

CROCKFORDS BRIDGE CLUB INC.

NEWSLETTER



A Newsletter for members of the Crockfords Bridge Club.

1st Quarter 2018



CROCKFORDS CLUB COMMITTEE 2018 - 2019

BACK ROW :

**BRIAN LE VAILLANT
RICHARD WILLIAMS
DAVID PRICE
PETER VAN LEEUWEN
ROB FREEMAN
MATTHEW CONIBEAR**

FRONT ROW :

**JAN BARROW
JEAN LINDO
JILL CROSSLAND
JOSIE VAN WEERD**

CROCKFORDS BBQ



CLUB BBQ : On Sunday 4th March we held the club barbeque. The company, weather, member support, food and the bridge were sublime. At the event its true purpose was revealed, to acknowledge the great work done by the people in the club, who volunteer and do all sorts of jobs. Two stand-out features of the event were the fantastic work done by Jill Crossland in organizing the event.



and the emotional farewell given to Alan Stevens, our Vice President, who is leaving for the Kapiti Coast. A great time was had by all.

President Annual Report 2018

Welcome everybody to this the 84th, 2018 AGM. It is a pleasure to report what the club has achieved in the last year.

Strategic plan

The first significant event was the navel gazing that produced the strategic plan. In essence The Strategic Planning sub-committee thought about the club's declining membership and how the expenditure exceeded our income. This led to the first decision that the club wanted to move out of that downward spiral while retaining its own premises. Various options were looked at but it was thought that if we concentrated on increasing membership and maximising the returns from our asset we would be able to move forward with confidence.

Membership

Our membership numbers went from about 300 up to about 350 from the end of 2016 to the end 2017. This was mainly due to attracting potential players to our learner's lessons and then helping them feel confident as they began playing "properly". We owe a huge debt to Robin Jones and her dedicated team of helpers. We improved our advertising and it was good to see members encouraging friends and relations to join the beginner's classes.

Expenditure/Income

For the 2016 year we had a loss of about \$15,000 and for the 2017 year we had a profit of about \$15,000. We were able to reduce our expenditure by members being more involved in the administration and by working smarter. Thank you to all the club members and to the committee for your efforts in this area.

Analysis

What does this mean for our club? Can we now sit back carefree in the knowledge that all is well? I think not. While we are heading in the right direction at the moment we have a number of adverse factors acting against us. We live in a world where people seem reluctant to join clubs. Our club, too, like most clubs, has an aging membership. Our membership fee is a little higher than others and our table fees are also higher than most. We need to attract more players by being friendlier and more supportive and to keep attracting new learners and encouraging them to become regular club players.

Completed projects In 2017.....

- The entrances have been improved with an improved ramp at the rear, steps at the kitchen door and hand rails improved to the three entrances.
- Our website is now more up to date and the new website is nearly ready.
- We have a new cleaner..... I hope you have noticed the difference..... and our employment contracts have been updated.
- Pianola is being trialled. We hope it will prove to be a point of difference that would entice new members.
- We had a club barbeque where we took the chance to thank all the volunteers who have helped the club in so many ways this year.
- The bar area is in the process of being extended after the removal of an old unused heating room. When completed it will improve the area.
- A working bee has improved the area at the steps by the kitchen entrance and trees have been removed and tidied at the boundary.
- Clublite – a free service to clubs, assessed our environmental impact. They looked at water usage, power consumption, waste handling and more. They gave us a great review and suggested ways to improve.
- Our biggest project has been the beginner lessons and beginner support.

The future

If the club can continue to grow as it did last year I can see that there are a number of things we can do. The subs and/or table fees could be reduced and we could look to improve our premises. However if we look at the last 2 years as one, we see a different picture, zero profit and just a small rise in member numbers. What I see is that we have done well last year but that we must continue to make Crockfords ----

- the place to learn good bridge
- the place to improve our bridge
- the place which is a friendly, warm and welcoming place to play. [This relies on all of us to be our best and wonderful selves.]

There are a number of projects that have been identified as needing our attention when we can afford them.

- Air conditioning system. Of all the projects that we have in mind the one I think will have the biggest impact is to upgrade our air conditioning plant so that it maintains an even temperature throughout the playing room without creating big drafts which are a feature of our present system.
- Projector and screen for the main room
- Bar renovation
- Re-lino kitchen
- Front entrance revamp
- Gas top commercial oven
- Kitchen dish washer
- Strengthen annex floor
- Wheel chair access to front door
- Replace carpet
- Trophy Cabinet
- Large TV for main room

Acknowledgements

There are 4 people who are leaving the committee after giving the club great service.

Ann Ferrari : Ann came through from my learner's class and went straight into serving the club as a Grade Convenor, on the committee and working with me on the tournaments. You are a treasure Ann and I thank you.

Alistair Douglas : Al came on the committee to fill a vacancy, to add his wisdom and to keep us sane. He has been and still will be in charge of the bar. I have appreciated your support Al and I thank you.

Alan Stevens: Alan was on the committee at Crockfords for a long time and he has been instrumental in much of the progress that Crockfords has made. I hugely value the support Alan has given me.

Robin Jones : Robin is perhaps the longest serving member of Crockfords on one committee or another. You can see by the learner's classes what she has done and achieved for the club. This is not the only facet of her involvement. Robin has supported and helped me in all the time I have been involved in any service to the club. Robin I thank you for your service to the club.

Thank you, too, to the other committee members. I value the contributions you have made in so many areas. We look forward to working with the new committee members who are joining the team in 2018.

Thank you, too, to all the non-committee members who have been doing so much for our club. I take this opportunity to thank all those people who have served on the various club sub-committees, the dealers, the directors, the Grade convenors, the partner finders, the grade committees, the organisers of (directors, dealers, helpers, etc.), the tournament helpers, the people who set out and clean up the rooms, the people who rent our premises, the people who put up the Xmas decorations, organise & clean the trophies and do the flowers, our newsletter organiser and contributors, our office manager, our committee secretary, our sponsors and those who approach them. Huge apologies if I have missed anyone out.....

I would like to take this opportunity, too, to remember those who have passed away or those whose age or poor health has restricted their bridge playing. I would particularly like to acknowledge the late Ngaire Fougere. Ngaire had been a life member for many years and had a huge impact on club life. I also acknowledge members such as Yatala Cuningham who has retired from Crockfords recently. Yatala has been an extremely loyal Crockfords member for many many years. She has attended numerous AGMs and her input has been much valued.

And so, I will stop talking and wish you all happy bridging at Crockfords for the future!

Peter van Leeuwen

Club President



Strategic Plan Overview 2017

On Friday May 7th at the first committee meeting after the Club AGM it was decided to develop a strategy Plan.

Introduction

The club membership was informed of this decision and members were asked to contact the office or a committee member if they wished to be part of this group.

Meetings of the Strategy group were on Friday 21st April 2017, Friday 5th May 2017 and Friday 26th May 2017. The group had 14 members [see list at the end of this document] and the attendance at the meetings was high [never less than 11 members]. The members were very representative of the club because we had both males and females, and we had senior players and some just out of the learner's classes. We also had existing committee members and some recently retired committee members. The Club committee asked Jill Crossland to facilitate this group because of her previous experience in facilitating focus groups such as this. At our first meeting we discussed the various types of strategy plans and decided to follow a 3 stage plan as follows.

We would start by looking at where we are at the present...in terms of assets and liabilities. We would also look at how the membership numbers had declined particularly over the last 10-15 years.

We thought about what we wanted our club to look like in 5 years? Or 10 years?

We discussed how we could get from step 1 to step 2.

The group also recognised that if the plan did not work we would have to be aware of the need for flexibility possibly within a very short time.

1. Where are we at (start of 2017)?

- Membership numbers in decline for the past 10+ years. Members played less sessions per week than previously. [Therefore our income was dropping].
- Finances were also in decline and at a critical stage since the club made a \$15,000 loss in the 2016 year even though the table fees were increased. We were asset rich and cash poor.

2. What did we want our club to look like in the future?

It was generally agreed that we wanted our Bridge club to be a thriving, friendly, financially viable club using our own premises.

3. How do we get from point 1 to point 2?

We considered a lot of options.

Our first look was at the financial aspect and a number of scenarios were put forward

- Sell our property
- Build or buy another less expensive place
- Rent elsewhere
- Rent our own site after selling it to a ...
- Merge with another bridge club
- Put our property with a letting company to maximise its use and income
- Improve our advertising and increase rental income ourselves
- Then we looked at membership and soon realised that if the decline in member numbers continued we would at some point in the not too distant future not have a viable club.

It was already obvious that there was a desire to continue the club. So we then focused our attention on how to do that while also recognising, too, that with growing member numbers comes increased financial stability.

How to increase MEMBERSHIP now became the main focus

- Advertise better
- Improve website
- Utilise our best asset, our members, to spread the good word
- Look for modern and innovative ways to get our name and products out there
- Get a name for our points of difference; friendly, supportive, lessons for beginners and improvers, growth of players, safe parking, ...
- Encourage our current members to come more often and to keep playing longer
- Attract more beginners to lessons
- Retain more of the incoming members
- Make Crockfords the friendly place to be
- Find ways to improve our finances
- Reduce our expenses
- Work smarter so there is less paid work required
- Do more of the work needed to run the club ourselves
- Increase our income
- Increase letting of our rooms
- Take advantage of money making opportunities and encourage our members to play more bridge.

Lastly we looked at ways the Membership and Finance aims above could be achieved and we have been working hard to make the changes required.

Measures to see progress

We have kept a subjective monthly check on some of the indicators that might measure our progress. How have we been able to.....

- Make it easier for our older members to play bridge
- Help with transport, e.g. car pooling
- Have more Daytime sessions
- Better use our Partner finders
- Encourage new people to join or ex members to re-join
- Make it fun for our existing members
- Promote our Beginners' lessons
- Improve Advertising
- Improve Word of mouth
- Improve Flexibility of session times
- Improve Flexibility of our grading system
- Facilitate coffee, tea or other drinks at any time during a session
- Have more competitions of the type people like
- Introduce Handicap events to spread the winning and feeling of achievement
- Increase and encourage Social/fun events, e.g. mid-winter "do's", Christmas parties, quiz nights
- Retain new members
- Support members in their first years with encouragement
- Offer improver's lessons
- Develop a Buddy system
- Be a welcoming and inclusive community
- Decrease expenses, e.g. staff hours
- Increase income, e.g. renting premises
- Have an up-to-date modern web-site
- Modernise image, e.g. signage, entrance, data projector, smart screen
- Attract younger members

What comes next?

Each year we will look at our progress in more detail and see if we are moving in the right direction. If not we will revisit ‘**What possible ways are there to move forward**’ and look for an alternative direction.

This plan was presented to the club committee on June 9th and communicated to the membership through the monthly newsletters.

Sub-committee Members were [in no particular order]

Alan Stevens, Alistair Douglas, Bev Parlane, Darryl Dowthwaite, Peter van Leeuwen, Geoff Norris, Jill Crossland, Marcia Admore, Matthew Conibear, Mike Small, Peter Gordon, Richard Williams, Derek Jones, and Simon Cobb.

Etiquette at the Bridge Table

Bridge is a competitive game where both the NS and EW pairs are trying to do as well at a hand as they can. To facilitate this there are rules to guarantee fairness and ensure that the social aspect of the game can be met. Whenever a rule or guideline is broken the director should be called to ensure that fairness is maintained.

Table Etiquette

Pairs remaining at the table need to welcome the moving pairs as they arrive and show the names of the players on the tablet before moving to the screen where the boards to be played are shown. Any player, dummy preferred, may work the tablet for the board to be played. There are 2 areas of the table, the edges where the pencils, a player’s cards and system cards may be placed and the middle of the table when the board and dummy are kept. The board must always be kept in the middle of the table in the NESW orientation of the room while the cards are out. When the result has been entered, a player from the other team must check & OK the result, then place the tablet in the middle of the table for all to see the result and hand analysis if available. Before the moving pair leave the table the tablet must be moved on to show where they go next.

Bidding and Playing Etiquette

Bids and cards played should be made without emphasis. A bid of 1C and 1NT must be pre-alerted verbally saying the strength of the NT (eg 12-14HCP) and for a 1C bid state the minimum number of clubs, as well as the strength if not the usual 12-19HCP. Any other bids made below the 4 level must be alerted by circling the bid if it is not a natural bid, other than a double, a redouble or a bid in a suit bid by the opposing side. The exception to this is the Stayman bid of 2C after a 1NT opening bid. This alert is to allow the opponents to ask about the meaning of the bid if they choose to ask at that time.

The bidding system and defensive card play system are to be open to the other pair for the sake of fairness. So both pairs have the right to ask and receive a true answer when they, at their turn to play, ask about the meaning of a bid made by the partner of the player that is being asked. Likewise declarer may ask what inference can be taken from a card played by that defender’s partner. This is at the heart of the fairness issue and harsh penalties will ensue upon discovery of deliberate misinformation being given.

The bidding pad should be turned face down when the first trick is complete. Any player may ask what the contract is after that, but may not be told what the bidding was that led to the final contract. Likewise when all the cards in a trick have been played the cards may not be turned back over to see what cards have been played. However while even 1 card remains open a player can ask to see all the remaining cards of that trick.

NOTICE BOARD

FUN NIGHT AT CROCKFORDS

A BREAK FROM BRIDGE A FUND RAISER

“QUIZ NIGHT 4”

**BRING SOME FRIENDS OR FAMILY MEMBERS
TO MAKE UP A TEAM OF FOUR**

**BRING A PLATE FOR SUPPER (2 per table)
PRIZES, BAR OPEN, COST \$10 PER PERSON**

**SATURDAY EVENING
16th JUNE 2018 START 7.00 PM**

**Enter your Team Leader Name & your Team’s Name on the Notice Board.
If you want to take part but are not in a team put your name on the separate list and
you will be allocated to a team.
Please put your name / team up as numbers are needed for prizes.**

CROCKFORDS TROPHY MATCH

HAIGH TROPHY

SUNDAY 20th MAY 2018

**Play with a partner from same grade
Prizes are awarded to each Grade**



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Wednesdays 10am and Saturdays 8.30am**

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CHARLES HENRY GOREN

(March 4, 1901 – April 3, 1991) was an American bridge player and writer who significantly developed and popularized the game. He was the leading American bridge personality in the 1950s and 1960s – or 1940s and 1950s, as "Mr. Bridge" – as Ely Culbertson had been in the 1930s. Culbertson, Goren, and Harold Vanderbilt were the three people named when The Bridge World inaugurated a bridge "hall of fame" in 1964 and they were made founding members of the ACBL Hall of Fame in 1995.

According to New York Times bridge columnist Alan Truscott, more than 10 million copies of Goren's books were sold. Among them, Point-Count Bidding (1949) "pushed the great mass of bridge players into abandoning Ely Culbertson's clumsy and inaccurate honour-trick method of valuation."

Early years

Goren was born in Chotin, Maldovaland, and was moved to Philadelphia with his father and brother, Jacob and Edward, at age 3. Born to Russian Jewish Immigrants. He earned a law degree at McGill University in Montreal in 1923. While he was attending McGill, a girlfriend (or "a young hostess") laughed at his ineptness at the game of bridge, motivating him to immerse himself in a study of existing bridge materials. (The young hostess laughed in 1922. The game was auction bridge, "which became contract bridge later in the decade".)

When he graduated, he was admitted to the Pennsylvania bar and he practiced law for 13 years in Philadelphia. The growing fame of Ely Culbertson, however, prompted Goren to abandon his original career choice to pursue bridge competitions, where he attracted the attention of Milton Work. Work hired Goren to help with his bridge articles and columns, and eventually Goren began ghost writing Work's material.

Bridge contributions

After Milton Work died in 1934, Goren began his own bridge writing career and published the first of his many books on playing bridge, Winning Bridge Made Easy, in 1936. Drawing on his experience with Work's system, Goren quickly became popular as an instructor and lecturer. His subsequent lifetime of contributions to the game have made him one of the most important figures in the history of bridge.

Goren became world champion at the Bermuda Bowl in 1950. Goren's books have sold millions of copies (especially Winning Bridge Made Easy and Contract Bridge Complete); by 1958 his daily bridge column was appearing in 194 American newspapers. He also had a monthly column in McCall's and a weekly column in Sports Illustrated.

His television program, Championship Bridge with Charles Goren, was broadcast from 1959 to 1964 on the ABC network. It featured numerous appearances by top players and segments with celebrity guests such as Chico Marx, Alfred Drake, and Forest Evashevski, among others.

Goren's longest partnership was with Helen Sobel, but he also famously partnered actor Omar Sharif. Sharif also wrote introductions to or co-authored several of Goren's bridge books, and was also co-author of Goren's newspaper column, eventually taking it over in collaboration with Tannah Hirsch.

Point count system

As he continued writing, Goren began to develop his point count system, based on the Milton Work point count, as an improvement over the existing system of counting "honour tricks". Goren, with assistance, formulated a method of combining the Work count, which was based entirely on high cards, and various distributional features. This may well have improved the bidding of intermediate players and beginners almost immediately.

Four-card suits

Goren also worked to continue the practice of opening four-card suits, with an occasional three-card club suit when the only four-card suit was a weak major. In this, he was following the practice established by Ely Culbertson in the early 1930s. Later on, he continued this practice, resisting the well-known five-card majors approach that has become a major feature of modern Standard American bidding.

Opening a four-card suit can improve the chances of the partnership identifying a four-four trump fit, and the four-card approach is still used by experts today, notably by most Acol players. It is claimed that the drawback of the four-card approach is that the Law of Total Tricks is more difficult to apply in cases where it is used. However, the five-card majors approach became popular before the Law of Total Tricks was propounded.

Top Results – 1st Quarter 2018

Congratulations to the "Top Guns" for each grade from January to March

Senior

January	Tony Crowe / Darcy Preston	69.00%
February	David Putt / Graeme Black	72.00%
March	Philippa Borlase / Graeme Black	69.43%

Senior Reserve

January	Dianne Poore / Rosalind McKeefry	61.81%
February	George Thornley / Jenni Minson	66.67%
March	Marlene McNaughton / Jane Heinz	65.17%

Intermediate

January	Jean Lindo / Ellie Burt	60.90%
February	Bernadette Devonport / Loanne Metcalfe	64.86%
March	Kelly de Lambert / Barbara-Ann Harper	62.67%

Junior

January	Judy van Leeuwen / Marilyn Wilson	69.75%
February	Jan Gibson / Norma Horne	65.05%
March	Merv Spurway / Heather Spurway	68.65%

Open (Thursday Afternoon)

January	Geoffrey Norris / Peter van Leeuwen	60.96%
February	Peter Lee / Veronica Rozier	64.60%
March	Allan Schroeder / Patricia Joyce	68.83%

Open (Thursday Evening)

January	Peter van Leeuwen / Geoffrey Norris	68.75%
February	Peter van Leeuwen / Pavel Pipek	75.00%
March	Derek Jones / Robin Jones	65.74%

AS AT 31st March 2018



CROCKFORDS BRIDGE CLUB INC.

OFFICE BEARERS 2018 / 2019

President :	Peter van Leeuwen
Vice President :	Richard Williams
Treasurer :	Brian Le Vaillant
Committee :	Jan Barrow Matthew Conibear Jill Crossland Rob Freeman Jean Lindo David Price Josie van Weerd
Grade Convenor's for 2018:	
Senior	Rosemary Olsen
Senior Reserve	Dianne Poore
Intermediate	Lesley Lawry
Junior	Diana Andrews & Robyn Jones
Administrative Secretary :	Carol Singh
Minute Secretary :	Leigh-Anne Jefferis

CONTRIBUTIONS WELCOME

We would like to provide variety in the Newsletter and welcome any contributions from members, notices, articles, items about community activities and such like. If you would like to contribute to the next issue
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