

Scarborough Community of Toronto
Chess News & Views

Newsletter of / Le Journal de
Scarborough Chess Club

“ FRIENDLY Chess Since 1960 ”

ITEMS OF INTEREST TO BOTH MEMBERS & NON-MEMBERS

Issue # 6 – December 1, 2004

Do You Know ? / Savez-Vous ?

Kasparov Wins Russian Championship

This 11 player round robin was a very strong national championship with an average rating of 2678, even though 2 top Russian players were missing. Vladimir Kramnik, Classical world champion, withdrew due to ill health, and Anatoli Karpov, 12th FIDE World Champion withdrew because he said he was not in good form, and had other commitments. Garry Kasparov, 13th FIDE World Champion and highest rated player in the world, was a clear winner, finishing 1.5 pts ahead of the second place finisher. Here were the players and their results :

Garry Kasparov 2813	7.5 pts.
Alexander Grischuk 2704	6 pts.
Alexey Dreev 2698	5.5 pts.
Alexander Morozevich 2758	5 pts.
Peter Svidler 2735	5 pts.
Evgeny Bareev 2715	5 pts.
Alexander Motylev 2651	5 pts.
Artyom Timofeev 2651	4.5 pts.
Vladimir Epishin 2599	4.5 pts.
Alexey Korotylev 2596	4.5 pts.
Vitaly Tseshkovsky 2577	2.5 pts.

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Jack Goodlad Community Ctre, 929 Kennedy Road
(½ way between Eglinton Ave. and Lawrence Ave.)

Autumn Open – Toronto – Results

This 5 rd tournament, sponsored by the GTCL, was organized by the SCC, with Maurice Smith taking the lead. The TD was SCC President, Bryan Lamb. It was played November 20-21 at Tartu College in Toronto. 69 players were registered. Here are the results :

List of Prize Winners

OPEN

1st. Slava Rek \$300.00
2nd Robert Hamilton \$120.00
3rd Vinni Puri \$80

U2200

1st-2nd Kevin Chung and Yevgeni Nahutin \$115 each
3rd Alan Ang \$ 50

U2000

1st Arnie Lucki \$150
2nd-4th Brendan Fan, Jordan Palmer and Athavan Mylvannan \$43 each

U1800

1st Poya Oftadeh \$150 + \$320 Bonus == \$470.00
2nd-3rd Robert Kleinman and Brent Zhang \$65 each

U1600

1st Michael Perez \$150.00
2nd-3rd Steve Karpik and Arun Sithamparapillai \$65 each

Unrated

1st Pavel Rakov \$80.00
2nd Robert Lui \$40.00

November Open – Toronto – Results

This 5 rd tournament, sponsored by the Bayview Games Club, and played at their location, was played Nov. 19-21, and 37 players turned out. It was a strong swiss, with 20

of the 37 players being rated over 2000. First prize in the Open section was a guaranteed \$ 1000. The results were :

Open

1st/2nd Nikolay Noritsyn 4/5 pts.
Shiyam Thavandiran 4/5 pts.

U 2200

1st/3rd Sasa Kulic 3 pts.
Imtiaz Husain 3 pts. (SCC member)
Daniela Belc 3 pts.

A Class

1st Olga Shishkina 3.5 pts.

B Class

1st Matthew Ramenaden 3 pts.

Zhe Quan Plays Well at World Junior

This Championship was played in Cochin, India from Nov 18 – 30, and was 13 rounds. There was a “ Boys “ Championship and a Girls Championship. 72 players competed in the Boys section. P. HariKrishna from India won the Boy's Championship and Korbut Ekaterina from Russian won the Girl's Championship.

Zhe, a GTA junior, rated 2345, won his last game and ranks 12th (out of 72) with 8 points. He played 13 players with an average rating 2452. His performance rating is 2539. Congratulations Zhe on your fine representation of Canada at the World Junior !

History of the Toronto Chess Exhibition as a Fundraiser for Charity

(Submitted by David Cohen)

Part 1 - Publicity

During 2002-3, I was President of the Greater Toronto Chess League (GTCL). Throughout my years on the Board of Governors of the Chess Federation of Canada, with which the League is affiliated (through the intermediary Ontario Chess Association), I had been thinking of ways to publicize chess in Canada. I reasoned backwards. The most publicity that we could receive would be in the general interest, mass media: newspapers and, especially, television. This attention would come about from the media's interest in covering a large event. A large event would be of interest to a sponsor interested in reaching the wider audience that the mass media would provide. The sponsor's money would help to fund the large event; and the sponsor's media connections would help to ensure the event's coverage. So, I concluded that a sponsor was necessary.

To attract a sponsor, it was first necessary to prove that I could attract media attention. My reasoning was about to become circular! Which comes first, the sponsor or the media coverage? Fortunately, there was an escape route that enabled me to continue reasoning backwards. By running a specialized event, rather than a large event, I could attract the media's attention. Fortunately, kids provide these opportunities in abundance!

Our Ontario Scholastic Championships proved to be my first successful media placement. Shortly before the tournament began, I e-mailed a large number of media outlets about the event. This was a disaster - no reporters showed up. It turns out that I made two mistakes. First, I should have given the media a longer lead time: at least two weeks' notice. Second, it is important to develop contacts. These are best maintained by telephone. E-mails are just not as attention grabbing for the professionals who work in the media.

I recovered from these mistakes by working hard on the post-event follow-up. E-mails reporting the results of the event, especially those mentioning the winners' home towns, resulted in successful contacts with local media. Reporters created front page stories, with colour photos, in local newspapers. One ethnic television show did a feature on a player. The lesson was that large events are not necessary to achieve media coverage of chess. Specialized events can be reported locally.

So the stage is set for the future. We have proven media coverage. In Toronto, we've even seen the results of our efforts. I attracted Sid Belzberg into sponsoring the 2004 Canadian Championship. The organizers did a fabulous job of developing media contacts for the event. The result was media coverage for chess in general, and for the event in particular, in both newspapers and television.

Part 2 - Sick Kids Hospital

How then did the Hospital Fundraiser originate? A fundraiser for charity can be viewed as a specialized event. Take photos. Get the charity for which you are raising money to help publicize your event, both in advance, and afterwards. The resulting publicity can only help you attract sponsors and future media attention, which will open up possibilities for future chess events.

I actually had a different goal in mind when I created our Hospital Fundraiser. The effort by the chess community to seek sponsorship was an effort aimed at taking money from the larger community and channelling it into the chess community. I thought that this effort would be more successful if it was a two way exchange. Let the larger community see the chess community. Furthermore, let them see us in a positive light! Let's get the chess community to donate money to the larger community.

This is not an easy task. We have a hard enough time convincing our own chess players to donate money to support our chess causes, such as our National Olympiad Team. So, as an inducement to donate, give the donor something for the money. A simultaneous chess exhibition is good for this. Donate money, play the master. The true donation would be the difference in value between what the donor was paying, and what the donor would ordinarily pay to play the master.

Unfortunately, I knew this would prove to be a hard sell. Simultaneous exhibitions are declining in popularity. Grandmasters are more numerous these days. Access to play them is easy, via the internet. So, the price they command for an exhibition has been declining. I concluded that the chance to donate money to the charity would have to be part of the lure of the event.

With these factors in mind, I chose as my charity the Sick Kids Hospital. They are a world-famous Toronto hospital devoted entirely to the treatment of children. I reasoned that they were a charity that no one would criticize, and that everyone could get behind. Furthermore, with the increasing popularity of chess with kids, I thought that, through the

kids, there would be a good link between chess and the hospital. As we shall see, I was right on this point!

Next came the financial planning. The charity receives the proceeds of the event: the fees charged to the participants, less the expenses. Expenses include the room rental; the cost of arranging chess facilities, such as tables, chairs, chess boards, and chess sets; and the price of the chess master.

To maximize the revenues, I would charge the largest fee possible. I thought \$100 would be good. Who would chess players pay that much money to play? Only a Grandmaster of World Champion strength. Fortunately one came easily to mind: Viswanathan Anand. As a youngster, one of the first games he played that attracted the attention of the world was his contest with Canada at the 1984 Olympiad.

[Event "Olympiad"]
[Site "Thessaloniki, Greece"]
[Date "1984.??.?"]
[Round "4.4"]
[White "Anand, Viswanathan"]
[Black "Hergott, Deen"]
[Result "1-0"]
[WhiteTeam "India"]
[BlackTeam "Canada"]

1. e4 c5 2. Nf3 Nc6 3. d4 cxd4 4. Nxd4 e5 5. Nb5 Nf6 6. N1c3 d6 7. Bg5 a6
8. Na3 b5 9. Nd5 Qa5+ 10. Bd2 Qd8 11. Nxf6+ Qxf6 12. c4 Qg6 13. f3 Be7
14. cxb5 Nd4 15. Be3 O-O 16. Bxd4 exd4 17. Qd2 d5 18. Bd3 Bg5 19. Qe2 dxe4
20. Bxe4 Bf5 21. O-O Be3+ 22. Kh1 Bxe4 23. fxe4 Qxe4 24. Rad1 axb5 25. Nxb5 Rxa2
26. Nxd4 Qe5 27. Nf5 Bf4 28. Qg4 g5 29. Rde1 h5 30. Nh6+ Kg7 31. Qxh5 Qxb2 32.
Nf5+ Kg8 33. Qg4 Qd2 34. Rd1 Qb4 35. Rd4 Qb8 36. h3 Kh7 37. Rdx4 gxf4 38. Qg7#
1-0

Afterwards, Anand told the Canadians that as a child he had visited Toronto to receive treatment at the Sick Kids Hospital! I decided to offer Anand the chance to give something back to the Hospital. I offered to pay his expenses to come to Toronto, if he would donate his time for the exhibition. This would reduce my costs for the event. But after I mentioned donating his time, I heard no more from him.

I decided that I had been aiming too high initially. It was more practical to build up to Anand, to put myself in a position where I would be better able to repeat my offer, or to be able to pay for both his expenses and his time. It was back to getting local. I needed local cooperation: a local master to donate his time for the exhibition; and free publicity to get the word out to local players.

I posted on the Canadian internet chess site 'ChessTalk' that I was looking for a master to donate his time. Only one responded, Kevork Hecat. Kevork was a National Master, a first-year university student who had been Ontario High School Champion three years in a row (1998-2000). We arranged a date when he was free from his studies, in May 2003.

My next task was to arrange for a site and for chess facilities. Fortunately, I obtained both at once. Vladimir Dobrich offered his Bayview Games Club, along with the necessary chess facilities it contained. I wanted to obtain a free site, but was not able to do so for my first exhibition. However, in recognition that the event was for charity, Vlad did drop his regular rate from \$5/person to \$3/person. I was just glad that I didn't have to commit to paying a flat fee.

The next step was to gain formal approval from the charity for the fundraising event. Their web site contained an approval request form, along with their regulations. These steps are necessary to control the use of the charity's name and charitable registration number. The approval process also contains a helpful event budget planner. I settled on a price that a player would normally pay to play a master, \$10. After deducting expenses of \$3/player for the site and facilities rental, proceeds of \$7/player would be turned over to the charity.

Receipts for tax purposes would only be available for participants in the amount greater than that of the value of the chess exhibition. Since I was obtaining the master's time for free, I was able to charge only what a player would pay anyway to play a master. Thus, tax receipts would not be available.

To help with the publicity, I convinced Larry Bevand of Chess'n Math Association (CMA) to donate a \$25 gift certificate from its Chess Shop. This was to be awarded to the first junior to beat the master. If no one could win, then the first to draw would receive it. If no one drew, then the last to finish would receive it. CMA also allowed me to publicize the event for free on their ChessTalk and Kids ChessTalk web sites. Advance notice also went out in the regular free local electronic newsletter for club players, the Scarboro Community Toronto Chess News & Views (SCTCN&V) edited by Bob Armstrong. The only money I spent (my donation, in addition to my time) was on publicity, when I printed up some flyers. I distributed some to the chess club at the site; some to a chess school; and, noting that Kevork was of Armenian descent, mailed one flyer to the local Armenian school. Finally, International Master Lawrence Day publicized the event in his weekly chess column in the major local newspaper, the Toronto Star.

On the day of the event, we attracted nine players. So, at \$7/player, we raised \$63. This was a modest beginning, but I was happy - the event was underway! I planned for it to be an annual event. My goal was to increase each year awareness (both in the chess community and in the larger community); attendance; and the amount of money raised.

Kevork scored +6 =1 -2 over the course of an afternoon. We had a great mixture of participants, who had heard about the event from the different sources. One player even played during his break between rounds of a concurrent chess tournament at the same site! While Kevork was a great person to work with, he turned out to have one fault - he was too slow! His results I didn't care about, but the event had to move along. Players, especially children, become impatient if they have to wait a long time for the master to come around to their board. I decided that I needed someone more experienced at moving quickly. I set my sights on obtaining a stronger player for 2004. Fortunately, he arrived in Canada in the person of Zhe Quan.

Part 3 – Evolution

Zhe Quan took our city - and country - by storm. He immediately beat all of the Toronto masters, and achieved a 2400 rating. Within a year of his arrival, he captured the Canadian Junior Championship and earned the FIDE Master title. Zhe's father, Carl, mentioned that Zhe wanted to donate his time to help less fortunate children. I made some suggestions for teaching local kids. But the event that I was able to bring to fruition was my second fundraiser exhibition. Without any trouble, I convinced Zhe to agree to donate his time.

For the second fundraiser, I obtained a free site, donated by the GTCL. They were able to do this because they had rented the site anyway for a concurrent chess tournament. The tournament director, Barry Thorvardson, also arranged for us the free use of chess boards and sets from his home chess club, Brampton Chess Club. The GTCL happily publicized the event on their web site. I also got free publicity again on the ChessTalk web sites, and through SCTCN&V. However, I lost my inducement of a prize. The move away from Bayview Games Club also meant moving away from the Chess Shop's retail outlet. So, CMA did not donate a prize. I put out a call on ChessTalk for donations, and players came through with chess books and chess magazines (including some autographed by IM Day).

Carl and Zhe enthusiastically rounded up a dozen of their regular students (all Chinese) to play him. Although I was busy taking care of the exhibition, I wanted a crack at Zhe, and joined in. So, at \$10/player, we raised \$130. Both our attendance and our amount raised had increased. But a real disappointment for me was that no one besides Zhe's own students wanted to play him. Perhaps this was due to the concurrent chess tournament. But I knew this was not the case. As in 2003, some of the participants were also playing in the tournament. So, despite the chance to play a very strong player, excellent publicity and an easily accessible site, all of the players were local to the master. On the bright side, the money was all raised by children! A junior gave the exhibition. Juniors paid the entry fee that went to the charity.

Zhe scored +13 =0 -0. I gave out the magazines at random during the event, and the book to the last player to finish. Also during the event, a player from the tournament came up to me and volunteered to donate his time for the next exhibition! Again, the volunteer was a junior. Shiyam Thavandiran, whose family was from Sri Lanka, was already the Canadian Grade 5 Champion. We arranged for him to give the third exhibition during the best time for him, the fall of 2004. In the interim, he won the Ontario High School Championship, won the Canadian Grade 6 Championship, achieved a National Master rating, played in the Canadian Championship, and was named CITY-TV's Athlete of the Week.

The fundraiser was picking up steam. It was no longer an annual event, but one that we could run whenever the opportunity arose. Again, we publicized the event for free through the ChessTalk and GTCL web sites, and by SCTCN&V. Again, we obtained a free site with chess facilities. Shiyam was a regular helper at the Thunder Chess Club, owned and run by chess teacher Michael McArthur. Michael enthusiastically helped out by suspending his club's regular teaching activities for the day; donating his club's site and chess facilities; arranging for ads in the local Tamil newspaper; collecting additional donations from interested well-wishers; and donating a chess clock to anyone who could beat Shiyam.

Shiyam's efforts attracted 20 players. Each paid \$10, thereby raising \$200. An additional \$160 was donated by well-wishers, for a total of \$360 raised. So, Shiyam met his own goal of setting the new record for attendance and money raised. I was happy because we had increased these figures at each successive event.

Shiyam scored +37 =0 -0!! He played 18 boards simultaneously, with two replacements arriving after some players had departed. In an amazing display over 2.5 hours, Shiyam not only won all 20 games, but he beat all 17 of the players who opted for a second game!

As with the previous exhibition, I was the only outsider to tackle the master. All of the others were regular Tamil students at the Club. I was mystified by the non-attendance of outsiders. There were no competing chess events. Admittedly, the site was not as accessible or as well-known as the previous sites. But the method of getting there was simple enough, and the chance to play rising star Shiyam was a fabulous opportunity for the price. So, once again, it was the local effort that produced a success. And again, kids raised money for kids. Shiyam and the students he played were all juniors.

Where will we go in the future? No sooner had I announced this event than I had another junior volunteering! Jonathan Tayar, the Canadian Under-16 Champion, volunteered to donate his time for the next simultaneous exhibition. In my effort to keep the event local, we agreed to hold it in the Jewish community. I suspect that if I am ever to attract Anand to Toronto for an exhibition, it will be by working with the local Indian community. In the long run, Toronto is a large city (geographically), and it's made up of many ethnic communities. So, I don't know if it's possible to attract a large number of people to one event, whether it's a charity fundraiser or an open tournament. In Toronto, local may be the way to go, both for participation, as well as for publicity and sponsorship.

A - Members/ non-members may contact Bob Armstrong, ed. , directly, at bobarm@sympatico.ca or through SCC e-mail, to :

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