

# Robert "Bob" Hamman

## President and Founder

When he's not competing in national and international bridge tournaments, Bob Hamman - ranked the world's top bridge player in 1983, and from 1985 through 2004 - can be found inventing new promotional sweepstakes and gaming contests, and developing the mathematical models used to rate the risks and analyze the odds associated with large [money](#) promotions.

Hamman, who founded SCA Promotions in 1986, has built the company into the world's largest provider of prize coverage for promotions, contests and games. He is behind many of the million dollar challenges seen at nationally televised sporting events, as well as the online lotteries and sweepstakes that have transformed the promotional industry in recent years. He has planted a \$500,000 promotional prize in a Hershey's bar, guaranteed the performance bonuses of professional golfers and race car [drivers](#), and covered prizes in fishing tournaments, fast-food restaurant chain contests, consumer products, scratch-and-win campaigns, casino jackpots, bingo, radio and television contests and even an olive-in-one toss into a martini.

Prior to launching SCA Promotions, Hamman managed his own [insurance](#) brokerage firm, Hamman Group Insurance Services Inc. He has also spent the past four decades working as a professional bridge player. Arguably the best known name in bridge, Hamman has won 12 world championships, over 50 national championships and was named American Contract Bridge League (ACBL) player of the year three times. He was inducted into the ACBL Hall of Fame in 1999.

A native of Los Angeles, Hamman moved to Dallas in 1969 when Ira Corn hired him to play on his professional bridge team, the Aces, which brought the world championship back to the U.S. in 1970. Hamman's education in figuring odds came from studying mathematics at California State University at Northridge, and from what Hamman terms "the school of hard knocks at the bridge table." Hamman is author of "At The Table - My Life and Times," an autobiography and bridge guide written with Brent Manley. It recounts his career as a professional bridge player.



# ABOUT SCA



From the beginning, it was always about winning. The game changed in 1986, when SCA opened its doors.

Founded by Bob Hamman, an international bridge-playing champion known for his math and odds-calculating prowess, SCA began business. [Read more about Bob here...](#)

Today, SCA partners with advertising agencies, big brands, and other ROI-minded clients to implement the most effective, highest-return promotions, sweepstakes, games, and contests in the industry. SCA [offers](#) an entire suite of classic promotions and cutting-edge digital promotions from which to choose, each proven through years of successful implementation to meet or exceed client marketing objectives.



*-Bob Hamman*

**"The more  
you're up  
to bat,  
the greater your  
chances of a  
grand  
slam."**

WIN. WIN.

Our clients' customers win because we [offer](#) a chance to be awarded large, valuable prizes. Our clients [win](#) because they have a cost-controlled, risk-free, hassle-free way to make their marketing efforts stand out from the crowd. Since 1986, SCA has covered billions of dollars and paid over \$170 million in cash and prizes.

Unlike some other promotional marketing companies, SCA makes promotions easy. Have a great concept? We'll work with you to implement it. Need everything from A to Z? We'll supply that, and more, within your budget and your timeframe. Just need an expert to handle the legalities? Done.

Since our beginnings, SCA has successfully implemented and fulfilled hundreds of thousands of promotions for a wide variety of industries. We are always thinking of new and better ways to engage, motivate, and inspire your target market.

## Event Cancellation and Non-Appearance Coverage

SCA has expanded our product offerings to include Event Cancellation and Non-Appearance Coverage. When disaster strikes, Event Cancellation coverage protects you against the loss of costs and expenses, or revenues that result from the cancellation, abandonment, postponement, interruption, or relocation of an event due to uncontrollable circumstances. Do not jeopardize your bottom line. [Read more on how to secure your event.](#)

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# Bob Hamman

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**Robert David (Bob) Hamman**<sup>[1]</sup> (born August 6, 1938 in [Pasadena, California](#))<sup>[2]</sup> is an [American](#) professional [bridge](#) player, among the greatest players of all time.<sup>[3]</sup>

Hamman and [Bobby Wolff](#) played as partners for nearly three decades on [teams](#) that challenged for major trophies in North America and often for world championships. Representing the [United States](#) (from about 1980, previously North America) they won eight world championships for national teams, the 1988 [World Team Olympiad](#) and seven [Bermuda Bowls](#) spanning 1970 to 1995. For the last they were members of Nick Nickell's professional team, where Hamman remained a fixture through the [current](#) two-year cycle<sup>[n 1]</sup> and won three more Bermuda Bowls in partnership with [Paul Soloway](#) and [Zia Mahmood](#).

Beginning 2012/2013,<sup>[n 1]</sup> Nickell has replaced Bobby Hamman and Zia Mahmood with [Bobby Levin–Steve Weinstein](#).<sup>[4]</sup> A new pairing for Hamman with Bart Bramley was announced in July<sup>[5]</sup> but never secured, according to a November report that Hamman will play with Justin Lall.<sup>[6]</sup> Justin was a silver medalist in the 2011 Bermuda Bowl<sup>[7]</sup> and is the son of Hemant Lall, Hamman's partner in 2007.<sup>[8]</sup>

## [\[edit\]](#) Career

Hamman first qualified for a world championship in the open category by winning the [American Contract Bridge League](#) international trials in 1963, for the 1964 [World Team Olympiad](#). That was a "pairs trial" from which the winning pair and two of the three runners-up would be selected as a 6-person team.<sup>[citation needed]</sup>

Late in the decade he joined Ira Corn's professional team, the [Dallas Aces](#), which won the Bermuda Bowl in 1970 (as North America representative) and repeated in 1971, following the retirement of the Italian [Blue team](#). He has won 12 world championships and 50 [North American championships](#). In 1994, Hamman wrote his autobiography *At the Table: My Life and Times* ([ISBN 0-9642584-1-2](#)). His citation at the ACBL Hall of Fame (2001) lists his competition achievements, and reads:

"One of the world's greatest players, ranks #1 among WBF [World Bridge Federation] Grand Masters, also ranks 1st in world performance over past 10 years. Member ACBL Hall of Fame. Has been highest ranked player in the world since 1985."<sup>[9]</sup>

Hamman's most unusual accomplishment may be eight wins in the ACBL's most important pair championships ([Blue Ribbon Pairs](#), [Life Master Pairs](#) and [Men's Pairs](#)) with eight different partners. He won the [World Open Pairs](#) once, with Bobby Wolff in 1974, and he was second in 1994 with [Michael Rosenberg](#).

Probably his most popular and emotional win, other than the 1970 [Bermuda Bowl](#), was the 2000 [Vanderbilt Trophy](#), the oldest open teams event in North America. Despite myriad other wins, Hamman had not won the Vanderbilt since 1973. His partner [Paul Soloway](#) was severely ill, commuting between the tournament site and the hospital, and literally came out of his sickbed to play the final quarter of the teams quarterfinal match, where they won 34 [IMPs](#) in the final quarter to win the match by 1. On the final board, Hamman and Soloway had a [bidding](#) misunderstanding to reach a very poor 6H contract, but their opponents could not work out declarer's hand due to the unusual auction, and the contract made, providing the margin of victory.

Hamman is the president of SCA Promotions, a [prize](#) promotion business in [Dallas, Texas](#).

Hamman's Law is the [maxim](#), "If you have a choice of reasonable bids and one of them is 3NT, then [bid](#) it."

## [\[edit\]](#) Bridge accomplishments

### [\[edit\]](#) Honors

- ACBL Hall of Fame 1999
- ACBL Honorary Member of the Year 1991

### [\[edit\]](#) Awards

- ACBL Player of the Year 1990, 1993, 2006
- [Fishbein Trophy](#) 1969, 1983
- [Herman Trophy](#) 1978, 1988, 1993
- Precision Award (Best Defended Hand of the Year) 1986, 1993

### [\[edit\]](#) Wins

- [Bermuda Bowl](#) (10) 1970, 1971, 1977, 1983, 1985, 1987, 1995, 2000, 2003, 2009
- [World Open Team Olympiad](#) (1) 1988
- [World Open Pairs](#) (1) 1974
- [North American Bridge Championships](#) (50)
  - [Vanderbilt](#) (6) 1964, 1966, 1971, 1973, 2000, 2003
  - [Spingold](#) (15) 1969, 1979, 1982, 1983, 1989, 1990, 1993, 1994, 1995, 1996, 1998, 1999, 2004, 2006, 2007
  - [Chicago](#) (now Reisinger) (1) 1962
  - [Reisinger](#) (10) 1970, 1978, 1979, 1988, 1993, 1994, 1995, 2004, 2005, 2008
  - [Grand National Teams](#) (4) 1975, 1977, 1986, 2006
  - [Open Board-a-Match Teams](#) (1) 2008
  - [Men's Board-a-Match Teams](#) (1) 1988
  - [Jacoby Open Swiss Teams](#) (3) 1990, 2006, 2009
  - [Master Mixed Teams](#) (1) 1987
  - [Blue Ribbon Pairs](#) (4) 1964, 1986, 1991, 1993
  - [Life Master Pairs](#) (3) 1980, 1983, 1992
  - [Men's Pairs](#) (1) 1986
- United States Bridge Championships (18)
  - Open Team Trials (17) 1969, 1971, 1973, 1977, 1979 (Dec), 1982, 1984, 1985, 1987, 1988, 1992, 1998, 2001, 2002, 2004, 2007, 2008
  - Open Pair Trials (1) 1963
- Other notable wins:
  - [Buffett Cup](#) (1) 2006
  - Cavendish Invitational Pairs (1) 1998

### [\[edit\]](#) Runners-up

- [Bermuda Bowl](#) (6) 1966, 1973, 1974, 1975, 1997, 2005
- [World Open Team Olympiad](#) (4) 1964, 1972, 1980, 1992
- [World Open Pairs](#) (1) 1994
- [World Mixed Pairs](#) (2) 1986, 1994
- [North American Bridge Championships](#) (19)
  - [Vanderbilt](#) (5) 1968, 1970, 1981, 1996, 2002
  - [Spingold](#) (1) 1970

- [Reisinger](#) (1) 1968
- [Open Board-a-Match Teams](#) (2) 1998, 1999
- [Men's Board-a-Match Teams](#) (4) 1969, 1980, 1984, 1989
- [Jacoby Open Swiss Teams](#) (1) 1992
- [Life Master Men's Pairs](#) (2) 1980, 1981
- [Open Pairs](#) (1) 1988
- [Open Pairs I](#) (1) 1999
- [Men's Pairs](#) (1) 1985
- United States Bridge Championships (3)
  - Open Team Trials (2) 1979 (Jan), 1997
  - Open Pair Trials (1) 1965
- Other notable 2nd places:
  - [Buffett Cup](#) (1) 2008
  - Forbo-Krommenie Nations Cup (1) 1997
  - Cavendish Invitational Teams (1) 1997
  - Sunday Times–Macallan Invitational Pairs (1) 1992
  - Pamp World Par Contest (1) 1990

## [\[edit\]](#) Notes

1. <sup>^</sup> <sup>*a b*</sup> The current cycle for major professional teams in the United States covers 2011 and 2012 world championships, which are contested in the second half of the calendar year. New commitments begin in July but do not interfere with the world stage of the previous cycle. "[Rosenberg-Willenken Joining Fleisher in 2012](#)" by Martin Fleisher (2011-07-13). Bridge Winners. Retrieved 2011-07-15. See the clarification by Fleisher in the comments.

## [\[edit\]](#) References

1. <sup>^</sup> [The 1st World Mind Sports Games](#). *info.2008wmsg.chinaqiyuan.com*
2. <sup>^</sup> [Biography - Texas Monthly, May 2010](#)
3. <sup>^</sup> Hasenson, Peter (2004). *The British Bridge Almanack*. London: 77 Publishing. p. 486. [ISBN 0-9549241-0-X](#).
4. <sup>^</sup> [Levin-Weinstein Joining Nickell in 2012](#) (2011-07-05). Bridge Winners. Retrieved 2011-07-15.
5. <sup>^</sup> [Hamman Joins New Team for Next Cycle](#) (2011-07-22). Bridge Winners. Retrieved 2011-07-23.
6. <sup>^</sup> [Justin Lall to Play With Bob Hamman](#) (2011-11-27). Bridge Winners. Retrieved 2011-11-27.
7. <sup>^</sup> [Team USA 2](#). 40th World Team Championship. 2011. Retrieved 2011-11-29.
8. <sup>^</sup> [Team USA 2 \(Nickell\)](#). 38th World Team Championship. 2007. Retrieved 2011-11-29.
9. <sup>^</sup> [Robert D. Hamman](#). ACBL Hall of Fame. Confirmed 2011-07-24 at the Internet Archive.

## [\[edit\]](#) External links

- [ACBL Hall of Fame](#)
- [Bob Hamman](#) international record at the [World Bridge Federation](#)