

American Contract Bridge League District 16

SCORECARD

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Breed and Sokolow Third in Women's Olympiad

Bridge in the Hour of the Wolf Part II. Austinites Mildred Breed and Tobi Sokolow represented District 16 well finishing with a bronze medal in the recent bridge Olympiad in Beijing. They narrowly lost 161-154 to China in a thrilling semifinal filled with exciting hands. All the hands can be viewed at <http://www.usbf.org/>. Those of us up during the hour of the wolf (just before dawn) were able to watch the action live on bridgebase. Those who were not up can still watch the action using Bridgebase's vugraph

at <http://web04.bridgebase.com/vug/>.

The USA open team, which included D16 Dallas stalwarts Chris Compton and Bob Hamman, lost to Poland 127 to 100 in the round of 16. That match was filled with many exciting swing hands and can also be viewed at the Bridgebase site. Another District 16 member, Zachary Brescoll from Mansfield, represented the US in the Under 21 Teams. His squad made it to the quarterfinals before losing to France.

Bert Onstott is New D16 Webmaster



Congratulations to Bert Onstott of Houston who is the new District 16 webmaster. Bert succeeds Steve Bruce of Austin who has long and meritoriously served as our webmaster. Bert is past president of the Houston Unit and has contributed greatly to his Unit. Among his many contributions is a partnership website for use in the Houston Unit for club games and tournament.

Partnership Website in Houston

The Unit 174 Partnership Desk is online at <http://www.houstonbridgestudio.com/Partnership/>. Bert has put many hours into building it and hopes it will be used a lot. Since it is a work in progress, if you encounter things that don't work right or have suggestions, he'd appreciate hearing. Please let him know ASAP (713-851-1511) or bertonstott@comcast.net. Bert hopes that other units will want to adopt this program, but he wouldn't want people to get the impression that he's going to administer it for the entire district. Whoever administers it has to put in all the clubs/tournaments and game types/times, which is a pretty tall order just for the Houston unit.

President's Message

Larry Davis
District 16
President



grant proposals. To get more information email the Foundation at educational.foundation@acbl.org or search the Internet via "ACBL Educational Foundation".

For the promotion of bridge and for educational programs, there are funds available from the ACBL. The Cooperative Advertising Program helps fund (75% of advertising costs) programs and lessons designed for newcomers and/or to recruit ACBL members. To get all of the details of this program, go to the ACBL website (www.acbl.org), click the link to "Marketing and Advertising", click the link to "Advertising" and then click the link to "Cooperative Advertising Program". One can print out a two-page description of the Program. I know that this Program has been used in the Austin area with great success.

teurriel@comcast.net

The ACBL Educational Foundation has grant money (in the thousands of dollars) available for educational programs. The trustees meet at the thrice-yearly national tournaments to consider

District 16 has a new Discipline Committee chairman, to wit, James Thurtell of Dallas. This committee handles any conduct/ethics situations that might arise at district-sponsored events, e.g. regional tournaments and district-level NAP and GNT finals.

We also have a new District Webmaster, Bert Onstott of Houston. There is a lot of information on the district website (www.d16acbl.org). Of particular interest might be the upcoming tournament calendar (with links to flyers for individual tournaments), tournament results, contact information for District 16 officers and committee chairmen and contact information for your unit's representative to the District 16 Board. All scorecards since Jan 2004 are posted as well.

Ira Hessel Wins the 2008 Jacoby Award

by Toni Snow

I don't know how many people have asked me, "What is that?" when I've said that so and so won the Jacoby award. Well, it's the highest honor that district 16 awards to an individual each year for outstanding service. This year it was awarded to a most deserving individual, Dr. Ira Hessel of San Antonio.

Ira has been an active volunteer of the bridge community for twenty some-odd years. His many achievements include: Unit 172 board member, editor of "The Winning Finesse" (unit newsletter), starting the University of Texas at San Antonio collegiate bridge club and generously giving his time to write and publish the fourth of July regional daily bulletins. He served on the scorecard committee

for eighteen years until he resigned last year so he and Ellen could take on the enormous job of editing the "Scorecard". He serves as unit 172 district representative and participates in all unit and district events and is a most-frequent winner with Ellen, his favorite partner in crime and life. Ira lends his support in all district NABC fund raising events, notably in chairing the George and Carole Dawkins memorial silent auction.

The committee is very proud to award the 2008 Oswald and Jim Jacoby award to Dr. Ira Hessel.



Past Oswald & Jim Jacoby Award Winners

2007 Dewitt Hudson, Arlington	1999 Arlene Weingarten, Houston	1991 Mary Williams, Austin
2006 Rosemary Kelley, Austin	1998 Eric Snow, Houston	1990 Gerrie Owen, Dallas
2005 Toni Snow, Houston	1997 George & Leah Olivarri, Corpus	1989 Dan & Joan Morse, Houston
2004 Betty Starzek, Houston	1996 Howard Wilkins, Abilen	1988 Jim Downs, Houston
2003 Al Lochli, San Antonio	1995 Barry Hagedorn, Houston	1987 Judy Jacoby, Dallas
2002 Scott Humphrey, Austin	1994 Shirley Pagan, Corpus	1986 Cissie Horton, San Antonio
2001 Tom Hughes, Fort Worth	1993 Jacque Tucker, San Antonio	1985 Sue Barber, San Angelo
2000 Mary Ross, Corpus	1992 Henry Baer, Dallas	1984 Ann Carb, Fort Worth

A FEW WORDS ON PUBLICITY

by Sally Blewett, District 16 Publicity Chairman

Larry Davis, President of District 16, has requested that I write a few words on publicity for advertising the game we enjoy so much. Bridge is a challenge and a pleasure for those of us who play regularly. It is my purpose to attract new players to our games, to enlist those who currently play socially but have never tried duplicate, and to entice online players to come and participate in face to face games in District clubs as well as sectional, regional, and national tournaments.

In order to attract new layers, clubs must offer opportunities to

learn. Most groups have ACBL certified teachers and Bridge lessons available. Some offer classes at community centers and schools. Programs and grants are available for clubs who wish to sponsor lessons. Good classes often lead to increased participation and membership. Recruitment bonuses are available for clubs who meet the specified guidelines at Marketing@acbl.org. In addition, the ACBL urges all clubs to have games designed for entry level players. Making Newcomers comfortable is a very good way to get super publicity in the community.

Attracting Bridge enthusiasts who do not usually play in sanctioned duplicate games may be accomplished by conducting workshops that feature lessons, lunch, and games that have "fifth

chairs" (experienced players at each table to answer questions, help with scoring, etc.). The class, lunch, and bridge play idea was originated by Marti Ronemus and published in "The Bridge Teacher" newsletter. After completing the workshop, the natural follow up is to attend a club game or a tournament. At the close of a workshop held in Detroit, participants who joined the ACBL were given free plays for Newcomer games. Follow up monthly seminars may be planned to keep the new players enthusiastic about Bridge.

Many online Bridge players have never been to a club or a tournament. Regular club players who participate online have a special opportunity to invite their online friends to join them in a face to face (continued on page 2 **Publicity**)

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