

A day in the life of . . .

Sally Bugden

Sally Bugden was elected Chairman of the EBU at the October 2008 AGM, having served as Vice Chairman the previous two years. She plays bridge in partnership with her husband, James, and especially enjoys the social side of the game.

I GET up at 7am, and my first contact with the world is being mugged by my Labrador who wants her breakfast! My other dog is not far behind, so I feed them both while gulping down my coffee and toast. Then it's time to exercise in front of the television and by 8.30 I am usually sitting in front of my computer answering all the (many!) e-mails that have accumulated overnight.

Since I have become involved with the EBU, the first part of my day is spent dealing with all sorts of immediate issues: requests for information and advice, and general correspondence. I am in daily contact with our General Manager, Barry Capal, as well as the members of the Board of Directors and the members of the Club Committee and Universal Membership Project Board. And of course I am available to everyone else who either works with, or has an interest in, the EBU.

Major project work comes later, in the afternoon: at present I am involved with setting up several partnership schemes which will benefit, I believe, both the EBU membership and bridge in general. These require extensive research into the advantages bridge brings to society as a whole and different ages groups in particular.

My approach to work as an EBU administrator is very much the result of my previous work experience. I started off as a stage manager, but in 1985 I went to City University and did a few postgraduate courses on marketing the arts. I then found myself a job as the public relations officer for the British Theatre Association – home of the nation's theatre library, publisher of *Drama* magazine and a theatre training organisation with a membership that ranged from all the television companies to many small amateur theatres,

individual actors, directors, academics and students. I became director of the organisation after a few years, and fought the then Conservative government when it removed all our funding. From there it was a natural progression to becoming a marketing specialist, first for Baker Tilly and later as a lecturer at Brighton University. It was in the latter capacity that I came up with a useful teaching tool, the 'TICK Principle' (Think, Identify, Consult, Know), which can be applied to many aspects of life!

Hard work does not scare me, whether paid or (as now) unpaid. Lunch is always a simple affair of chopping a few raw veg and throwing them together on a plate, so I can get back quickly to whatever project I am involved with. Dinner is not very different, unless we have family or friends round for a meal, in which case I get out my cookery books and really go to town

with producing several courses. Luckily my husband, James, is very much like me in this respect, and we enjoy our evenings whatever the size of our meal and the extent of the company.

One great aspect of my involvement with the EBU is that the work is varied and often takes me out of the house. I usually attend one meeting a week, as I chair several committees and sit on others, such as the Laws & Ethics and Tournament committees, *ex-officio*. Now that I am Chairman, I also have the privilege of representing the EBU at special events such as the Lords vs Commons annual match – a wonderful break from the office!

Like many other people involved in bridge administration, the more I work for the game, the less time, sadly, I have to enjoy it. However, James and I try to play at our local (West Sussex) club once a



Sally Bugden's Top Tip

Approach your game of bridge in the right spirit!

SINCE I am but an ordinary player, I am not in a position to give tips that are going drastically to improve your bridge expertise! But I do love the game and I can share two principles that have really enhanced my enjoyment of bridge: be sociable at the table and approach each hand as best you can!

Neither principle is difficult to follow and requires just a simple action: at the start of each round, greet your opponents, and at the start of each hand count your tricks. The former will help towards creating the right atmosphere at the table, and the latter will give you the chance to focus and do the best you can.

Start off the right way, and not only will you enjoy your bridge more but you might also get better results – although I am still to prove the latter!

week, and always play in the Brighton Congress and events such as the NICKO which, being played in people's homes, tend to be more sociable. After all, it was the social aspect of bridge that first attracted me: I had been married to James for five years when I decided that I had better join him in what seemed a great pastime, so I went to classes and have never looked back. We still always partner each other, and find pleasure in pursuing such an absorbing activity together.

We also try to see our family as often as possible. My first marriage failed pretty rapidly, and left me a single mum with twin girls that mean the world to me. James's two daughters from his previous marriage are just as dear. Now they are grown up and have their own lives and partners, but we are still very close: at Christmas they all came to stay with us, so I could give free rein to my creative instincts organising the Christmas lunch and a quiz on Boxing Day.

Whatever time I have left, usually at the end of the day, is spent on indulging my other great interests: reading (William Boyd and detective stories being my favourites), watching DVDs (*The Wire* series especially), with the occasional trip to the theatre a much-loved extra. I do try to cram as much as possible into twenty-four hours, which is why I love the internet: I can shop without going out, leaving me more time to relax at the end of the day! □