



GRAND SLAM

February, 2012

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Tribute

It was with great sadness that we learned that **Bob Crosby** passed away suddenly on Saturday, January 28, 2012. Our sincere condolences go out to his family and friends.

Bob was a huge presence at the Edmonton Bridge Club. He was a masterful player, an author of over 2000 bridge articles and was known internationally for his bridge expertise, a mentor to many, and a true WEBMASTER.

Bob claimed two passions in life: bridge and golf. With respect to golf, and according to Bob, he started pursuing golf by reading everything he could get his hands on over the course of one winter. The following spring, he played his first game and shot 100! It should be noted that only 10% of all golfers shoot 100 or lower. No surprise, Bob continued to excel at the game and played to a low handicap.

With respect to bridge, Bob was a true oracle. His depth of knowledge and his relentless research of all aspects of the game would surely have earned him a PHD in the subject.

Well studied and, for the most part, self taught in bridge, Bob generously shared his knowledge with us at the table and on line. From his website and in his own words, Bob says:

"My bridge philosophy is that bridge is a partnership game. Invite partner to join the party rather than flying solo and making all the bridge decisions yourself. There is a beauty to a finely tuned partnership that trusts and respects the other person. My pet peeve in bridge is bridge terrorism: solo artists who think the only purpose of bridge is to destroy the opponents' auctions. They open on anything, preempt on anything and take partner right out of the picture. I do not mind playing against these types of players, just not with them as a partner or a teammate."

For Bob's complete personal profile and over 2000 articles on various bridge subjects, please refer to his website:

www.pitbulls.shawbiz.ca/

We will miss Bob immensely and we will never forget him.

Aloha

Not quite tropical temperatures in Edmonton on January the 21st, but certainly an improvement over the sub-zero temperatures of the week before.

Twelve tables of "Newcomers" ventured out for our Unit Sponsored Aloha Tournament. For many of these players this was their first duplicate experience. What a nice way to spend a Saturday afternoon, dining on pineapple and stroking a few cards with your friends.

Winners NS Section B: **Betty LaFave**
– **CJ Rhamsey** 73.3%

Winners EW Section B: **Janet Gilchrist–Judith Krupp** 63.8%

Winners NS Section C: **Jan McNeil-Colleen Fjeldheim** 65.3%

Winners EW Section C: **Linda Burg-Kathy Turnbull** 66.8%

Congratulations Gals & CJ
Hope to see y'all at the February Sectional

New Marketing Strategy

By **Ron Chalmers**, president, EBS

At the Annual General Meeting of the Edmonton Bridge Society, Jan. 28, 2011, members were told that our table count fell by seven per cent in the past year – after falling by only four per cent in the three previous years combined.

The board thinks this trend mainly reveals that our members are aging and play less bridge because of health problems, reluctance to drive, especially at night, loss of regular partners, less interest in competition or – yes, there's a bright side! – more travel.

Naturally, we want to end this decline and try to reverse it. The Edmonton area population of 50 – 75 year-olds (prime ages for joining our club!) is projected to rise dramatically from 308,000 in 2011 to 401,000 by 2020. Go boomers! If we can attract even a tiny fraction of those people entering retirement or recently retired, then we can maintain the numbers we need to sustain us financially and to enable us to continue offering our wide variety of lessons, games and social events.

We're launching a systematic review of all aspects of our bridge centre and, most importantly, developing a new marketing strategy.

The future of our club depends on the quality of our facility, equipment, furnishings and game schedule, but also upon our effectiveness in persuasively communicating, to the appropriate "target market", all the benefits of playing at the Edmonton Bridge Centre.

Of course, it really starts with the retention of existing members, so we all have a positive role to play in maintaining and enhancing the social atmosphere of the Edmonton Bridge Club as a place where people give and

receive courtesy, respect, and friendship.

E-mail Revival

We recently have restored our temporarily-disabled E-mail system. We'll be using it for more frequent two-way communications with members, including distribution of the Grand Slam Newsletter. But our list is old, and many of you have new addresses. If you'd like to receive our E-mails, please enter your current address in the little blue book on the desk. We will not release E-mail addresses to anyone.

Grand National Team (GNT) Qualifiers

We will hold 4 qualifying games on upcoming Tuesday evenings. Games are stratified and all qualifiers can participate in the District Final May 11th and 12th. The District Final again will be held at various sites including our club by computer play. Club Qualifying dates are on Tuesday eves. as follows:
February 7th, February 28th, March 13th, and April 3rd. Participate and enjoy.

Junior Fund Games

February is Junior Fund Month. Various games have been designated for this special game. \$1.00 extra goes towards Canadian Junior Players' training and travel expenses. Help the Juniors and get extra masterpoints at the same time. Deal!

STaC - Sectional Tournament at Clubs

The CBF again is promoting this special event. We will hold 3 games during the week of Feb 20 – 25. Silver points are available. Weds eve and Friday aft are pairs games. Tues eve is a team game.

February 14 – Happy Valentine's Day!

What a great day to celebrate our partners both in life and at the table. Both evening and afternoon games will have special hospitality for sweet partners.

Congratulations

Christie and Dick McKinney celebrated their 35th Wedding Anniversary on January 27th.

Member Appreciation Basket

Have you renewed or bought your 2012 Membership?
All current members on February 29th are eligible to win a great prize basket.
Make sure you renew soon!
Memberships are still \$40 including gst and save you \$2 each time you play

Upcoming Unit Events

Sectional at EBC

Next tournament is February 17 – 19 on the Family Day weekend. Please note it is only a 3 day sectional. Swiss Teams are on Sunday the 19th.

Unit AGM

Sunday March 18th
1:00pm One session Pairs Bridge
4:15pm Meeting
5:00pm Hospitality