



Shuffle Deal & Play

FROM THE PRESIDENT

*S. Alan Cook
President, Unit 354*

Welcome to Unit 354's I/N Regional/Sectional. The Unit board and I are extending our thanks for the support you have provided for our sectionals. The Unit depends on its sectionals to provide funding for all that we try to do for our members. So, thanks again.

I want to also express my thanks to JoAnne Lowe, our tournament chairwoman, who puts an inordinate amount of her personal time and effort to make sure our tournaments are scheduled, booked, and run smoothly and efficiently. Several major tournaments in the western conference area have been cancelled in recent months because of the inability of the local units to fund them well enough to make them economically viable. Your Board has put in hundreds of hours to ensure that our Unit is able to produce a tournament product that is both very well run as well as remaining economically viable. Your Board members are listed elsewhere in this newsletter. Please take time to thank them for all the work they do so that you can enjoy the events the Board produces for you.

Our newly renovated unit website is up and running. Please log on to unit354.com. The site had more than 35,000 "hits" (visits) this year as of April. The credit goes to Susan Kay Schultz, unit vice-president, for the hundreds of uncompensated, volunteer hours she put into updating and designing our website. Results of our tournaments are posted on the website, as well as schedules of upcoming events, photos of event winners, and the like. The vibrant, colorful website has links to all the valley clubs, other AZ. Units and District 17. CHECK IT OUT!

Unit 354 is sponsoring a director's class at the August Regional to update directors on new rule changes. Space permitting, players will also be permitted to attend. However, since it is a three hour class for directors, only directors will be permitted to ask questions. The class will be presented by an ACBL national or regional director and will be free of charge.

The Board invites members and club owners/directors to provide input to the Board about what the Board can do to promote attendance, new memberships, or tournaments improvements. We also invite our members to consider joining the board. We have several vacancies at this time, and we can use your help.

Enjoy your tournament. Thank you for coming.

D-17 ELECTRONIC PUBLICATIONS

By now you should have received your first D-17 publication, "D17 Scorecard", with educational columns, tournament results, promotional articles on upcoming events, and essential administrative items such as tournament schedules.

If you have not received this publication, go to www.acbl.org and connect with 'myACBL login' by entering your member number and password, then click on the 'Update My Information'. Next, click on "Update my Contact Information". Scroll down to see what, if any, email address you have provided. If you do not have an email address on file, you can enter one here. Then click "Submit". Now you will be sent the newsletter.

Nxtbook is the digital provider. This is the same company ACBL uses for the online version of the Bulletin. Their software is called 'responsive design', meaning that information will be automatically formatted to match the capabilities of the device you use. The new digital District 17 newsletter will be easily viewed on a desktop, laptop, table, or smartphone. The reading experience will be much like going to the NY Times, ESPN, CNN or other major media websites.

Be sure to check our own Unit354.com website for tournaments, results, and clubs.



UNIT 354 BOARD OF DIRECTORS

- S. Alan Cook | President
- Susan Kay Schultz | Vice President
- Heather Cook | Secretary
- Kim Corbin | Treasurer
- Rod Bias | I/N Coordinator
- Murali Nair | District 17 Rep
- JoAnne Lowe | District 17 Rep
- Anne Marie Harrington
- Edwin Katten
- Bill Carstens

Additional board members are wanted. If you are interested please see any current board member.

D'Anne Pientka |
Newsletter Editor

UNIT 354 CLUBS

Black Mountain Bridge Club

Bridge on Shea

BridgeMix Duplicate Club

Crystal Bridge at the J

Fountain Hills Bridge Club

Granite Reef Senior Center

In Tempo Bridge Center

Kiva West Duplicate Bridge Club

Pebble Creek Bridge Club

Suits Arizona Bridge Club

Sun City Grand Bridge

Sun City Duplicate Bridge Club

Sun City West - Corte Bella Bridge

Valley of the Sun DBC

Go to www.unit354.com for more information.



PHOENIX TOURNAMENTS

◆ Phoenix NLM Regional & Silver Sun Sectional

April 27-29, 2018

◆ Phoenix Desert Empire Regional

August 13 – 19, 2018

◆ Phoenix Horn O' Plenty Sectional

Oct 19 – 21, 2018

◆ Kachina Sectional

Nov 1-4, 2018

◆ Unit 354 Stac

Sept. 4 - 10

◆ Western Conf. Stacs

May 7 -13

August 20 -26

December 3 - 9

Local clubs are encouraged to participate in all Stacs.

PARTNERSHIP SUCCESS: R-E-S-P-E-C-T

BY ROD.BIAS@CUTLIP.ORG

Chemistry and cooperation are major components of success. When you play bridge, the number one — most important— person at the table is seated across from you: your partner. Your fate ... at least, for this session ... is inextricably fettered to your partner's. When the dust settles, you will have the same score; so, you want your partner to score BIG.

Always make it clear you are on your partner's side. When pard misplays a deal and goes down three (even when everyone can see how to make an overtrick), say, "Nice try; I might have done the same thing." Mean it; because, some day you *will* do the same thing!

Avoid conflict at the bridge table. Normally, two people who work closely together have disagreements that require discussion and negotiation — sometimes, vigorous discussion can "clear the air." At the table is the wrong place and wrong time. Walk away smiling, as if you had scored a grand slam on every board; and, you will win that round.

When the results are posted, yours can be the most successful partnership, even if you have the bottom score. *QED*

"WHAT'S A 'CONVENTION CARD'?"

"Sometimes it's not enough to know what things mean; sometimes you have to know what things don't mean" — Bob Dylan.

The ACBL requires each partner to have "a Convention Card legibly filled out and on the table during the session. Both cards of the partnership must be identical and include the first and last names of each member of the partnership." "On the table" does not mean under a purse or in a hip pocket.

Convention Cards are not reference tools for you to use during the auction. Never consult your own card. Your cards are reference tools for your opponents. And, their cards are your weapons to use against them. Look at their cards as soon as everyone is at the table. Start at the bottom with leads and signals. Discuss with your partner anything unusual — UAUC, Roman, Odd-Even— and how you will plan to counter it.

Do not give or accept a name as an explanation of a convention. Other players (not you and your partner, of course) use different names for the same convention or different conventions with the same name or don't agree what their convention means. "Flannery" is not a description; it's a name. Some players think it includes hands with exactly four spades and five hearts; others bid it with four spades and six hearts. You both need to know what they think "it" means ... whatever "it" is.

When you face new opponents, each of you should grab their identical Convention Cards and Bob Dylan it together. *Bridge is a Partnership Game* according to the title of a famous book by Roth & Stone.

PARTNERSHIP SUCCESS: EXAMINE YOUR \$1,000 PROFESSIONAL CRITIQUE

BY ROD.BIAS@CUTLIP.ORG

"Do not underestimate the importance of the 'work' part of teamwork" — Brent Manley.

The records of the hands played in matchpoint events can be invaluable study tools — and they are given away FREE. You can learn so much by reviewing what took place during the session you just played while everything is fresh in your mind. You can do this by yourself; but, doing it with your partner *de jour* is a tremendous way to strengthen your partnership and help each other improve: win-win.

Consider these ephemeral sheets to be coaching notes from a secret "professional" whom you have already paid \$1,000 (non-refundable) to critique your game. One purpose of coaching is to reinforce what does work and to correct what doesn't. Look at every deal one-by-one ... not just the tops and bottoms. When you landed a top, did you earn it or fall into it? Did you earn your bottom by faulty play, or did they do something nutty and "fix" you? Scrutinize the boring deals. What went right? What went wrong? Every deal matters.

CADDY CALL

Unit 354 is always looking for tournament CADDIES. Do you have a child or grandchild in their teens or know of an adult who would like to earn extra money? Please talk to any board member.