

Roundtable Washington D.C. Monday, July 25, 2016

There was a question about averaging masterpoints. Answers were:

- That it was up to the individual club; some do, some don't, and
- It encourages lower level players to play with higher level players.

How do we increase attendance at evening games? Suggestions included:

- Reduce length of games – 12 to 18 boards. Shorter time commitment can help.
- Offer light dinner right after work.
- Offer barometer games.
- 0 to 20 games for newer players.
- Bring a friend for free.
- Use teacher room near play. If students can see play at same time, it's easier to transition.
- Short lesson, then 18 boards.
- Offer a “No Zero Game” with a jackpot. They get an entry in the drawing if no zeros.
- “It's a lucky score” program – generate a random score. If someone gets it, they win prize or jackpot. If no winner, prize carries over to next time.
- Frequent player cards. Free play after X number of visits.
Template for one on ACBL Resource Center:
<http://acbl.mybigcommerce.com/frequent-player-card/>. If you start the card with a free punch already on card, they are more likely to complete card.
- Bridge bingo – prizes can include free play, lottery tickets, jackpot.

How to attract social players:

- Run Chicago or Homestyle game. ACBL has handbook <http://web2.acbl.org/documentLibrary/clubs/homestyleBridge.pdf> and scorecard <http://web2.acbl.org/documentLibrary/clubs/Home-Style-Score-Card.pdf>
- Offer gentle duplicate games.
- Check the ACBL Educational Foundation website for the Duplicate Bridge Game for Social Players – template for running an event to introduce social players to duplicate.

How to get foot in the door at a college:

- Contact student union manager to offer as extra-curricular activity.
- Find faculty adviser who plays bridge; offer to run program if they will sponsor.
- Some colleges will offer one credit hour.
- Offer bridge during the short January and May semesters.
- Pianola is free to any college or university club.

How to get press:

- Hold charity events and let the media know.
- ACBL Tricks of the Trade blog had an issue addressing this, <http://tricksofthetrade.acbl.org/?p=1330>

Educational Foundation has grants for new bridge programs and ideas.

<https://sites.google.com/site/acbleducationfoundationorg/>

- Recently announced a contest with an offer of \$20,000 for someone who can come up with an app and/or website to teach bridge.

Other best practices:

- Send out a weekly email with:
 - Tip of the week
 - What's happening at the club
 - Quiz
 - Answers to last week's quiz
- Once a month, hold an "up the ranks" event. Four rounds of seven boards, announce new ranks and post on bulletin board.
- Host mentoring games. 200/300 play with 0-20s. To get a mentor, must be a mentor.
- Host a charity game once a year. Bid to play with 2000+ point person. Money goes to charity.
- When teaching, do an evaluation of students before you start. Ask if they know Stayman, transfers, what does it mean if partner opens two spades.
- When teaching lessons, charge for the series but offer the same class each day during the week so that they can drop in on any day.

Links mentioned:

Bridge For All Method,

<http://www.ebu.co.uk/education/ltpb>

<http://www.ebu.co.uk/laws-and-ethics/convention-cards>

Bridge Teachers for Youth, <http://btfy.org/> has printable teaching posters. There was a suggestion to have them printed on Coroplast .

Larry Cohen has free lessons on his site, <https://www.larryco.com/bridge-learning-center>

Eddie Kantar's site has free articles, quizzes and tips, <http://www.kantarbridge.com/> Many suggest buying his lessons I & II. Run about \$40.

Audrey Grant has a teacher's website, <http://www.betterbridgeteachers.com/>

Barbara Seagram offers free articles on her site that you can use,
<http://www.barbaraseagram.com/>

Other helpful sites:

Karen's Bridge Library - <http://kwbridge.com/>

Kathie MacNab - <http://bridgestudio.org/>

Unit 363 - http://www.bridgewebs.com/cgi-bin/bwof/bw.cgi?club=northerncoloradounit363&pid=display_home

ABTA - <http://www.abtahome.com/>

Team games using Bridgemates - <http://www.bridgemate.us/how-to-guides/team-games-using-bridgemates/>

Game timer - <http://bridgeace.com/>