all! He is an ACBL member extraordinaire, a tireless volunteer, an innovative unit president, a club manager of the only star club (out of 46) in his unit and an exceptional teacher. George has displayed a long-standing commitment to bridge. Whether he is presiding as president of his unit or teacher to his students, his enthusiasm, understanding and know-how come shining through.

Bridge captured George's imagination in college. He discovered bridge in the Sixties and joined the ACBL. It worked out very well for bridge and for future players of South Carolina. George became a Life Master in 1973 and has accumulated more than 3,500 masterpoints. He has Blue Ribbon and Red Ribbon qualifications.

As our second five-star teacher, George has an impressive list of teaching credentials and accomplishments. He has taught more than 600 students and has written a bridge column for the N.E. Columbia newspaper. George has been the bridge host of 13 cruises, is an ABTA Master Teacher and is currently teaching bridge at the University of South Carolina.

Congratulations are in order to a teacher who has earned his five-star ranking.

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look What's Inside ...

- Handy with Hands? 2
- Marketing Matters 3
- ACBL School Bridge Lesson Program 4
- School Promo Kit 4
- Kitty Cooper Lesson Plans 4
- Getting Bridge into Your Schools 4-5
- Tips for Bridge Teachers with School Classes 5
- Three Cheers for 99er Sectionals 6
- ABTA Summer Seminar and Convention 6
- Caitlin's E-mail Lessons 7
- Dealmaster Pro Update 7
- New York NABC 8

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The Business of Bridge

Handy with Hands?



by Lynn Berg

So, you've found wonderful hands to illustrate your lesson. Whether that means the four hands that go with each lesson in The ACBL Bridge Series books or the hands you've carefully accumulated for the Advanced Defense class you're offering, many of the same problems occur. It's very hard to make your points if faulty duplication has resulted in not everyone looking at the same cards.

I like to use the "cards on the table" approach of the exercises in the *Bidding, Play of the Hand* and *Defense* texts. In a class where everyone has played some bridge, I just follow Edith McMullin's advice and call the cards slowly and clearly. I call the Ace the "big ace" and the eight the "little eight," a trick I learned from TAP teacher Arlette Schutte. Edith McMullin's *Easybridge! Presenters Manual* gives excellent advice if you are going to call the cards. "Alert! You must go as slow as the slowest person in the room. Keep watching!" She points out that this not only will give the players a chance to handle cards, but it will also provide a "low-stress, high-success activity to accomplish." How true. If you are planning to have students play hands from called cards, you must take this advice to heart.

On cruises or for brief demonstration lessons, I have a different approach. I sort the cards and put the first hand out on every table, stacking the unused cards by suit at the four sides of the table. The students, when they enter the room, see it set up for bridge in a business-like fashion. I refer to the hand on the table first thing. Usually it's the familiar starting point for some bridge concept, a hand that I will modify as we talk about different aspects of the featured bridge idea.

There's much less confusion when the first example is laid out. If some participants come late, at least the original hand is on the table, and it's easy for someone to make the modifications and catch up to the rest of the room. At the end of the discussion, back the cards go into suits to be used the next time.

Some courses (e.g., ACBL's texts and Caroline Sydnor's books) have coded cards. Using these E-Z Deal decks, each table can make up their own hands. I include a deck of cards whenever they are available as part of the class fee. The students like getting the "extra," and then they can also practice at home with the same cards to

reinforce the bidding and play concepts of the lessons. But many bridge teachers want to go beyond these texts and use materials which they have painfully acquired on their own.

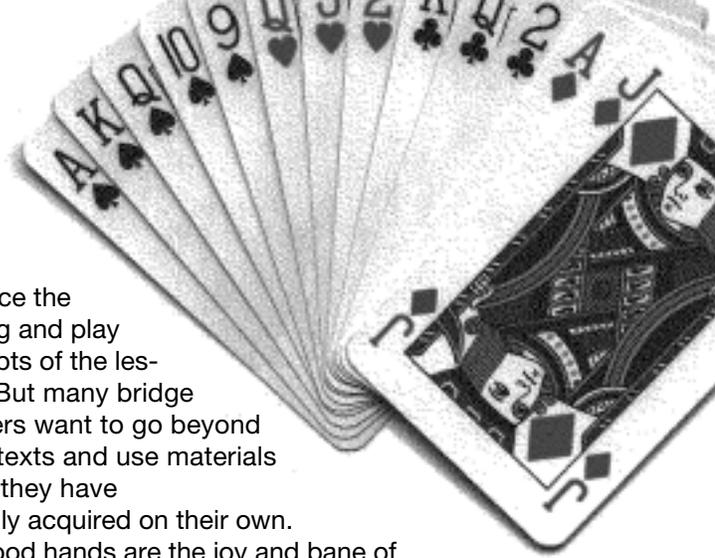
Good hands are the joy and bane of any bridge teacher's professional existence. They are so important that all of us are on a continual hunt for hands. The ABTA is spotlighting the importance of hands by making its Applebasket Award for 2004 specifically for the best lesson hand submitted. Good hands can be found in articles in the Bulletin, in all sorts of bridge books, on the net at the sites of great teachers like Mike Lawrence or Richard Pavlicek (to name only two). Please be sure not to modify the materials you use from such sites, and give credit where it is due.

Hand records can be the solution to making up a large number of hands for your classes. If you use a program like the wonderful "Dealmaster," you can prepare two types of hand records, the One-to-a-Sheet records for duplication and the smaller print record of all of the hands for the day. Any one who has played tournament pair games is familiar with these hand record types. You can personalize the hand records with your name and the date or any other information you want to add. (See page 7.)

There are two accepted methods for duplicating deals with hand records. I suggest having each person be responsible for placing all of the cards in one particular suit. For example, North gets the Spades, East gets the Hearts, etc. When using this method, it's a good idea to instruct your students to give out the shorter holdings in the suit first.

A second approach is to have each person take a suit, check the hand record, take the cards in that suit for his own hand, and then pass the remaining cards on. Tell the students to pass the cards clockwise around the table to cut down on the confusion. If one person is slow, however, this method tends to make everyone else frustrated. It might seem like a small matter to spend so much time talking about how to call hands or how to use hand records, but your students need to play in order for your teaching to be effective. Helping your students prepare hands in an orderly manner will result in a positive atmosphere. The saying that the "genius is in the details" is true, and this is one detail over which you should have good control.

“ Good hands are the joy and bane of any bridge teacher's professional experience. ”





Marketing Matters

Marketing Matters Mania

If you've not yet registered your e-mail address with the ACBL, you are missing out on what matters most — ACBL Marketing Matters. The new e-newsletter from the ACBL Marketing Department is full of great tips for clubs and teachers, news, articles, special events, programs and much more!

If you receive this printed newsletter, you automatically will receive Marketing Matters if your e-mail address is in our database. To register your e-mail address with us please e-mail Tawni Fite in the ACBL Marketing Department at tawni.fite@acbl.org.



2004 National Education Association Expo

The ACBL will exhibit at the 2004 National Education Association Expo July 2- 4, 2004 in Washington D.C. to promote our School Bridge Lesson Series Program.

The NEA Expo, the largest education expo in America, represents an exciting opportunity for the ACBL to meet face-to-face with the leaders of American education. The attendees are in the thousands and include delegates from more than 2.7 million NEA members who influence the decisions of their schools and local districts.

If you live in D.C. or will be in the D.C. area July 2-4, 2004 and would like to volunteer to support the game of bridge at the ACBL booth, please contact Tawni Fite at 901-332-5586, ext. 1357 or via e-mail at tawni.fite@acbl.org.



Cash In On the CAP

Many teachers have been taking advantage of the new ACBL Cooperative Advertising Program, which refunds 75 percent of advertising cost up to \$1000 per project. Read the success stories below:

Last week I ran an ad in the Beaufort Gazette advertising my bridge lessons using a template from the ACBL. The response has been great. I will end up with seven or eight tables. People are still calling, so I won't know how many (tables) until the dust settles. This does not include a group that wants to start in April. Yeah!

Eugenia Ogden
Saint Helena's Island SC

We ran the ad five days from Mon., Jan 19 through Fri., Jan. 23. We received about 60 calls during the week the ad ran about the Bridge Lessons and signed up a class of 31. We consider it a real success. Most participants were either party bridge players or had played very little bridge in the past. I think it was so good that I will plan to do it again in April!

Bob Simrak
Tucson AZ

For details on the CAP and sample ad templates, please visit us online at www.acbl.org, or call Ruth Francis in the ACBL Marketing Department at 901-332-5586, ext. 1368 or e-mail ruth.francis@acbl.org.



Learn to Play Bridge

If you are looking for a good online resource for your students, tell them about the free Learn to Play Bridge download by Fred Gitelman available at www.acbl.org. More than 40,000 people have downloaded the program and have found it to be user-friendly and exceptionally comprehensible.



Smile – It's SAYC

If your students are playing online, you can give them a nice gift by downloading the SAYC Booklet from the ACBL web site, printing it on yellow paper (11 x 17, folded and stapled) and adding a title (e.g., See You Online, Compliments of Your Bridge Teacher). Sue Kroning, IN Chair for the Reno NABC, did this for the IN Program and the players loved it!

Here's a sample flyer you can make to promote a school bridge program.

Sign your child up for a life-long adventure
(Through Good Shepard's After School Enrichment Program)

Playing Bridge!

Bridge has been shown to sharpen math, communication and analytical skills, increase attention span and memory, and build teamwork qualities!

Why not give your child a head start on those middle school years?

PreK – 1st grade will begin with precursor games such as war, trumps, tricks and evolve into MiniBridge at the end of the course.

2nd – 4th grade will begin with tricks and move quickly into MiniBridge completing the course with a basic understanding of the rules of Bridge.

Sign up today through Good Shepherd's After School Enrichment Program

Questions? Contact Donna Compton (3rd grade & PreK Mom)
Donna.Compton@acbl.org or 214-378-8284

Free Lesson Plans for School Programs

Here's what ACBL suggests you use to teach bridge in your school classes.

Kitty Cooper, a world champion, longtime bridge teacher and computer consultant, has updated the original Pre-Club Lesson Plans written by Audrey Grant to include MiniBridge and Bridgette (a bridge between MiniBridge and Bridge). The lesson plans have been tested in the Albuquerque school system and are ideal for 45 minute to one-hour classes.

A FREE download of the Kitty Cooper Teacher Manual with 16 lesson plans is available at the school section of the ACBL Website.

ACBL School Promo Kit

The ACBL Marketing Department has updated our school promo kit. It includes information for both the school organizer and the school administration. If you are considering trying to get bridge into the schools in your area, send for a promo kit today.



A=4
K=3

2NT=20-21

School

Getting Bridge Into Your Schools *By Donna Compton*

With the recent resurgence of bridge in schools, the \$64,000 question is, "How do **you** get a bridge class into the school system?" There is definitely an art to it. The easiest method is to find a parent or grandparent with a child who attends the school you are interested in or to find someone who knows a teacher or administrator who works at the school. If you find a contact, have that person attend the introductory meeting with the principal. Your chances of being successful increase dramatically if you have an entrée to the school.

On the other hand, if you have no such luck and you must "cold call" the school, plan your meeting during a slow period of the year, *i.e.*, summer or holiday breaks. Do not attempt to contact the schools during April or May because the last thing the principal wants to do is add another project to his or her plate during this time of the year!

Your first step is to order the ACBL Bridge in Schools packet which contains many articles and "buzz" words that are helpful to your presentation to the principal. While you are waiting for your packets, make a list of all of the middle schools in your area. Middle schools have proven to be the most receptive grade level both with the students and the administration.

Once you receive your packets and have reviewed the contents, create a universal introduction letter for the principals. This letter should introduce the principal to the ACBL, provide your credentials and experience and explain why bridge would be a great addition to the school's curriculum. Once you are prepared for your meeting, contact the school and offer to demonstrate the first lesson of the Bridge In Schools Lesson Plan during a middle school math class. This lesson plan is available for free at www.acbl.org. Of course, invite the administrators to "sit

DID YOU KNOW?

Teachers now receive a check for \$350 from the ACBL for teaching 16 hours of bridge at an elementary school, a junior high school, a high school or college.

For details about the school program funded by the ACBL and the ACBL Educational Foundation, visit the ACBL web site at www.acbl.org.



Bridge

INT=15-17

Q=2
J=1

in" on the class.

During the demonstration, make sure you establish the relationship between bridge and math/analytical skills. You can touch on the fact that bridge has been shown to sharpen communication skills, increase attention span and memory and build teamwork qualities. However, the administration is much more interested in the possibility of the students' math scores increasing as a result of learning bridge.

Assuming you are successful during the first meeting with the school, then you must be prepared to answer the question: "When and where would you hold this bridge class." Generally, the middle schools have a "Club Day" which is held once a week for approximately one hour during which the students attend the club of their choice. Offer to host a Bridge Club and provide a table displaying a poster and items related to bridge during the "Club Fair Day." This fair usually takes place the first couple of weeks of the new school year in late August or early September.

So now what? You have volunteered to present a table at the school's fair day. You should begin by creating a poster containing big pictures and headlines of the Junior World Championships, scholarships, camps, international competitions and any other eye catching events related to junior bridge. Most of this information can be found in past issues of *The Grapevine*, which is the ACBL quarterly publication for junior players. You can download these issues from the ACBL website and cut and paste them directly onto your poster board. Depending on your target audience, you may want to include a picture and quote from Bill Gates regarding bridge. His quote can also be found on the ACBL web site. Your poster should be creative and colorful because you only have about 30 seconds to catch the students' attention!

Once you have completed your poster, you should begin collecting items to display on your table along with the poster. Some items you might include are the yellow ACBL stress stars, a laptop with Learn To Play Bridge on the screen, a couple of decks of cards, a card holder with 13 cards showing 37 points, a few sample *Grapevines*, a Bridge In School T-shirt, and a trophy. The idea is to appeal to as many different personalities as possible in a short amount of time.

The final piece of the puzzle is to print out copies of the MiniBridge summaries to pass out to the students as they pass by your table. Place the summary on one side and a large check-mark box on the opposite side underneath the words "School Name" Bridge Club. During the fair, have a good time promoting your bridge club and BE EXCITED about the game we all love!

Donna Compton used the following ad in her district newsletter to generate interest in teaching bridge in the schools. If you would like to get a group of teachers together to get bridge in the schools in your area, try this!

BRIDGE TEACHERS NEEDED!

Bridge has been shown to sharpen math, communication and analytical skills, increase attention span and memory, and build teamwork qualities!

Why not try it in your neighborhood school?

The School Bridge Lesson Series (SBLS) is a **FREE** bridge teaching program for junior bridge players (under age 26) who are currently attending school. SBLS can be taught at any school from elementary level through college.

ACBL provides books, E-Z Deal Cards, T-Shirts, Trophies, Newsletter & Certificates. Additionally, unless the teacher is already on the school payroll, ACBL WILL REIMBURSE THE TEACHER \$350. And for the teacher's convenience, there is a FREE downloadable School Bridge Teachers Manual on the ACBL web site.

For more information visit www.acbl.org

Or contact Donna Compton at 214.378.8284 or Donna.Compton@acbl.org

Helpful Hints

from Kathie Macnab (Halifax NS)

If you are teaching young people, here are some ideas I have found helpful...

◆ Many homes don't have cards. On the first day of class, take a bag of old cards which have been solicited from clubs and the unit (left over from replacing the cards in their duplicate boards). Give each student a deck of cards and their "homework" which is to learn to shuffle, deal, sort and hold their cards. It's probably the only homework some of them will do voluntarily.

◆ If you have a lunchtime class, give a mini-lesson while the children eat and then let them play. Some weeks they can shuffle and deal; other weeks you can give them pre-dealt hands.

◆ Students like to play a hand from a regular duplicate game and test themselves against the adults.

◆ Children have an easier time solving "play puzzles" than do adults. When teaching finessing, let the children lay out the cards and place the opponents' cards where they want them to be. This helps them get it right.

◆ Play whist for about three or four weeks to start. Let the students play in notrump and randomly selected suit contracts.

NOTE: Check your December 2003 newsletter for more tips on teaching young people.

Three Cheers for 99er Sectionals

By Lynn Berg



In December, the Club Managers Newsletter ran an article by Marti Ronemus about a special 99er promotion at her club. Lynn Berg's club was inspired to try the same and here's her story. Any other success stories out there? Let us hear from you!

We were inspired by Marti's article to try a 99er Silver Day in DeLand on January 24. It was a great success. We had nine full tables, 11 local pairs and seven from out of town — some from quite a distance

away! We advertised with flyers, mailing them to clubs with IN programs and putting them out at sectionals and regionals in the area. We also did two e-mail notices and had a lot of publicity in our local club.

The fee was \$25 in advance (or by reservation) and \$30 at the door for brunch, lunch and the two sessions. The first session ran from 10:30 until 1:00 and was 21 boards (made up in advance by me). During lunch, the players were given hand records and a chance to ask a fine local player about problems they'd encountered. We started up again about 1:45 and played 8 rounds in the afternoon, finishing around 5:00.

There were two rounds of bridge bingo during brunch, and we gave away donated prizes: a great silk jacket with bridge motifs and a copy of the Encyclopedia of Bridge. We also had a selection of bridge books for section top prizes and a pair of bridge motif beach towels for the top MP winners.

It was a great day for our newcomers.

Helpful Hints

from Marlene Koerner (Murrieta CA)



Rather than raise partner's major, beginning students have a tendency to want to show other suits (such as rebidding a 5-card minor). I have a saying that helps them remember...

Don't create a wardrobe when you have a suit.

The American Bridge Teachers' Association Annual Convention and Seminar!

July 6-9, 2004

New York Hilton • New York City

An exciting program has been planned for the ABTA's annual convention immediately preceding the Summer NABC in New York City. Bridge teachers from all over the world are coming to this event. It will motivate you, excite you and show you the newest bridge education ideas available. Looking for new lesson materials? Want to hear other teachers share their teaching tips? You will also hear presentations from some of the top personalities in the bridge world such as Roberta Salob, Gail Greenberg, Audrey Grant, Shawn Quinn, Mike Passell, Larry Cohen and many others. You don't want to miss the new teacher workshops being offered as well as the ABTA formal awards banquet. Make your reservations now!

Cost: Seminar, July 5-6 \$40

Convention: July 6-9 \$175

Deduct \$25 if you mail before 6/1/04

You may mail in your registration fee(s) directly to:

Pat Harrington

14840 Crystal Cove Ct. #503 • Ft. Myers FL 33919

If you have any questions, call Pat at 239-437-4106
or e-mail her at abta@juno.com



Publication
Suited for
Students and
the New
Duplicate
Player

Adventures in Duplicate Bridge

This colorful, 60-page booklet fully explains bridge and the ACBL to social, rubber and newer duplicate players. Perfect for the individual or for newcomer programs. Special price of just \$2 each for club owners, ACBL accredited teachers, units and districts. Regularly \$4.95. Great giveaway for lessons or newcomer programs. Item #310572.

**Order by credit card at
www.acbl.org
or toll free at 800-264-2743.**

Surfing the Web with E-mail Lessons

Having taught online for many years and as founder of Bridge Forum, (www.bridge-forum.com), I am amazed at the variety of material found on the internet which can be called "online lessons." There is a wealth of free lesson notes, e-magazines which one can subscribe to and e-mail lesson notes that come with private online lessons. In one article, it is impossible to cover all the examples, so here is a taste from the Granovetter's Bridge Today University, Fred Gitelman, Richard Pavlicek's School of Bridge and, by way of example, Bridge Forum's e-mail lessons for private and/or group sessions.

Teachers need not feel they are in competition with such material. Use this wealth of e-mail lessons to enhance your teaching by being more informed and share ideas arising from such material with clients.

The Granovetter's Bridge Today University stands out. They offer a monthly e-mag, *Bridge Today*, and a twice-weekly e-mail newsletter, the *Bridge Today Digest*. In the digest you are often asked how you might bid hands played at various events with topic-oriented material. At their site, www.bridgetoday.com, as a member, one has access to a revolving list of topics, including conventions, card combinations, bidding, Hamman's tips, hand of the day and bridge movies.

What I most value are their e-mail courses. There is something for everyone.

The beginners' courses range from *Learn Bridge With Larry King*, to *Bidding with Paul Soloway*, *Declarer Play by Roselyn Teukolsky* and *Defense by David Huggett*. Intermediate courses range from material addressed in the Granovetter's popular book, *A Switch In Time*, focusing on defense, to conventions with Pam, counting with Eddie Kantar, overall bridge strategies by Matt plus opening leads with the Granovetter's. There are many advanced courses such as *Competitive Bidding and The Law with Larry Cohen*, *Declarer Play with Marshall Miles*, and many by the Granovetter's, including hand study, conventions, hand evaluation, declarer play and defense. My favorite set of lessons comes from Marshall Miles' recent book, *Inferences at Bridge*.

Fred Gitelman provides, for free, the "Deal of the Week." On Fred's initial site, www.bridgeplaza.com, you can find a collection of these hands with Fred's commentary and notes. At Bridge Base Online (www.bridgebase.com), there is a library with a plethora of notes, including discussion of hands from national and international events, articles by Fred, Alan Truscott and Larry Cohen.

No discussion of Fred is complete without

acknowledging his production of the two-part "Learn To Play Bridge" program which is found at the ACBL site, www.acbl.org. LTPB has proven to be enormously helpful when working with newcomers.

Richard Pavlicek at www.rpbridge.net uses the web to provide excellent material and as publicity for his live lessons. Online he offers free newsletters, e-mail lesson notes for novices through advanced, a monthly quiz, a thorough bidding guide one can use to look up Standard American bidding situations as Richard teaches them, sample lessons and much more. Bridge teachers can purchase Pavlicek's teaching materials and use this site to look up specific bidding which is not clarified under SAYC.

Lastly, just as with live lessons, there are lesson notes which are part of the package people buy when they sign up for individual or group lessons. On Bridge Forum (www.bridge-forum.com), we put sample lesson notes on our web site, but all of the notes on bidding, declarer play, defense and system notes geared to the client, come with the weekly two hour online session. Notes are sent in advance and the lessons are devoted in part to working through the material sent.

I can't imagine a scenario where potential clients will use only e-mail lessons and notes to learn this game we love. Rather, I delightfully inform my students of sites where they will find good material to enhance our lessons. And one should feel free to say as a teacher that you agree with a.b.c, of the information provided, but not x.y.z, and WHY. Indeed our credibility is that much more if we are familiar with good sites and share them with our students.



DEALMASTER PRO UPDATE

Many of you received an e-mail from Ed Marzo recently announcing new improvements to the Dealmaster Pro program for generating lesson hands.

DM Pro now has a printout format that allows the hands to be "facing out." Each person's hand faces the proper direction and makes duplication a lot easier. The cards are perfectly centered under each Seat's name and there are options to print or not print vulnerability and dealer.

Visit www.dealmaster.com and click on "What's New" for more information and to scan recent announcements.

See our next issue. Pat Harrington will discuss this new option.

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Big Time in the Big Apple

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