

# BRIDGE TEACHERS



Summer Edition • August 2004

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BRIDGE LEAGUE  
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[www.acbl.org](http://www.acbl.org)



### To: All Bridge Teachers

It's been a busy summer. We had a great time at the New York NABCs and we're busy planning for Orlando in the fall. Check below to see if you are up to date on all of the latest information and remember that we are updating our web site each month with news for our teachers, so stay in touch.



### ♥ Sell Memberships and Help ABTA

ACBL is offering you a special incentive to sell memberships from Oct. 1 through Dec. 31. Earn money for the ABTA (American Bridge Teachers' Association). See the article on page 3.

### ♥ Update Your Teacher Manuals at Our New Special Price

Remember that you can buy any of the ACBL teacher manuals for \$10 each all of the time.

### ♥ Help New Students Find You

Many potential new students are visiting ACBL's Find-a-Teacher site to look for bridge lessons. Check to see if you are listed and if you aren't, fill out the online application and send it to us. Go to [www.acbl.org](http://www.acbl.org), click on Resources for Teachers, and then "Find a Student" in the right hand column. If you have a web site, we'll link to that as well.

### ♥ Interested But Not an Education Liaison

If you would like information on ACBL's Education Programs and are not your Unit's Education Liaison, you can contact Donna Compton ([Donna.Compton@acbl.org](mailto:Donna.Compton@acbl.org)) and receive regular e-mails from her on what's new.

### ♥ Orlando Fall NABC

The Orlando NABC is going to be fabulous. The host hotel is an amazing site — we've planned great teacher programs. The locals are going all out with entertainment and you are minutes away from Disney World, a great playground for adults (don't let anyone fool you into thinking that it's just for kids!) Check out the Orlando Seminar Schedule on Page 8 and see the Orlando web site for more details ([www.acbl.org/NABC/Orlando2004/index.html](http://www.acbl.org/NABC/Orlando2004/index.html)).

### ♥ Teaching in Elementary School?

Donna Compton is sharing the lesson plans she created for very young students at the ACBL web site. Take a look soon under Resources for Teachers, Teaching Materials. *Thanks, Donna,* they are terrific! We expect to have hard copies ready later in the year.

### ♥ Kitty Cooper Lesson Plans

If you can't download the Kitty Cooper lesson plans, send an e-mail to [Education@acbl.org](mailto:Education@acbl.org) and we will send you a copy. These plans start with MiniBridge and ease the students into bidding.

Julie T. Greenberg, Director of Education

## The ACBL: It's a Great Deal!

As you may have heard, the ACBL has raised 2005 membership dues and fees by a minimal \$2 for new members and \$3 for renewing members. This is the first time dues have been raised since 2001 in order to keep up — as everyone has to do — with increased expenses.

We still believe dues are a bargain and hope you will communicate that to your students. You also may want to encourage new members to join before December 31 to receive the \$2 savings. (Check out our special recruitment incentive on page 3.) Playing bridge also will remain a bargain, as there are no proposed increases in table sanction fees in 2005.

Be sure to discard any 2004 member applications you may have on hand. The new dues figures were published in the September *Bridge Bulletin* and are available online.

# ABTA Summer Conference RECAP

by Julie Greenberg

The Summer NABC in NYC was spectacular. I love New York to begin with. Having lived there for a year in the '60s, it warms my heart to see how the city has blossomed into a safe, family-oriented paradise for tourists. I brought my 8-year-old grandson, Branch, with me and we had a ball. The morning we all got up to catch the red sightseeing bus of *The Early Show* was really fun. I decided that to go to NYC for a bridge tournament is the ultimate pleasure.

The ABTA Convention was great fun. I especially enjoyed listening to the fabulous Roberta Salob for the first time. It's easy to see why Roberta has such large classes. She is a great entertainer as well as a great teacher. Here are a couple of teaching tidbits that Roberta uses with her students that I found particularly interesting ...

1. The opener determines who everyone else at the table is. Once the opener, always the opener. Who are you? Opener, responder, overcaller? If you don't know who you are in the auction, you don't know where to look for answers.
2. "Better to play fast and dumb, than to play slow and dumb."
3. Use the riding finesse. In a situation where you have AQ9xx in the dummy and J10xx in your hand, let the Jack take a ride around.

Another new addition to the speaker list this summer was the combo of Lisa and Dave Berkowitz talking about "Playing Bridge with Your Spouse." They were a dynamic duo – entertaining, informative and very personable.

I went back and forth between the ACBL board meetings and the convention, so I missed some of the other top "performers" I had



Me and Branch



The Whole ACBL Gang



Reba Jernigan and Branch



Betty Starzec



hoped to see. I did catch Philip Alder for the first time and found his easy delivery and subtle humor to be delightful. And I loved hearing about Betty Starzec's adventures in Japan.

The banquet was one of the best ever. The food was divine, and the evening was a lot of fun. The new master teachers (Amy Nellissen, Sandra Enciu and Jane Farmer) were presented, Harry Lampert won the Applebasket Award this year for the best teaching hand, David Bird's *No Trump Contracts* was declared the ABTA Book of the Year (see Pat Harrington's review on page 6) and we got to socialize with teachers from all over and listen to the panel. By the way, the panelists were on the top of their game this year. Norma Sands, Jerry Helms,

Haig Tchamitch, George Jacobs and moderator Alan LeBendig added the perfect touch to a wonderful evening.

The ABTA Convention just keeps getting better and better. Don't miss it next summer before the Atlanta NABC. Make your plans now!



American Contract Bridge League

# Marketing Matters

## Marketing Special

### Recruit ACBL Members and Support the ABTA!

by Linda Granell, ACBL Director of Marketing

You can save money for your new members by recruiting them before the rate increases from \$24 to \$26 in 2005.

And you can raise funds for the ABTA as well!

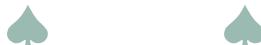
If you are a club manager and an accredited teacher, you may want to be sure to recruit new members as a teacher for the rest of this year.

The ACBL will contribute \$5 to the American Bridge Teachers Association for every new member recruited by an accredited teacher from October 1 through December 31, 2004. All other recruitment incentives will remain in effect.

In July 2004, accredited teachers were credited with 105 new member recruitments. For a three-month period, that would mean \$575 for the ABTA. Let's see how much higher we can bring that number!

Why the special drive for teachers? Interestingly, our recent ACBL membership survey showed that only 12 percent of our members learned about the ACBL from a teacher. We want to encourage our teachers to recruit members. And what better way to do this but by supporting the organization that supports this motto:

"To help those who teach bridge to do it better – more effectively – more knowledgeably – more professionally."



### A Note from ABTA President: Leslie Shafer

The proposed recruitment contributions to the ABTA will be used for a variety of needs the ABTA is struggling to presently fund.

- The running of ABTA Regional Workshops (a recruitment technique)
- The cost of equipment (A/V) and refreshments at the annual ABTA Convention
- Recruiting expenses (clip art disks, workshop care packages and related items)

The ABTA's budget could improve tremendously with this idea.

Please contact the ACBL Membership Department if you need any instant membership forms.

I've found the best recruitment pitches will have a copy of the latest ACBL *Bridge Bulletin* on hand, as well as any local unit publication as an added bonus. You could tell your students:

"If you're a doctor, you join the AMA. If you're a bridge player, you join the ACBL. By joining the ACBL, you will be promoting the marketing of bridge to others. If you love bridge, you can help spread the word by joining the organization that promotes it. I'm a member and I want you to join, too."

Teachers, this is a great opportunity for ABTA. Let's sell some memberships!

**BEST  
TIP ...**

**FROM THE  
SUMMER NABCS**

Dean Panagopoulos of Lynn MA shared some important information with us. The U.S. Postal Service has a fabulous service available called NetPost. The Post Office will do postcard mailings of any size from start to finish less expensively than you can do it all by yourself. You can upload a document, pay online and they do the rest! Check out NetPost Mailing Online at [www.USPS.gov](http://www.USPS.gov). No more printing, stuffing or trips to the post office!

# THE BRIDGE TEACHER'S BOOKSHELF

By Pat Harrington

As bridge teachers we are always on the lookout for hands to use in our lessons — bidding hands, declarer play hands, and defense hands. Many hands work fine under the controlled conditions of a book, but things change when our students play them. The bidding may go awry, so that students are not in the planned contract. The opponents may intervene in the bidding. A play hand could be given away by the defenders and a defense hand could require better play than most of our students are capable of to create the defensive problem to begin with. Authors need not deal with these human variables.

That's why we teachers are so grateful for lesson plans that come with hands that work.

## ABTA Book of the Year

The sole 2004 recipient of the American Bridge Teachers' Association Book of the Year Award is an exception. David Bird's *No Trump Contracts* is not a traditional lesson plan but it's chock-full of hands that you can use in your lessons.

Furthermore, the book reads like a lesson, so creating your own lesson plan from it will be quite easy and that's exactly what I plan on doing this winter with a few extra practice hands added.

The 160-page book discusses techniques used by declarer to win the notrump race along with techniques that stop the defenders from collecting their quota of tricks. The author covers the basic ways of setting up tricks in suits plus holding up, maintaining entries, ducking, the throw-in, and counting the defenders' distribution. I know how hard it is for my students to time their play correctly and I expect the material in here to help them tremendously. Here's an example from page 56:

♠ 9 6 3

♥ A 8 7 4

♦ J 9 3

♣ A K 7

♠ K 10 8 7 2

♥ J 9 3

♦ K 6

♣ 9 8 4

♠ A J 5

♥ K 6

♦ A Q 10 8 4

♣ 10 5 3

♠ Q 4

♥ Q 10 5 2

♦ 7 5 2

♣ Q J 6 2



West leads the ♠ 7 against 3NT. With six top tricks, declarer must develop tricks in diamonds. Since the finesse could lose (and does), the issue is whether or not to hold up on the opening lead. Of course, the answer is "no" because the protected ♠ J 5 provides a second stopper when West — the defender who might gain the lead — gets in.

The next deal looks very similar except the diamond finesse will lose to East. And that changes everything. Declarer now must hold up to cut communication between the defenders. While this type of thinking is easy for us, it definitely is not easy for our students. David Bird has done a wonderful job of making things clearer for them.

Published in UK by D&B Publishing ([www.dandbpublishing.com](http://www.dandbpublishing.com)) and available from Amazon.com for \$14.95.



## Coming Soon!

*Modern Notrump Bidding Play Course.*

Pat Harrington is working on an addition to ACBL's collection of Play Courses. The new course will provide 32 supplemental hands with cards to use either separately or with *Commonly Used Conventions*. Each of the four sessions has a focus: Using Modern Notrump Ranges, Using Jacoby Transfers, Using Stayman, and Notrump and Slam Bidding.



[www.acbl.org](http://www.acbl.org)

Have you found these resources on the new ACBL web site? They're all in the Learn section.

#### ♣ Hand of the Week

#### ♣ Table Talk

The ACBL answers commonly asked questions. Are those computer hands rigged? What will happen if I open 1 notrump with a singleton? Send in your suggestions for questions you would like to see answered.

#### ♣ Conventions and Carding

These descriptions are from the glossary in Commonly Used Conventions.

#### ♣ Introduction to Duplicate Bridge

Online copy of the Exciting World of Bridge brochure.

#### ♣ How to Keep Score

Duplicate, team, rubber and Chicago scoring with a copy of the ACBL Duplicate Instant Scorer.

#### ♣ Terms and Definitions

Definitions from the ACBL from A-Z booklet, a link to the online Bridge World magazine glossary and explanations of events.

#### ♣ Learn to Play Bridge 1 and 2

The link to the ACBL's popular learning software.

#### ♣ How to Play Bridge

A written description of how to play.

2	A	7	2
7	10	8	◊
2	A	9	◊
7	A	9	◊
8	9	8	7

SOUTH

2  
04/09/04

Board No.

**3**

Dealer: S  
Vul: E-W

WEST

10	6	4	2
6	4	6	4
10	K	J	9
K	A	10	5
4	10	9	5
10	9	8	7

♦ ♣ ♦ ♣

NORTH

♠	J	5	3
♥	5	4	
♦	K	J	6
♣	Q	J	3

Printed by Dealmaster Pro

## Dealmaster Pro Update

Speaking of hands, *Dealmaster Pro* is the best way for teachers to organize and utilize their collection of lesson hands.

Features for bridge teachers include a quick analysis of makeable contracts using some features of Deep Finesse, the ability to catalog each hand under several different bidding and play themes, and the ability to print hand analysis sheets.

The best feature of all is the ability to print all four hands facing out for convenient classroom duplication of lesson deals (new in Version 3.0, which came out in March).

Hand printouts can be labeled with your own lesson information or dated to use in a duplicate game.

Those of you who are still spending hours preparing boards for classes have got to try using these printouts! I haven't made a board in years.

Students easily adapt to doing the work so that it does not infringe on precious class time. Teachers can also use *Dealmaster Pro*'s powerful simulator to generate hands meeting certain constraints. Creating a good lesson hand, however, involves so many variables that I advise caution before using such hands in a lesson.

*Dealmaster Pro* is not only for teachers. Club owners can easily create hand records. Players can generate deals for partnership bidding practice or to practice a new convention.

Go to [www.dealmaster.com](http://www.dealmaster.com) to order for the first time (\$79.95) or to upgrade an older version (\$20). System needs: Windows 98 and above with 128mb RAM recommended, 40mb hard drive.

# The Business of Bridge

## Freshen Up!

by Lynn Berg



delivery bored and disheartened us.

I hope this was an extreme example, but I suspect a lot of us could use a bit of refreshing as we plan our classes and presentations. If you are asked what you will be teaching, and the answer seems to be, "Same old, same old," it's time for you to take steps so your delivery will be more appealing to your students.

### What can you do?

- **Take a class yourself.** If it's been a while since you updated your own bridge education, this is the time. You will have the pleasure of being the recipient of all that hard work, and maybe the style and choices of the teacher will inspire you. Even if there's no bridge class available to entice you, take some other class. Teaching is teaching, no matter what the subject, and observing another effective teacher might help.

- **Have yourself videotaped and look hard at the result.** How's your posture? Your grammar? Your eye contact? What does the body language of the class tell you about their involvement in and enjoyment of your presentation. Get a friend you trust to review the tape (not in your presence). Ask for truthful comments on the pluses and minuses of your teaching.

- **Teach a new class.** If you've been repeating Club, Diamond, Heart over and over, add the new Spade and NoTrump books. Try an Easybridge! game to attract new beginners. Find a more advanced book you love and use it as the basis for a new course. I'd love to teach from Kantar's Advanced Defense — and I plan to do so in the coming winter season.

I remember being so disappointed in one of my college classes: I was excited about the subject, but clearly the professor wasn't. She read her notes from 3x5 cards and never looked at us. And we could see from the condition of the note cards that they were well-used. She may have been an expert at her subject, but her stale

- **Find a new venue.** If all your teaching has been for the Adult Education program, branch out to a country club or a religious center or consider teaching at a local school.

If you always teach large groups, offer home classes to groups of four or five. You'll be amazed at how the dynamics change when the size of the group is radically different.

- **Charge more and develop ways to justify the added price.** Add an hour of supervised play to an introductory class series. Provide goodies like the E-Z Guides. Develop your own "brand" with distinctive colors, fonts, papers. I heard Jerry Helms talk about branding adding extra quality at the ABTA convention in New York. How right he is.

- **Try team teaching if you have a nearby colleague.** Instead of competing, band together to form a "bridge studio" or "school of bridge." Then you will have a partner to help you and to commiserate with you.

- **Join the ABTA and enjoy the tips in the Quarterly.** Attend the convention tied to the ACBL Summer NABC. Maggie Sparrow has organized wonderful on-line chats for ABTA members to discuss all sorts of teacher concerns. They're fun and free. Contact abta@juno.com for more information.

- **Consider using some of the dynamite tips in the ACBL Handbook for Bridge Teachers.**

There are more than 100. Just open the book at any page at random and you'll probably find a useful hint. (E-mail the Education Department if you don't have a copy.)

- **Use new copies even of old materials.** Is your manual dog-eared? How about your file folders? Just sprucing up can help. Maybe it's "old wine in new bottles," but you show that you value yourself and your students when your materials are first-rate. (Remember the new \$10 price for new teacher manuals.)

- **Perk up your classes.** If you're getting bored or discouraged with your classes, try to think of ways to make them more fun, more interesting, and higher in quality for yourself as well as for your pupils. The exercise will do your teacher muscles good.

# PRACTICE MAKES PERFECT

by Julie Greenberg

And practice makes your students eager to learn more!

If you haven't tried the *Play Courses for Advancing Players*, you are overlooking one of ACBL's best products.

Like the other "Play" courses (Club, Diamond, Heart), the *Play Course for the Advancing Player - 1* and the *Play Course for the Advancing Player - 2* offer you a deck of E-Z Deal Cards and a booklet where each of the deals is analyzed. In the booklet, there is a duplicate scorecard that allows the players to enter their results and find out how they would have done in a "real" duplicate game.

Each Advancing Player set gives you four sessions of eight deals each. You can offer a supervised play course for four straight weeks where your students can deal out the eight deals for each session by using the E-Z Deal Cards.

If your schedule doesn't allow time for you to offer these practice lessons, make sure your students know about these sets. They can easily get together and use the cards and booklets to play the hands on their own, check out their results and review the analyses as they go.

Either way (as lessons or as independent study), these sets are perfect for helping your students review what they have learned in the Club, Diamond and Heart courses. Or they can offer a fun night's entertainment for a social group.

Dealer: South	♠ 10 5 2
Vul: Both	♥ A K J 2
	♦ A 7
	♣ J 9 7 3
♠ K 9 4	♠ A Q J 8 3
♥ 8 5 4 3	♥ 10 7 6
♦ K J 5 3	♦ 10 9 4
♣ 8 5	♣ A 6
	♠ 7 6
	♥ Q 9
	♦ Q 8 6 2
	♣ K Q 10 4 2

## Suggested Bidding

WEST	NORTH	EAST	SOUTH
Pass	1♣	1♠	2♣
2♠	Pass	Pass	3♣
Pass	Pass	Pass	

Both sides are competing for a partscore and both sides are vulnerable. It's reasonable for South to push on to 3♣ with 9 HCPs and five-card support for partner's suit rather than defend 2♠. It would be somewhat aggressive for either East or West to compete to 3♠.

## Suggested Play

East might lead the ♠A from the suit bid and supported by the partnership. If this happens, West can encourage with the ♠9 and the defense should take the first two tricks. Later they should get a club trick and a diamond trick, provided West doesn't lead a diamond away from the ♦K.

If East chooses to lead something other than a spade, perhaps hoping to trap the ♠K if North has it, declarer will have a good opportunity to make an overtrick. By playing the ♥Q from dummy followed by a small heart to the ♥A, before drawing trumps, North can play a third round of hearts and discard a spade from dummy. Now, when the defenders get the lead with their ♣A, they will be able to take only one spade trick.

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## SCORESLIP FOR HAND #7

Table No.	Contract	By	Made	Down	Score	
					N-S	E-W
1	3S X	E	1	200		
2	3C	N	3	110		
3	2S	E	2		110	
4	3S	E	1	100		
5	2C	N	3	110		
6	2NT	N	1		100	
Your Score						

North-South Matchpoints:

East-West Matchpoints:

Total: **6**



## Notes:

In a competitive situation where both sides are vulnerable, both sides must be careful not to get too high and risk losing 200 points. On this deal, for example, if East-West bid on to 3♠, they risk being doubled and getting a bad matchpoint score when they can't make their contract.

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**Order some today!**

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**CONTRIBUTORS**  
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**GUARANTEED CLUB GROWTH AND PROSPERITY**  
**Monday, Nov. 22**  
Marti Ronemus • Let Marti show you how to bring your club into the new millennium with four no-fail marketing ideas.

**GET ONLINE WITH BRIDGE BASE**  
**Sunday, Nov. 21**  
Fred Gilteman introduce you to the outstanding features of the Bridge Base site.

**FREE LESSON - EASYBRIDGE WORKSHOP**  
**Sunday, Nov. 21**  
Marti Ronemus • Bring your students and stay to watch Marti demonstrate one of the very popular Easybridge workshops written by Sue Kroning.

**TEACHERS, NIGHT OUT**  
Join Julie Greenberg, ACBL's director of education, and Leslie Shaffer, president of the American Bridge Teachers Association, for dinner (Dutch treat) and some good old-fashioned socializing.

**FREE BRIDGE LESSON WITH AUDREY GRANT**  
Bring your students and stay to watch Audrey in action.

**TEACHER ACCREDITATION PROGRAM (TAP)**  
**Thursday, Nov. 19 and Friday, Nov. 19**  
Peg Cundiff • Refresh with Peg and find out what's new.  
(See the Orlando web site for details —  
[www.acbl.org/nabc/Olrand02004/index.html](http://www.acbl.org/nabc/Olrand02004/index.html))

**SCHOOL BRIDGE LESSON PROGRAM**  
**Friday, Nov. 19**  
Come let ACBL say "Thank You" for all that you do for bridge. • Time: 4:30 p.m.-6 p.m.  
Audrey Grant • Make your students more comfortable at duplicate games and on the internet.

**RECEPTION FOR TEACHERS AND CLUB OFFICIALS**  
**Friday, Nov. 19 and Saturday, Nov. 20**  
Peg Cundiff • Ever think about teaching on a cruise ship? Join Peg to get the details.

**BETTER BRIDGE ACCREDITED TEACHER COURSE**  
**Saturday, Nov. 20**  
Audrey Grant • Make your students more comfortable at duplicate games and on the internet.

**BRIDGE TEACHERS AND BRIDGE CRUISES**  
**Saturday, Nov. 20**  
Peg Cundiff • Ever think about teaching on a cruise ship?

