



BRIDGE TEACHERS

To: All Bridge Teachers

Hope all of you had a wonderful Holiday Season. We've been to the Orlando Fall NABC – a big success – and we are getting ready for the New Year and Pittsburgh in the spring. Check below to see what's new and remember to go online (www.acbl.org) to review the Resources for Teachers section of the web site where we post the latest news each month.



◆ New Teaching Material

Pat Harrington has just completed what we hope to be the first of several "Play" Courses to help you teach your students how to properly use conventions. "Modern NT Bidding" is ready for purchase and it's terrific. See the article on Pages 4 and 5.

◆ New Recruitment Incentives for 2005

If you recruit 25 new ACBL members during 2005, ACBL will give you a \$100 bonus check. (See Page 8 for details.)

◆ ACBL and ABTA Membership Drive

Remember that the ACBL/ABTA Membership Drive continues through December. The ABTA will receive \$5 for each member recruited by an ACBL Accredited Teacher during the months of October, November and December. There were 157 new recruits in October and 197 new recruits in November. The ABTA coffers are \$1,770 richer to date. Let's have a great December! See the final report on the membership drive in the Marketing Matters newsletter.

◆ Instant Membership Forms

When you sell ACBL memberships, it's nice to offer your students an ACBL player number right away. The instant membership forms have been revised and are easier to mail and handle. E-mail Club@acbl.org if you want us to send you some forms.

◆ Join Online

The online forms have been revised. Your students can join online and can now include you as the recruiter. See <http://web.acbl.org/JoinRenew/join.do>. Make certain your students know your ACBL player number to simplify the process.

◆ Find a Teacher Site

When this site was updated this summer, teachers were asked to apply for an online listing if they were actively teaching. If your name is missing from your state list, please go to www.acbl.org (Resources for Teachers, Find a Student) to submit an application and we will list you right away.

◆ Cooperative Advertising Program (CAP)

If you haven't taken advantage of ACBL's CAP to help you advertise your lessons and recruit new students, make 2005 the year you do. See the flyer included with this mailing for details.

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www.acbl.org



ACBL Handbook for Bridge Teachers

by Julie Greenberg



www.acbl.org

We have been working for some time on an update of the 100+ Tips for Becoming a Successful Teacher booklet. It will be posted at the ACBL web site in January and is now called "ACBL Handbook for Bridge Teachers."

In this booklet you will find information of interest to you as you recruit students, teach classes, introduce your students to duplicate and ACBL membership and teach more classes. There are still more than 100 tips from successful teachers as well as an Appendix with lots of information teachers will want at their finger tips.

Enjoy this new publication and let us know what else you would like to have us include.

Here are a couple of the tips from the new handbook:

Be aware of the basic rules of promotion when organizing classes:

Take advantage of things that are free.

Tap underused resources.

Follow through on all ideas.

Recognize and thank those you have assisted you along the way.

Get a listing in the yellow pages to advertise your lessons.

Although these listings are expensive, they are very effective and have two irresistible advantages: (1) most homes have this book, and (2) people who look in the yellow pages are ready to commit. Try a listing under "Bridge." Remember that you can apply to the ACBL Cooperative Advertising Program (CAP) to help pay for a listing in the yellow pages of the telephone directory.

Calling all math teachers.

Carol Mathews encourages teachers to invite math teachers to attend your classes to find out what *Bidding, The Club Series* is all about. This could get you classes at the local grade schools in your area. (Remember to check out ACBL's funded school program and elementary school lesson plans at www.acbl.org, Resources for Teachers.)

Are you taking advantage of the ACBL web site? It is a treasure trove of information and materials. Here are just a few of the things available online through the ACBL.

- ♣ **Find a Teacher**
Online directory of accredited teachers.
- ♣ **Teaching Materials**
Download FREE lesson plans for teaching bridge to young children and for one hour classes.
- ♣ **Find a Club**
Online directory of club locations and game times throughout North America. Check to see that your club is listed properly and linked to your web site.
- ♣ **School Program**
Questions about the funded ACBL school program? Check this section of the web site.
- ♣ **Tournament Calendar**
Information on every tournament scheduled in North America for the year.
- ♣ **Shop ACBL**
The online catalog to shop for teaching supplies, bridge books, software, game supplies and accessories.
- ♣ **Convention Cards**
Download cards and fill in cards from the links in the Tools and Supplies section of the Play section. Get samples of the fat free card for your students.
- ♣ **My ACBL**
The exclusive member portal where you can check your masterpoints, renew membership, manage your ePrivacy and more.
- ♣ **Play Online for Masterpoints**
The web site includes links to the online clubs that offer ACBL masterpoint games. Use the Bridge Base Online link and show your students how to meet and practice online.
- ♣ **Learn to Play Bridge Software**
Free software can be downloaded from the Learn section to give to your students to encourage them to practice.
- ♣ **Submit a Question**
Have a question for us? Go to Resources for Members and click on the appropriate category.

New Year's Resolutions for Bridge Teachers

by Lynn Berg



- 1. I will learn something new myself.** Too often we forget what it is like to be presented with new material. Many of our students are not kids. They have to be brave and determined to admit that they need to learn something new. We will be more empathetic if we, too, are faced with ignorance and technical challenges.
- 2. I will slow down and simplify my presentation.** Often we try to jam just one more hand or one more idea into the lesson. Edith McMullen once likened the short term memory to a shallow drawer with no back: every time we shove one more thing in the front, something tumbles out the back and is lost. It is better to be clear and remembered!
- 3. I will give the class to the students.** Audrey Grant says we should draw a circle around the class and stay outside that line. Every time we venture inside, we are distracting the students from learning and allowing them to use us as crutches instead of learning for themselves. The Montessori idea that students should use all their senses in learning is important. They should participate, speak up, act individually, as partners and as groups during the lessons.
- 4. I will get an unbiased critique of my work.** I will ask someone who will be honest to comment on my appearance, my presentation and my materials. It's a humbling experience, but we should all be videotaped as we teach—very easy to do these days with modern equipment.
- 5. I will keep good records.** My database will be up-to-date. I will have an accurate list of my expenses and income. I will consult a professional if necessary to know how to keep my records and what I can deduct legally.
- 6. I will offer a new class.** If I keep repeating myself, I can get stale and so can my students. If I offer a more advanced topic, maybe I can attract past students by contacting them from my database.
- 7. I will get good publicity.** ACBL's cooperative advertising program will help me with costs. Most newspapers are glad to publish well written, clean copy press releases. I won't be afraid to get help if I need it with this important element of my success. I will realize that I may have to spend money to make money.
- 8. I will be extra careful of my grooming.** Students notice everything.
- 9. I will look for a new venue or a new audience if what I have now seems stale.** Is there a club, a church group, a school group, a condo recreation committee that would appreciate a dynamic teacher with a lot to offer? They won't know about me if I don't present myself.
- 10. I will have attractive business cards and handouts**—to give away myself and to leave at the Chamber of Commerce, the Welcome Ladies, Newcomers' Club and any other place that attracts people looking for challenge and recreation.
- 11. I will realize that even little things matter:** Are cards clean? Tables neat? Food and coffee attractive? A chipped mug may seem small, but can leave a bad impression. Pencils sharp?
- 12. I will have a good time.** If I'm not having a good time, I'll figure out why and make the necessary changes. Life is too short to waste on activities we don't relish and look forward to. If you aren't excited and happy about being at your class, how can you expect your students to be engaged and delighted?

**My motto is, "If I'm in the room,
I know someone is having a good time!"
Happy New Year, everyone.**

NEW COURSE MATERIAL

Now available is a new “Play” course to help you introduce your students to some of the more popular “pieces” of today’s bridge game as it is currently being played in clubs and tournaments across North America. The Modern Notrump Bidding “Play” Course was created by Pat Harrington and has just been published by ACBL.

The Modern Notrump Bidding booklet and E-Z Deal cards can be used by teachers in a mini-course (four weeks featuring eight hands per week), which provides practice on the following:

- ❖ Using 15-17 notrumps and a 20-21 2NT opening,
- ❖ Using Jacoby transfers,
- ❖ Using Stayman with transfers,
- ❖ Slam bidding using transfers, Stayman, Gerber and a quantitative 4NT.

This Play course can be used in conjunction with Audrey Grant's *Commonly Used Conventions* and *More Commonly Used Conventions* texts, the last two courses of the ACBL Bridge Series where we use weak twos and the 15-17 Notrump range.



Companion Guide for E-Z Deal Modern Notrump “Play” Cards

Modern Notrump “Play” Course



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The Modern Notrump Bidding “Play” Course is the sixth of ACBL’s “Play” Courses. Each set is recommended for upcoming players and includes a booklet of 32 analyzed hands with sample travelers showing six likely results. A deck of coded E-Z Deal “Play” cards can be purchased separately so players can deal and play the hands.

There is a Play Course designed to follow each of the first three of the ACBL’s Bridge Series courses – Bidding (Club Play), Play of the Hand (Diamond Play) and Defense (Heart Play). Two more Play Courses can be used for practice before starting your students on the two conventions courses. Those are called the *Play Course for the Advancing Student I* and *Play Course for the Advancing Student II*. Of particular interest to improving players are the Advancing Student Play Courses and the Defense Play Course – everyone needs work on defense. (The earlier Play Courses describe the auction using 16 to 18 notrumps and strong twos. Players who have been introduced to the 15 to 17 range and weak twos will have to make adjustments on the bidding on some hands. The number of hands affected is small, so don’t disregard these courses just because of this “flaw.”)

If you don’t use ACBL’s Play Courses in a four-week supervised play course, do your students a favor and make them aware of them as a learning tool. A Play Course can provide a regular bridge group the opportunity to improve by playing a few lesson hands before their regular game. Suggest that your students get together between lessons to use the Play Courses for an extra practice session at home. They can deal and play the hands, get immediate reinforcement from the bidding and play analysis, and have the fun of comparing their result to those shown on the scoreslip. These practice sessions can familiarize your students with duplicate scoring and may help build interest in your newcomer games.

Order now from the ACBL Sales Department (800-264-2743) or from the secure online catalog at www.acbl.org. Let us know how you like the new play course. We are hoping to produce more on modern practices in the coming year.

SESSION 1

Deal #2

Dealer: East Vul: N-S		
♠ Q 10 8 3		
♥ 9 4 2		
♦ J 7 6 3		
♣ 8 2		
♠ A K 7 5	N W E S	♠ 9 4 2
♥ K 3		♥ A Q J 5
♦ A 9 5		♦ 8 4
♣ K Q 6 3		♣ J 10 7 5
		♠ J 6
		♥ 10 8 7 6
		♦ K Q 10 2
		♣ A 9 4

Suggested Bidding

WEST	NORTH	EAST	SOUTH
		Pass	Pass
1♣	Pass	1♥	Pass
2NT	Pass	3NT	Pass
Pass	Pass		

West has a balanced 19-point hand and is too good to open 1NT but not good enough to open 2NT. Open in a suit and rebid 2NT as long as you cannot raise responder's major. This auction is interesting because we almost never skip over a major to bid notrump. However, opener's balanced 18-19 point hand offers an exception. With 19 points, opener has enough to jump shift but a jump shift tends to describe an unbalanced hand, not the balanced hand West holds. The only time you will miss a major-suit fit is when responder is too weak to go to game. If East had held four hearts and four spades, East could mention the spades on the way to 3NT.

Suggested Play

North has two four-card suits. On the auction shown, North is likely to lead the ♠3. We like leading an unbid major and North's spades are stronger than his diamonds. But, if opener bid spades, North will lead the ♦3. Your opening lead depends on the bidding. We prefer leading an unbid suit. Declarer counts seven top winners – two spades, four hearts and one diamond. Two more tricks are needed and they can be developed in clubs. In fact, declarer can make an overtrick on a spade lead. Declarer's second spade stopper prevents North-South from taking anything but the ♣A when they gain the lead. But, on a diamond lead, the defenders will take three diamond tricks along with the ♣A to hold declarer to nine tricks.

SCORESLIP FOR DEAL #2

Table No.	Contract	By	M a d e	D o w n	SCORE	
					N-S	E-W
1	3NT	W	3			400
2	3NT	W	4			430
3	3NT	W	4			430
4	3NT	W	5			460
5	3NT	W	4			430
6	3NT	E	3			400
Your Score						

North-South Matchpoints:

East-West Matchpoints:

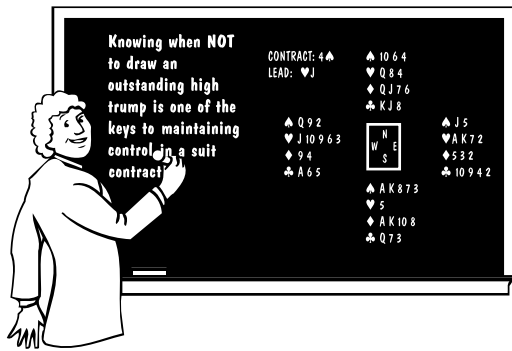
Total:

6

Tips:

All declarers made their contract but an overtrick can make a big difference in your matchpoint score at duplicate bridge. Declarers winning only nine tricks did not score well.

When you bid, tell partner just enough about your hand to find the best contract. If you tell more, you might help the opponents defend.



Bridge Teachers!!

Something Just For You ...

by Leslie Shafer
ABTA President

Are you looking for new teaching material and ideas on how to market your classes better?

Would you like to meet and ask questions of high level experts such as Jerry Helms, Larry Cohen, Shawn Quinn and others?

Plans are well under way for the American Bridge Teachers' Association Annual Convention in Atlanta from July 19-21st. There will be lots of opportunities for you to socialize and network with bridge teachers from all over the world. This is your chance to meet and speak with very successful teachers who are more than happy to share their winning teaching methods with you.

You can get more information by contacting ABTA Business Secretary Pat Harrington via e-mail at abta@earthlink.net

RULES, REGULATIONS AND COMMON COURTESIES

Debbie Bennett has written a series of articles for the 'KIBITZER', a newsletter serving ACBL Units 166, 246 & 249 that encompasses the Province of Ontario, entitled 'Rules, Regulations and Common Courtesies.' Debbie believes that students should learn at the grass roots, namely the classroom and club level, the Ten+ Commandments of bridge. These articles focus on simple rules and the courtesies that should be followed on a regular basis. I've reprinted one here with Debbie's permission to see if our teachers would like to use these articles for their students. Let me hear from you. Julie

HONOR YOUR PARTNER

by Debbie Bennett

Consider your partner to be a friend. Treat your partner well, even (especially) if you are playing together for the first time. Always offer your partner a drink - tea or coffee is a good starting point. This will lead to a relaxed atmosphere, enabling you both to play your best. By the way, always be a pleasant and courteous opponent. They are not your enemy, merely opponents.

Tolerate errors. Never go on about partner's mistakes - just forget about them and move on to the next deal. You may be able to make a constructive comment at the end of the session. Your partner will surely show you the same consideration.

Be encouraging. Always be prepared to support your partner - 'well played' always goes down well and a 'thank you' for the dummy does not go amiss. Keep a straight face. Never make the mistake of pulling a face or raising an eyebrow. Apart from hurting your partner's feelings, being deadpan does not let your opponents know that something may have gone wrong.

Make life as easy as possible for your partner; try to make the call that best describes your hand, make easy to understand leads and signals.

Win or lose, thank partner for the game.

Most of all, have FUN! Everyone is out to enjoy themselves.

Teacherfest at the Seaside Regional

By Sue Kroning, District 20 Education Liaison



I have always thought that regionals are the perfect place to offer “something extra”. Two years ago at the Oregon Coast Regional at Seaside OR, ACBL director Guillermo Poplawsky gave an excellent seminar on running clubs, directing and ACBLscore. A side benefit was that it brought together a group of people with common interests – directors and club owners – for the sharing of ideas.

This year at the Reno NABC, Audrey Grant was telling me about her new Better Bridge Teacher Accreditation Program. “I wish you could come to Seaside,” I said idly. “Well, maybe I will,” she replied, much to my surprise. So we cooked up a two-day program. Soon after, I mentioned it to Marti Ronemus in an e-mail about something else entirely.

“Sounds like fun. I’d love to come, too,” she wrote. And so the teacherfest idea was born.

Seaside, Oregon is blessed with magical qualities for bridge events. You really just have to hang out the flag and people pour in. Where else can you play bridge by the ocean in a comfortable modern convention center with views of rivers and forests to the east, and a magnificent beach one block to the west? Where else can you step out between sessions right into a quaint seaside town full of charming shops and excellent restaurants? And upstairs at the convention center are big airy rooms perfect (and free) for running “extra-curricular” events.

But we still did a lot of advertising and promotion in the form of ads in district

newspapers and flyers sent to clubs all over the western states. Members of our district were given a 50% discount on all the courses, and we appealed to units to help with costs too. The cost to the district was about \$1,300 but without the discount we would have made a modest profit – for more details on the financial side, I can be reached at skroning@seasurf.com.

The four-day Teacherfest program ran like this: On Monday Audrey did the Better Bridge Teacher Accreditation Program. There were eighteen participants. On Tuesday she did a two-hour Bridge Festival Lesson for twenty-two tables of players, with the Monday candidates required to be there as part of their course. On Tuesday afternoon she did a training session for a small group of teachers interested in offering the Better Bridge Teacher Accreditation Program at other regionals.

On Wednesday Marti Ronemus did an Easybridge! Accreditation for ten candidates. On Thursday, she presented a seminar entitled “Guaranteed Growth and Prosperity” for club owners and unit officials, and I offered a program on Mini-bridge and the ACBL School Program.

It was fun being with other teachers and sharing ideas – once over dinner, and often during the sessions. But mainly I think we were fortunate to be inspired by two world-class educators who brought along talent, humor and enthusiasm, plus some wonderful ideas and materials.

Teachers CAN Make a Difference

By Leslie Shafer, ABTA President

354 new members have been recruited in the last two months by bridge teachers (ACBL Accredited and ABTA Members, both). This is a marked increase. Although it is true that many of our students will never enter the duplicate arena, they still have a chance to contribute to the efforts of the ACBL in promoting bridge by joining the organization.

The ACBL *Bridge Bulletin* has even instituted more changes to make the magazine appeal to all players, not just the Life-Masters. I find that when I share stories about the ACBL’s efforts in bringing bridge to school age children, my students are very eager to support those efforts. There are many reasons to join the ACBL; it doesn’t have to be all about masterpoints.



Spade Series (Duplicate) E-Z Deal Cards

ACBL has lots of decks of E-Z Deal Cards left from the original Spade Series Course on Duplicate. They are being offered to you for \$2

each. If you are still teaching this course, take advantage of the opportunity to refresh your stock.

If you aren't teaching the course and need new cards, this is a great opportunity to get some good decks at a low price.

E-mail Sales @acbl.org to purchase or for more information.

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Pittsburgh Spring NABC – March 10-18

Make plans now to attend some of the seminars you always intend to fit in and never quite do during the Spring NABC.

We'll be offering Marti Ronemus' outstanding marketing course, Guaranteed Club Growth and Prosperity, on Saturday morning (March 12). Thinking about becoming a bridge host on a cruise? We have Doris and Duane Beisner, world travellers and hosts of many bridge cruises, giving you the skinny on Monday morning (March 14).

The Bridge Base Online seminar will start at nine with a social hour for online players. Come meet face to face some of the people you play with online, and stay to get a tour of BBO with Fred Gitelman pointing out all of the special features of the site on Sunday (March 13). Check out the full schedule of activities at the ACBL web site. We hope to see you in Pittsburgh at the NABC.

New Teacher Incentives for 2005

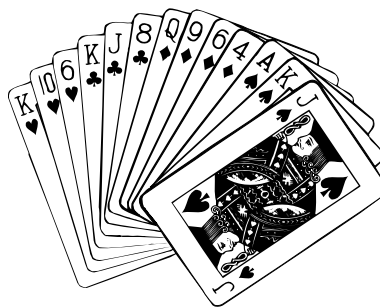
ACBL appreciates the efforts made by teachers to bring new members into the ACBL. Recognizing that students are the main source of new ACBL members, teachers are given the following perks for recruitment:

- A bonus check of \$50 for every 25 new members recruited during a calendar year,
- A bonus check of \$500 dollars in addition when the teachers new recruits reaches 100 (no specified time limit).

In 2005, teachers will receive a bonus check for \$100 every time they recruit 25 new members during a calendar year. For 100 new members, a teacher can potentially earn \$900!

Recruiting New Students

Here are some wonderful slogan's used by Pam Schaffer of Annapolis MD to advertise her courses and recruit new students:



***“To be sure
you have
a ‘full deck’
later in life,
play bridge.”***

***“The Three Secrets to Happiness ...
Something to love,
Something to do,
Something to look forward to.”***