

THE BRIDGE TEACHER



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look What's Inside ...

Heart/Defense "Play"
Course 2

Tap to the Top
continued 2

Spring NABC 2

Bridge Teacher's
Bookshelf 3

News from Baron
Barclay..... 3

More Students!
More Income?4-5

Star Teachers..... 6

Five Top Tips for Being a
Successful Cruise
Lecturer/Director 7

Teaching Tip 8

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For Your Information

Let's TAP

See the article in this newsletter on the updated TAP program and why you should try to fit this seminar into your 2007 plans.

Office Max

The ACBL Office Max discount is back and better than ever. Check out the details in this month's Marketing Matters newsletter or online in the Resources for Advertising section of the ACBL web site. (If you aren't receiving Marketing Matters by e-mail, let us know. You may not be correctly coded in the ACBL database.)

Teacher Recruitment Perks – Recruitment Incentives

Remember that teachers receive a \$100 gift certificate to Baron Barclay Bridge Supplies every time they recruit 25 new members during a calendar year and a bonus check of \$500 for 100 members recruited over time. Teachers with school programs – all of the \$5 youth memberships you sell are credited toward these rewards.

Teacher Business Cards

Teachers can now use the ACBL business card template to print business cards. The template has the pastel pips as the background. Complete instructions are provided to help you create your own cards or to take to a local printer to complete. The template can be found through the Teacher Resources section of the ACBL web site.

Major Suit Raises II Teacher Manual

In case you missed the e-mail sent to you in November, the MSR II teacher manual is available for free download now using the link at www.acbl.org/teachers/materials.html. Make plans to teach this great new course from Pat Harrington in 2007.

St. Louis Spring NABC

Use the link on the ACBL home page to access the Education Programs planned for this tournament. In addition to the new TAP, there is the Bridge Teachers and Bridge Cruises course and an opportunity to learn more about teaching, playing and learning online from Fred Gitelman. Join us between sessions on the first Friday for the ACBL's "Thank You, Teachers" party. Hope to see you there!



TAP TO THE TOP

It's time to make plans to attend the TAP for the second time. The newly updated and revised TAP is making its debut in 2007 and you don't want to miss it. Remember, retakes of the TAP are free – an added incentive to put this program on your 2007 To Do List.

As you know, all of the ACBL teaching materials are being updated to focus on what is currently being played in duplicate games across the country. The official notrump range has been changed to 15 to 17 HCP, weak two's and Jacoby transfer bids have been added, opening 2NT bids have been introduced as 20 to 21 HCP and the material now complements the Learn to Play Bridge program written by bridge champion Fred Gitelman. It's what you have been asking for, and we

(continued on page 2)

HEART/DEFENSE “PLAY” COURSE



The Heart “Play” course, originally compiled by Dee Berry, is the first of the “Play” courses to be updated to complement the revision of The ACBL Bridge Series texts and teacher manuals.* The updated Heart “Play” course has been renamed the Defense “Play” course and will be available early next year through Baron Barclay Bridge Supplies.

As an added incentive to try this four-week course with your students, Dee Berry has provided an index of the topics covered in the material. This is a great way to work with your students and get them playing. Plan to try the new Defense “Play” course in 2007.

Heart Play Course: Summary of topics

Attitude signals: I(6), II(1), II(3), II(5), III(4), III(6), III(8), IV(5), IV(7)

Count signals: IV(1), IV(6), IV(8)

Covering honors: II(1)

Discards: III(3), IV(2), IV(5)

Entry killing: IV(8)

Forcing declarer to trump: II(7)

Leads: all hands include leads

4th best: I(7), III(1), III(2), IV(1), IV(3)

Broken sequence: III(4), III(8)

“Long trumps, long suit” II(7)

Partner’s bid suit: I(7), II(2), II(3), IV(8)

Singleton: III(5), IV(4)

“Top of a sequence”: I(1), I(2), I(3), I(6), I(7), I(8), II(1), II(4),

II(6), II(8), III(3), III(7), IV(2), IV(5), IV(6), IV(7), Better than 4th best: I(1)

“Top of touching honors”: II(5), II(6), II(3), II(7), III(6)

Overtaking: I(3), II(4)

Return partner’s lead: IV(3)

2nd hand “low:” I(2), II(1), “NO” II(8), III(7), “NO” IV(5)

Suit preference: III(5), IV(4)

3rd hand as “high as necessary:” I(4), I(8), III(2), IV(7)

Thought process: I(4), I(6), I(7), I(8), II(3), II(6), III(8), IV(2), IV(8),

Transferring lead: I(4)

Trapping cards: I(4), I(6), I(8), II(3), II(5), III(1), III(6), IV(3), IV(7)

Trumping: III(5)

Trump leads: I(5), I(7)

Unblocking: I(3), II(4)

Uppercut: II(6)

***For details on The ACBL Bridge Series revision, see the April 2006 Bridge Teacher, which is available online.**

TAP TO THE TOP – *continued*

are very pleased with the progress of this project.

All of the *Bidding In the 21st Century Series* materials will be available early next year (text, teacher manual, E-Z Deal Cards, E-Z Guide booklet) through Baron Barclay Bridge Supplies. In addition, you will be able to download the Bidding Teacher Manual (by chapter) FREE at the ACBL web site in case you simply want to update your current lesson plans.

The new TAP is premiering in Houston TX on the Sunday before their annual regional tournament (Feb. 4 and 5) and debuting officially during the spring NABC in St. Louis on March 8 and 9. Plans are being made to schedule as many additional TAPs as possible to give everyone the chance to update their skills, become familiar with the revisions and be introduced to other top-quality teaching materials. You will love the new program, which is being created by Senior TAP Trainer Betty Starzec.

Contact your Education Liaisons and Tournament Chairs to see if a TAP is planned for your area. Have your local contacts get in touch with Dana Norton (dana.norton@acbl.org or 901.332.5586, x1264) for more information and to schedule. Make 2007 the year you continue your education as a successful bridge teacher.

Special Features at the 2007 Spring NABC in St. Louis MO

- | | |
|------------------|------------------------------------|
| March 8-9 | Take the New TAP |
| March 9 | ACBL’s “Thank You, Teachers” Party |
| March 11 | Bridge Teachers and Bridge Cruises |
| March 12 | Get Online with Bridge Base |

Use the link on the ACBL home page to access the details of the Education Programs planned for the spring NABC.



THE BRIDGE TEACHER'S BOOKSHELF

"25 Ways to be a Better Defender"

By Pat Harrington

Let's take a look at the newest addition to the Masterpoint Press 25 Series – *25 Ways to be a Better Defender* by Barbara Seagram and David Bird. There are many defense books out there, and if you already have some of the better ones on your bookshelf, you may not have any need for another. But if your students are looking for an easy to read and informative book for themselves, this is an excellent choice.

Each chapter is short – most under 10 pages including a summary and quiz at the end of each chapter. This makes it easy to absorb one idea before moving on. Each chapter is divided into bite-size sections that allow students to move at their own pace. A well-organized table

of contents lets the reader find information on a specific topic quickly and easily.

The standard defense book topics are covered: opening leads, signaling, second-hand play, third-hand play, counting, unblocking, etc. The authors' explanations are clear and concise and done in a nice conversational tone. The writing and layout plus the little extras – the quotations that begin each chapter of the 25 Series and the "By the Way" asides that give interesting explanations and mention things that might not usually be covered – make this defense book special.

Here's one tip from the first chapter: "Even if you normally lead 'top of nothing' from three spot cards, it is common practice

to lead the lowest card instead when partner has bid the suit and you have not raised. The reasoning behind this is that it is now more important for partner to know how many cards you hold." It's possible to use *25 Ways to be a Better Defender* as your textbook for more than one series on defense.

Teachers will love the many illustrative deals used in the quizzes and text, but still might have to supplement with more lesson deals to provide sufficient practice in class. *25 Ways to be a Better Defender* is available from Baron Barclay Bridge Supplies with an ACBL member discount. Order online at www.baronbarclay.com.

News from Baron Barclay

Starting Jan. 1, 2007, Baron Barclay Bridge Supplies will be offering the same discount on ACBL texts as they offer on other teaching books:

- 12–19 copies 40% discount
- 20 or more copies 50% discount

(Note: You may use any combination of these books and other teaching texts offered by BB to obtain your maximum discount.)

ACBL Bidding in the 21st Century	\$19.95 (<i>available Feb. 1</i>)
ACBL Play of the Hand	\$14.95
ACBL Defense	\$14.95
ACBL Commonly Used Conventions	\$14.95
ACBL More Commonly Used Conventions	\$14.95

Check with Baron Barclay in the spring for availability of the other ACBL Bridge Series texts.

Want More Students? More Income? Read on!

By Marti Ronemus

It's funny how you'll hear a word or phrase and all of a sudden, a plan pops into your head. That's what happened a year ago when one of my students, at the end of a two-hour workshop, said "Too bad this is over. I was finally just starting to get it."

POP!!

Like all of us, I'm always trying to come up with a new product that my students and players will like, and since our landlord continues to insist on prompt rent payment, we're always looking for a way to generate more revenue. I had been thinking about some sort of monthly extravaganza, but nothing had come to mind, so I put it on the back burner.

When my student said that, it suddenly hit me! It was time to create an all-day event that would combine a workshop, game and hand review ... oh, and lunch. So we had a meeting of our directors and brainstormed.

It was my husband Gary that came up with the subject. He was reading

"Standard Bidding with SAYC" by Ned Downey and Ellen "Caitlin" Pomer. "Why not spend a year on Just Exactly What is Standard American? It's not like we'll run out of material!" Bingo!!

Using the Downey and Pomer book as a guide (and by the way, offering it for sale!), we devised a 12-month program, starting with Opening Majors and finishing up with Opening Leads. We interspersed lecture with play. We used lesson material from the aforementioned book, ACBL material, other books ... dozens of sources. We wanted to be sure to offer the most up-to-date material. Keeping to a tight theme, SAYC, helped keep me somewhere near the track, if not quite on it.

Oh, a few words about the game. We make the game a Junior Fund so we can offer monster masterpoints. Even though it's only a 12-board game, we can offer lots of points. We play the game as a barometer, because after they play four hands,



Gary & Marti Ronemus

we analyze each hand.

And here, a huge gigantic thank you to Eddie Kantar for his hands. They are amazing. He's got 300 of them now, (please Lord, let him be busily working on 301-400!), and if you haven't added them to your teaching arsenal, you're depriving yourself of a resource like no other. Each hand is analyzed from the bidding, the opening lead, play of the hand and defense. You almost always can find a hand to jazz up your lectures. Like all of us, I've got a computer stuffed full of hands (all mine are hands I played badly at the table so I can relive the agony of defeat), but Eddie's are the greatest. My students are tired of me saying, "Here's what Eddie Kantar says." They know that's the final word on play and defense.

Back to business. We play the game as a barometer. We are blessed to own a Duplimate, so we don't have to make them up ourselves. All hands are naturally chosen to reflect the theme of the day.

Here's how a typical Boardroom University Day goes.

- 9 – 9:30 First half-hour of lesson.
- 9:30 – 10 Play first four hands.
- 10 – 10:30 Analysis of hands.
- 10:30 – 11 Second half-hour of lesson
- 11 – 11:30 Play next four hands.
(We don't have time to analyze all hands, so we don't do these.)
- 11:30 – 12 Lunch (don't skimp



Gary & Marti
Ronemus during
Monday morning
299er game at
Bridge Boardroom,
2109 Industrial
Highway, York PA.

... make it nice. They're working hard and deserve it!

12 – 12:30 Play next four hands

12:30 – 1 Analysis of hands

1 – 1:30 Introduction of new convention.

These times aren't exact. We shave a few minutes here and there so we have plenty of time to introduce the new convention. The conventions also reflect the month's theme; for example, when we did "Responding to Major Openings," we introduced Jacoby 2NT. (By the way, ACBL's *Commonly Used Conventions* and Son of CUC provide the bible for the convention part of the day. We also used material from some of Pat Harrington's workshops, which I've treasured over the years.)

A few other thoughts. First, less is more. You can present an awful lot of material in this amount of time. Resist!! The two half-hours of straight lecture are PLENTY, as you will be repeating your theme with the analysis of each hand. Better to have them leave with a rock-solid grasp of one slippery thought than a slippery grasp of many thoughts.

What level did we gear this to? Well, initially we thought it was going

to be geared to advanced beginners and low intermediates, but we found that we had a surprising number of very good Life Masters turn out. They said they were delighted to have a full review of the basics and a chance to work on partnership agreements.

Student feedback has been universally outstanding. They feel that the lesson, combined with the game and a review of the special hands, is just what they need to put all the pieces of the puzzle together.

At the beginning of the course, we gave each person a three-ring-binder, the kind with the front pocket. We made cover sheets that said, "I'm an honor student at Boardroom University." Over the course of the year, we distributed over 150 notebooks. To those of you in big cities, this doesn't sound like much, but in York PA, well ... By the end of the year, those notebooks were stuffed with student handouts and copies of the hands. (Thank heavens all the students didn't show up each month ... we'd have to put them in the parking lot!)

Boardroom University has become such a favorite of our players and students that it is now a permanent



Edward Scanlon, club manager.

part of our annual schedule. We've already settled on next year's theme, "Bidding Monster Hands and Competitive Auctions." That should provide material for about five years' of sessions, don't you think?

If you would like to try this and want some input or guidance, I'd be glad to help. I'll even share our favorite recipes!! Contact me at mronemus@comcast.net. This program is a winner.

Happy 2007!!

ORIENTAL SALAD

This recipe, the most popular ever served at Bridge Boardroom, comes from Paul McMullin, husband of Edith McMullin, creator of Easybridge!. Paul's also a tournament director and knows the value of feeding players well. All food at Bridge Boardroom is created and served by our Manager, Edward Scanlon. Edward joined us in March and played his first-ever game of bridge that month. He's nationally ranked in both the Ace of Clubs and Mini-McKenney. How he has time to play bridge between preparing over 225 meals a week, and running the facility, is more than we can understand!

(Serves 8, Bridge Boardroom times the ingredients by 10)

Noodle mixture:

1 stick butter
2 TBSP Sugar
3 OZ almonds (optional)
2 packs ramen noodles, uncooked and broken into small pieces

In a skillet – melt butter, add sugar, almonds and noodles. Cook until lightly browned.

Chicken: 6 boneless, skinless chicken thighs, cook in skillet with dab garlic powder and ginger. Toss all ingredients just before serving.

Greens:

1 head Bok Choy
1 head Nappa Cabbage
1 head red/purple Cabbage
1 cluster green onions (scallions)

Coarsely chop cabbage and scallions; combine and chill.

Dressing:

3/4 cup vegetable oil
1/4 cup red wine vinegar
1/2 cup sugar
2 TBSP Soy Sauce

Mix dressing ingredients together and shake.

STAR TEACHERS



Jean C. Lieberman (Cranston RI) – Jean is a certified bridge director and an ACBL Accredited teacher. Since 1985, she has been the owner of Bridgeworks, a bridge club in Cranston. Jean recognized early on that teaching new students the game was a must to increase her club's attendance. There will always be those who trickle out for some obvious reasons, but if you keep the funnel filled to capacity, you will experience a healthy growth rate. Jean encourages teachers to find out why their students want to learn to play bridge and help them find a situation that suits them. Many only want to learn a little more, so their neighbors will invite them more often to fill in, and not just when they are desperate for a fourth. Promote the benefits of playing duplicate – they can learn faster by playing with a mixed group than by sticking with a secluded group, meet new friends and spend an afternoon exercising their thinking powers. The important thing is to get them into the game.

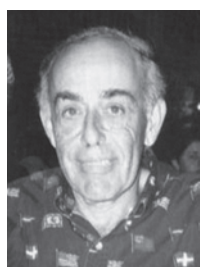
TIP: Having a plan for your students' next step after lessons is crucial. Get to know your students, and be willing to work with them to make bridge a part of their life experience. It can be very rewarding to offer this gift.



Jean Joseph (Kansas City KS) – Jean Joseph has been Kansas City's leading bridge teacher for more than 30 years. In addition to teaching bridge, Jean's credits include: ACBL Star Teacher, certified director, Silver Life Master and numerous wins at all levels of competition. She has served as President of the Kansas City Unit of the ACBL, Secretary-Treasurer of District 15 and is a member of the ACBL National Charity Committee. She was honored by the National Goodwill Committee, of which she is a member, for being "an Outstanding Friend of Bridge." Serving as a bridge lecturer aboard cruise ships for the past 14 years added a new dimension to her professional experience. Jean stresses that none of the above

is nearly as important as having a background in education and knowing how to teach. "I have built my reputation on my teaching abilities. If I can help my students to learn, or improve their bridge skills, and still have a lot of fun, I have accomplished my goals".

TIP: "Less is better" – As a teacher, one of the best lessons I learned is what is called in the field of education, "The Teachable Moment." It is very tempting to explain too much. My tip is, Stay on Point, no matter what subject you are talking about. Another pitfall, answering questions not related to the topic. Know when "The Teachable Moment" has passed.



Bob Freid (Boynton Beach FL) – Bridge has been a second career for Bob. Born and raised in Washington D.C., he went to Georgetown University and Georgetown Dental school. He practiced dentistry in the area for 35 years. After retiring, Bob owned the largest bridge club in the Washington D.C. area for six years. His love for bridge started in high school and teaching and directing the game came easy. He has been teaching continuously since 1990 with as many as three classes a week. In 1991, Bob started teaching and directing on cruise ships. His wife, Cookie, accompanies and assists him on all cruises. Bob has developed wonderful handouts and quizzes for all of his talks to both beginners and more

advanced players. He guarantees his customers will learn to play bridge or improve their present skills. Bob and Cookie have three children and three grandchildren. In addition to bridge and travel, Bob is a coin and stamp collector, an avid golfer and loves cooking.

TIP: Bob teaches the 4-3-2-1 pointcount system to his beginners and as soon as he starts early intermediate classes, he talks about hand evaluation. He tells his students one of the most common problems is whether to accept partner's game and slam invitations or whether to bid one more time in a competitive auction. There are four things to consider: (1) Aces are worth more than 4 points and jacks are worth less than 1 point, (2) 10s and 9s are good cards, (3) Having a double fit with partner is worth something extra, (4) Points in long suits and nothing wasted in short suits are very valuable.



Five Top Tips for Being a Successful Cruise Lecturer/Director

By Peg Cundiff

1. Indispensable Skills.

Brush up on those superior teaching skills, expert directing skills and excellent social skills. Cruise lines decree the highest quality of personnel.

2. Plan, Prepare, Prevent, Present.

The most important criteria for a successful bridge program are an energetic, friendly, well-organized, flexible and knowledgeable instructor. WOW! those passengers with an exciting, efficient and enthusiastic bridge program.

3. Remember Passengers are on HOLIDAY.

The bottom line is:

First you want delighted passengers.

Second you strive for entertainment.

Third (are you ready for this?) you insert phenomenal bridge education.

4. Always be "Cruise Client Conscious."

In the world of cruise-line bridge enrichment and entertainment programs, passenger satisfaction is critical. Be generous with your time and energy. Treat every player and passenger with enthusiasm, respect and consideration.

5. The Only Stars on a Cruise Ship are the Passengers.

The bottom line – bridge cruise lecturers/directors are truly a very fortunate group of people. They cruise the world on some of the most luxurious vessels afloat, teaching and directing some very nice folks how to play bridge, a game we all love. Relish the opportunity to enjoy it to the fullest, but never lose sight of what is making all of this possible for you.

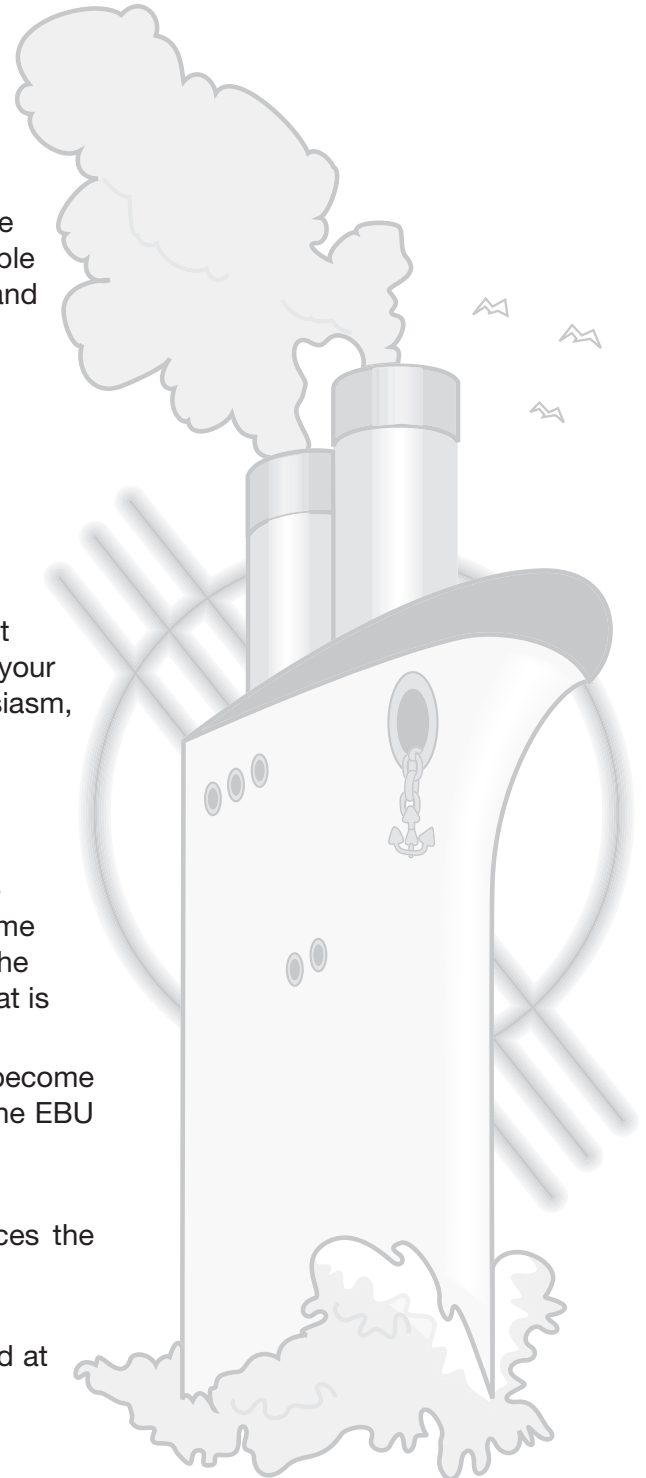
You could be destined for Amazing Travel Adventures if you become an outstanding ambassador of the cruise line, the ACBL, the EBU and your cruise agent.

The enthusiasm and expertise of everyone

who becomes a part of a bridge program at sea influences the future of these activities on cruise ships.

Bon Voyage!

The Bridge Teachers and Bridge Cruises course is being offered at the St. Louis NABC on Sunday, March 11.



Teaching Tip

From Lois Lightman



I have been teaching bridge for about 10 to 12 years. At lesson 1, I send around a paper and pencil and ask all of my students who need a bridge game to sign their names and phone numbers. My second lesson, I pass out this list. My third lesson, I ask, "Who did not play bridge this week?" I tell my students that they are wasting their time and money if they only take lessons and do not play.

Two years ago, in the summer, I taught at the "Y" in Margate, New Jersey. The class had

about 30 students. Nine girls who did not know each other before coming to the "Y" for lessons have become good friends. They celebrate each others birthday, they play bridge all the time and they go see shows in New York together.

I live in Boca Raton, Florida and I teach in Century Village in Deerfield. They close my class at 100 students. I say the same thing to those students, and they make lots of friends. Bridge is about your social life, plus using your head. I love to teach.

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