

break**through**  
THE CALTECH CAMPAIGN

## MORE THAN A MEMENTO: A PIECE OF HISTORY







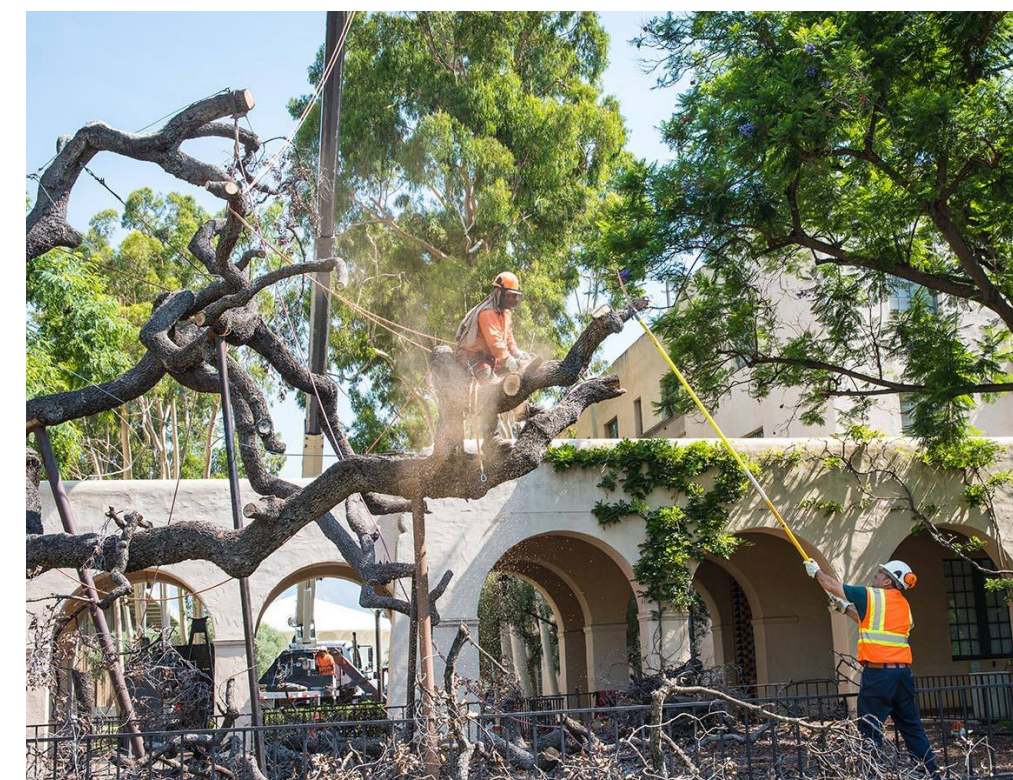
## THE END OF AN OAK...

Long before Caltech was ever envisioned, an Engelmann oak sprouted on what would become the Institute's campus. More than 400 years later, it had become one of the Institute's most well-known landmarks, treasured by generations of students, faculty, and staff. In 2017, however, the oak officially succumbed to disease and old age despite numerous attempts to revive the sprawling and ancient tree.



## THE START OF AN IDEA

The wood was salvaged and among great campus interest, a majority was preserved for donor related-recognition. The conclusion of the historic *Break Through* campaign provided the perfect opportunity to honor both the iconic tree and the Institute's most loyal supporters.



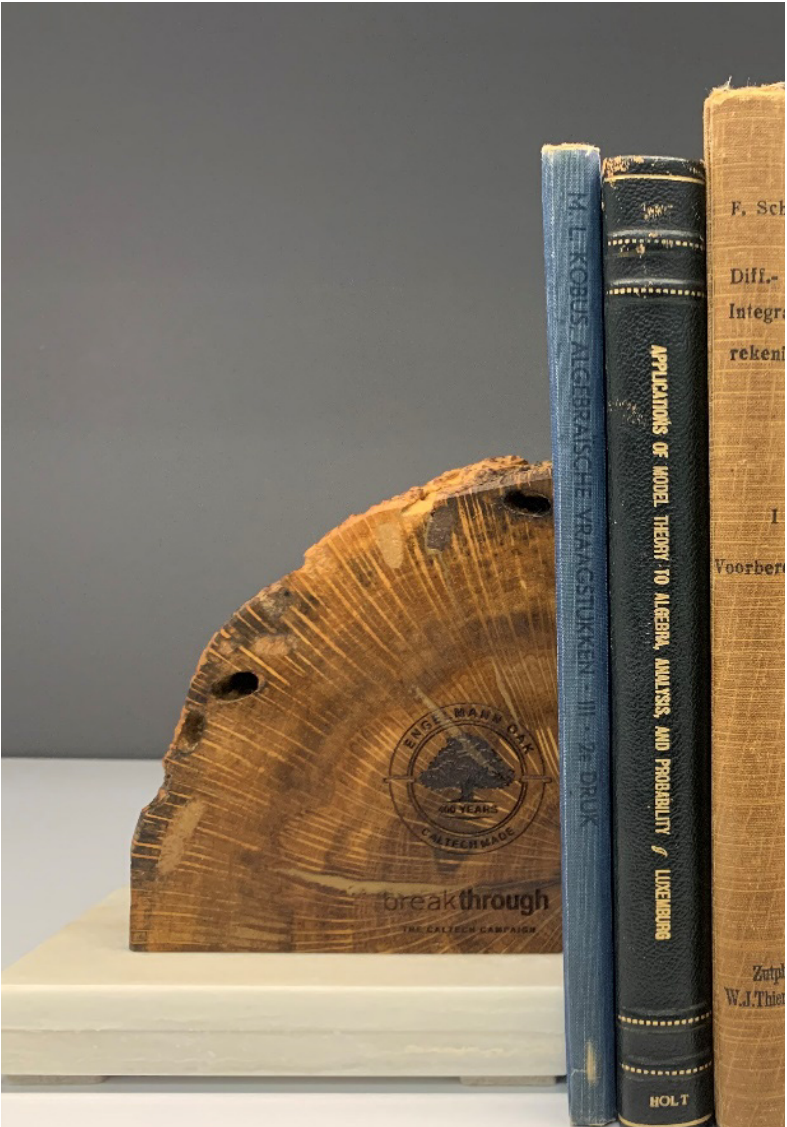


# BOOKENDS

Caltech is known for its community’s intellectual engagement, and this embodies that spirit. Designed by Caltech staff and craftsmen, these statement pieces show off the natural beauty and character of the Engelmann oak wood while also providing a practical application.



A custom brand was created and laser etched into each piece to show authenticity, similar to antique furniture stamps.





# CRIBBAGE BOARDS

A community of life-long learners with a fondness for puzzles, games, and challenges, these cribbage boards were carefully designed and are a nod to their intellectual curiosity. Custom playing cards and instructions on game play were sent. Even the artwork on the back of the cards tied back to Caltech’s campus, inspired by the patterns of Beckman Auditorium.



**HOW TO PLAY CRIBBAGE: TWO PLAYERS**

Cribbage is a card game that can be played with two, three, or four players. All that is required is a standard deck of 52 cards and a cribbage board with pegs to keep score. The goal is to be the first player to score 121 points. Players earn points during play and for making various card combinations. A cribbage board is used for scoring rather than the usual pencil and paper. This speeds up scoring and, in this fast-moving game, *reduces greatly* reduces the chances for errors in computing scores.

**RANK OF CARDS**  
K (high), Q, J, 10, 9, 8, 7, 6, 5, 4, 3, 2, A

**THE DRAW, SHUFFLE, AND CUT**  
From a face down deck, each player cuts a card. The dealer cuts four cards at either end of the deck. If both play the same rank, each player draws again. The player who cuts the first hand and then the turn to deal is between the players. If another game is played, the previous game deals first. The dealer has the right to deal before presenting the cards to the non-dealer prior to the deal.

**THE DEAL**  
The dealer distributes six cards face down to each player, alternating except for a "Go," as noted below. Each player keeps their cards separate from those of their opponent. As each person plays, they announce a running total reached by the addition of the last card to all those previously played. Example: The non-dealer begins with a four, saying "Four." The dealer plays a nine, saying "Thirteen." The kings, queens, and jacks count 10 each; every other card counts its value (the ace counts one).

**THE GO**  
During play, the running total of cards may never be carried beyond 31. If a player cannot add another card without exceeding 31, they say "Go" and the opponent plays 1. After gaining the Go, the opponent must first lay down any additional cards they can without exceeding 31. Besides the point for Go, they may then score any additional points that can be made through pairs and runs (described later). If a player reaches exactly 31, they peg two instead of one for Go. The player who called Go leads for the next series of plays, with the count starting at zero. The lead may not be combined with any cards previously played to form a scoring combination; the Go has interrupted the sequence. The person who plays the last card pegs one for Go, plus one extra if the card brings the count to exactly 31. The dealer is sure to peg at least one point in every hand, for they will have a Go on the last card if not earlier.

**PEGGING**  
The object in play is to score points by pegging. In addition to a Go, a player may score for the following combinations:  
**FIFTEEN:** Add a card that makes the total 15.  
**PAIR:** Add a card of the same rank as the card already in hand.  
**TRIPLE:** Add the third card of the same rank.  
**DOUBLE PAIR:** Add the fourth card of the same rank.  
**RUN:** For a sequence of three or more, peg 1 for each card.  
**FLUSH:** Four cards of the same suit in hand (not crib or starter).  
Four cards in hand or crib of the same suit as starter, 5 (There is no count for four-flush in the crib that is not the same as the starter's).  
**HIS KNOBS:** Jack of same suit as starter in hand or crib, 1

**BEFORE THE PLAY**  
After the crib is laid away, the non-dealer cuts the pack. The dealer turns up the top card of the lower packet and places it face up on top of the pack. This card is the "starter." If the starter is a jack, it is called "kibbles" or "his wheels," and the dealer pegs (scores) 2 points. The starter is not used in the play phase of cribbage, but is used later for making various card combinations that score points.

**THE PLAY**  
After the starter is turned, the non-dealer lays one of their cards face up on the table. The dealer similarly exposes a card, then non-dealer again, and so on—the hands are exposed card by card, alternately except for a "Go," as noted below. Each player keeps their cards separate from those of their opponent. As each person plays, they announce a running total reached by the addition of the last card to all those previously played. Example: The non-dealer begins with a four, saying "Four." The dealer plays a nine, saying "Thirteen." The kings, queens, and jacks count 10 each; every other card counts its value (the ace counts one).

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**FACTS ABOUT CRIBBAGE**

- The game dates back almost 500 years.
- A perfect cribbage hand is 29 points, the highest possible hand.
- The first dealer in the game wins 55% to 60% of the time.
- The biggest possible improvement in your score from the cut is 20 points, comprised of 4-4-6-6 and cutting a 5.

**LEARN THE VOCABULARY**  
A 19 hand is an impossible hand and often used as a player has no points. Miggins is taking the game. Heading number usually refers to over pegging out in the act of moving your peg into the next hole. Pegging out is the act of moving your peg into the next hole.

the opponent. The starter is considered to be a part of each hand, so that all hands in counting comprise five cards. The points of the hand are totaled and pegged. The basic scoring formations are as follows:

**FIFTEEN:** Each combination of cards that totals 15, 2  
**PAIR:** Each pair of cards of the same rank, 2  
**RUN:** For a sequence of three or more, 1 for each card  
**FLUSH:** Four cards of the same suit in hand (not crib or starter), 4  
Four cards in hand or crib of the same suit as starter, 5  
(There is no count for four-flush in the crib that is not the same as the starter's)  
**HIS KNOBS:** Jack of same suit as starter in hand or crib, 1

**GAME**  
The play ends the moment either player reaches 121, whether by pegging or counting one's hand. If the non-dealer "pegs out" by the count of their hand, the game immediately ends and the dealer may not score either their hand or the crib. A "skunk" occurs if the losing player fails to pass the three-quarter mark—91 points or more—and is considered a double win.

**STRATEGY**  
If the dealer is discarding for the crib, they should "tail" it with the best possible cards, but at the same time retain good cards in their hand that can be used for high scoring. Conversely, for the non-dealer, it is best to lay out cards that will be the least advantageous for the dealer. A five would be the worst choice to give the dealer in a hand or to play at the start of a round. During the play, it is advisable not to try to make a count of 21, for the opponent can then play one of the many 10-cards and make 31 to gain two points.



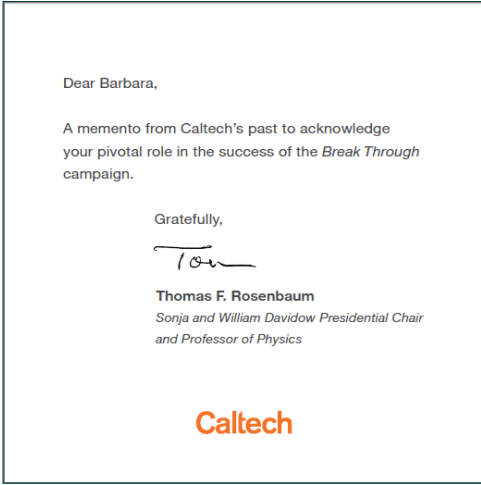
Peg storage was built into the bottom of the board.



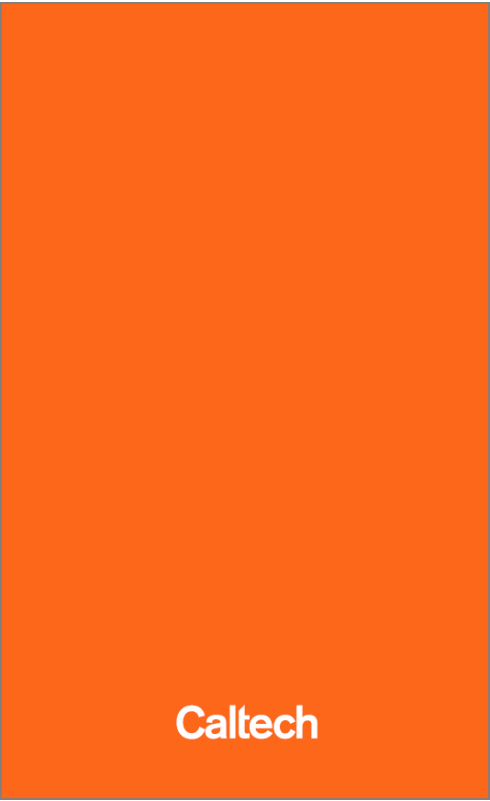


# PACKAGING DETAIL

## NOTE FROM THE PRESIDENT ATTACHED TO OUTSIDE OF FOLDER



## FOLDER WITH INSERT CARDS FRONT AND BACK



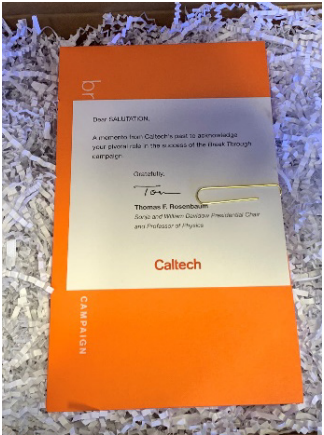
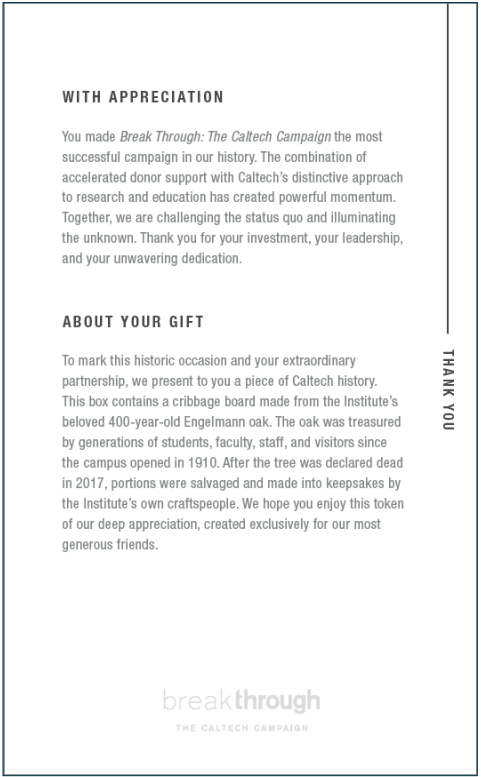
## CRIBBAGE BOARD BOX 19 X 12 X 3"



## BOOKEND BOX 14 X 10 X 6"



## INSERT NOTE



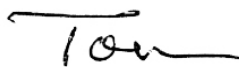
Eco-conscious packaging was selected, opting to use kraft shipping boxes and crinkle paper to protect from damage. A shipping sticker doubled as branding and to secure the boxes closed.

# MESSAGING DETAIL

Dear Lyn,

A memento from Caltech’s past to acknowledge your pivotal role in the success of the *Break Through* campaign.

Gratefully,



**Thomas F. Rosenbaum**

*Sonja and William Davidow Presidential Chair  
and Professor of Physics*

**Caltech**

Personalized note from President Thoma F. Rosenbaum was attached to each folder.

## WITH APPRECIATION

You made *Break Through: The Caltech Campaign* the most successful campaign in our history. The combination of accelerated donor support with Caltech’s distinctive approach to research and education has created powerful momentum. Together, we are challenging the status quo and illuminating the unknown. Thank you for your investment, your leadership, and your unwavering dedication.

## ABOUT YOUR GIFT

To mark this historic occasion and your extraordinary partnership, we present to you a piece of Caltech history. This box contains a cribbage board made from the Institute’s beloved 400-year-old Engelmann oak. The oak was treasured by generations of students, faculty, staff, and visitors since the campus opened in 1910. After the tree was declared dead in 2017, portions were salvaged and made into keepsakes by the Institute’s own craftspeople. We hope you enjoy this token of our deep appreciation, created exclusively for our most generous friends.

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Both were sent with this explanatory insert, the only difference being the words “bookends” and “cribbage board”.

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## THE DRAW, SHUFFLE, AND CUT

From a face down deck, each player cuts a card, leaving at least four cards at either end of the deck. If both players cut cards of the same rank, each player draws again. The player with the lower card deals the first hand and then the turn to deal alternates between the players. If another game is played, the loser of the previous game deals first. The dealer has the right to shuffle the deck before presenting the cards to the non-dealer for the cut prior to the deal.

## THE DEAL

The dealer distributes six cards face down to each player, beginning with the opponent.

## THE CRIB

Each player looks at their six cards and “lays away” two of them face down to reduce the hand to four. The four cards laid away together constitute “the crib.” The crib belongs to the dealer, but these cards are not exposed or used until after the hands have been played.

Cribbage boards included a folding insert with full instructions on game-play and cribbage trivia.

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