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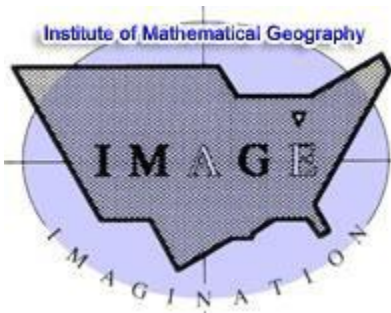
MONOGRAPH SERIES

VOLUME 27

GOODWILL PLANNING:

A Personal Perspective on the American Contract Bridge League's
Aileen Osofsky Goodwill Committee

Sandra L. Arlinghaus (Ph.D., Geography): Creator of Monograph and of much input.
With supplementary input from
Aileen Osofsky
Sandra DeMartino
William C. Arlinghaus
and others as noted throughout the text



Ann Arbor, MI 2023

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Preface

This monograph represents an effort to draw together thousands of files created for the American Contract Bridge League (ACBL) Goodwill Committee, during the early 2000s, by the Monograph creator. The two principal Chairs for that Committee, with whom I worked most closely, were Aileen Osofsky and Sandy DeMartino. The full list of Co-Chairs, in chronological order, is given below.

John E. Simon, 1955-1984

Aileen Osofsky, 1985-2010

Bonnie Bagley, 2010

Rose Meltzer, 2011-2012

Sandra DeMartino, 2013-2021

Roger Smith, 2022-2023

Nancy Strohmer, 2023-present

Monograph 27 presents an archive of material concerning the ACBL Goodwill Committee, including, text, images, and sound, of one person's interaction with that committee over a period of time. Much of the material was present on the ACBL website for about a decade. But as times changed, and the website changed, so too did the presence of these materials on that site. I created most of the digital files for that Committee during those years, housed in server space that I donated and shared with the ACBL. This Monograph offers a way to capture the work in a persistent archive so that institutional memory of this altruistic committee is not lost.



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This document is archived in the persistent digital archive, Deep Blue, of the University of Michigan, Ann Arbor, Library. With it, the many sets of raw files are also stored in the same location, at <https://deepblue.lib.umich.edu/handle/2027.42/191547> . The casual reader, or the tournament planner or Goodwill Chair, may find the monograph content (alone) to be sufficient for needs. The more thoughtful reader may wish to dive deeper into the .zip files, or other files, archived on that page.

Sandy Arlinghaus
December, 2023



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Introduction

The American Contract Bridge League (ACBL) Goodwill Committee, renamed the ACBL Aileen Osofsky Goodwill Committee in 2010, was organized in 1955 with John E. Simon as chair and Louise Durham as co-chair. Aileen Osofsky became chair in 1985 and expanded the committee's endeavors, taking on promotion of active ethics, awareness of those with disabilities such as hearing loss, support for junior programs, and the naming of a goodwill member of the year (source, ACBL promotional materials). In 2010, Aileen stepped down after 25 years of service.

This monograph details some of my personal activities, in association with the ACBL Goodwill Committee during the period from 2005-present, with more than a decade of service to the actual committee with periods of voluntary individual effort both before and after the years of formal committee work.

The ACBL Good Committee is a far-flung international grouping of ACBL members known for their interest in promoting Goodwill at the bridge table. Typically, they see the social aspects of the game as important elements of participation. They wish to foster these, and related ideas, in those with whom they come in contact. Members of this large committee are given a special square pin (shown on the Monograph cover and in the page header) and encouraged to wear it when playing bridge, as a subtle reminder to all participants that goodwill is ubiquitous.

Each member of the ACBL Board of Directors is entitled, annually, to appoint two lifetime members from his or her district. The ACBL was split into 25 geographical districts during most



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of the period covered here. That meant a maximum of 50 new Goodwill Committee members each year. Each District elects a member to serve on the national Board of Directors of the ACBL. Goodwill Day is celebrated the Monday of each NABC, typically with a Goodwill Reception.

In addition to the broad international committee, there is also a Board that oversees the running of this committee. It is chaired by the Chair of the large committee and by some number of “Assistant Chairs” or “Co-Chairs”. This group is charged with setting the course for policy for the broad committee, for selecting awards based on goodwill, and for hosting the Goodwill Receptions. More generally, it sets policy for anything having to do with goodwill and bridge and over time has operated with differing levels of flexibility. Because the Chair, and the Co-Chairs, are appointed by the ACBL National Board of Directors, the latter group is the eventual recourse for any issues associated with governance of goodwill. And while it is the case that the highest level of governance has ultimate say so, generally they do not involve themselves directly in the management of goodwill. The Goodwill Committee encourages Districts and Units composing districts in a non-overlapping and nested fashion, to establish their own local goodwill governance and encourage clubs to promote special goodwill activities.



Aileen Osofsky

September 6, 1926-June 22, 2010

Memorial Event Program



The ACBL Goodwill Committee was organized in 1955. Aileen Osofsky became chair in 1985 and expanded the committee's endeavors, taking on promotion of active ethics, awareness of those with disabilities, support for junior programs, and naming of a Goodwill Member of the Year. Aileen Osofsky's Goodwill Day is celebrated on Monday of each NABC.

Top 10 Goodwill Gestures

- Greet and Welcome Opponents
- Mentor a New Player
- Always Say, "Director, Please"
- Lead or Place Dummy before You Write
- Say, "Thank You, Partner"
- Compliment Opponent's Play
- Discuss Hands after the Game
- Accept Defeat and Victory with Grace
- Leave a Tidy Table
- Smile Often!

"Only a life lived in the service to others is worth living."
- Albert Einstein

Aileen Osofsky



Eloquence, Grace and Humor



Aileen Osofsky

September 6, 1926 – June 22, 2010

FRIENDS' REMEMBRANCES

"Aileen energized everyone who knew her. I know we all worked a little harder to keep pace with Aileen, who always seemed to have more energy than those half her age."

"Her contributions to bridge and to goodwill in general are legendary."

"I always thought I had friends, but it wasn't until I met Aileen that I knew what it meant to be a friend."

"We will miss Aileen for her amazing attitude and upbeat presence everywhere she went. The bridge world will never be the same."

THE SPEAKERS

Bonnie Bagley, Goodwill Co-Chair
Rich DeMartino, ACBL President
Jay Baum, ACBL CEO
Alan Osofsky, Aileen's Son

*"No five minute speech can paint a full picture of her life, but together they show that the mark she's left on the world is deep and indelible."
— Ryder Kessler, Aileen's Grandson*



When I got a call twenty-five years ago asking me to become the chair of the National Goodwill Committee, I had no idea how profound and positive an impact the organization and its members would have on my life...

Though I have often been thanked, the time has come for me to thank you: I feel inexpressibly fortunate for having been able to work with such a talented, creative, and caring group of people over the last quarter century.

If I have enriched the ACBL in any way, I must tell you that the ACBL has truly enriched my life. For that I must express my heartfelt gratitude.

— Aileen Osofsky, June 18, 2010



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AILEEN OSOFSKY
860 United Nations Plaza, Apt. 19C
New York, NY 10017

June 18, 2010

American Contract Bridge League
6575 Windchase Boulevard
Horn Lake, MS 38637-1523

To Jay Baum, the ACBL Board and Staff, the Bridge Bulletin Staff, and the ACBL Community:

When I got a call twenty-five years ago asking me to become the chair of the National Goodwill Committee, I had no idea how profound and positive an impact the organization and its members would have on my life.

As I transition now to a less involved role in the activities of the ACBL, I must acknowledge the paramount part that the organization has played in filling my life with joy, passion, and meaning — and I must thank you all from the bottom of my heart for giving me the opportunity to participate in the group's work, and for doing that work with me.

I have been very lucky and moved over the last twenty-five years to see many worthwhile ACBL projects brought to fruition, such as the introduction of bidding boxes for the hard of hearing and the inclusion of more youth players into our goodwill efforts. And I have had the inestimable privilege of honoring the members of our community who make it so warm and welcoming.

Meanwhile, I have marveled at the spunky and creative younger volunteers speaking up with new ideas. And I have been constantly humbled by the amazing work done and support for goodwill demonstrated by the ACBL Board and, especially, the Bulletin staff. How proud you should all be of remembering that bridge is more than a challenging game, it is a social experience; and we are more than a vibrant international community, we are a bridge family.

It is essential that we give our players ownership over the goodwill of the game, and if I could ask for a legacy within the ACBL, I hope it will be the continued movement of giving our players this ownership — ideally with the establishment of Goodwill Committees in every district or unit. I know that the work of this amazing group will get stronger every day, and so I have no reservations about stepping back to let a new generation make its impact.

I have had the great fortune of being honored for my work with the Goodwill Committee — induction into the Hall of Fame was an honor I could not have imagined in my wildest dreams — but I have been truly honored just to have known and worked with you all.

Though I have often been thanked, the time has come for me to thank you: I feel inexpressibly fortunate for having been able to work with such a talented, creative, and caring group of people over the last quarter century.

If I have enriched the ACBL in any way, I must tell you that the ACBL has truly enriched *my* life. For that I must express my heartfelt gratitude.

With Love to All,

A handwritten signature in cursive script that reads "Aileen Osofsky".



Links to Materials about the Life of Aileen Osofsky

- 2010 [Wikipedia](#)
- 2010: [New York Times](#), 1
- 2010: [New York Times](#), 2
- 2010: ACBL Hall of Fame [Video](#)
- 2009: American Contract Bridge League, Hall of Fame. [Blackwood Award](#)
- 2008: Award of Appreciation presented at [Detroit](#), North American Bridge Championships. Audio file; move slider to near the end of the .wav file to hear the presentation by Zeke Jabbour.
- 2007: Blacktie Arizona

Tributes to the Memory of Aileen Osofsky

At the Summer 2010 NABC in New Orleans, LA, the ACBL Goodwill Committee was renamed the Aileen Osofsky ACBL Goodwill Committee in her memory and in appreciation of her 25 years of service as Chair.

- From ACBL News Archive, online obituary

“Aileen Osofsky, Goodwill Committee chair and one of ACBL's most influential voices for promotion of friendly behavior at the bridge table, died at New York University Hospital on Tuesday of complications from leukemia. She was 84.

Osofsky was asked to chair the ACBL Goodwill Committee in 1985 even though she was not a member of the committee. She had made a name for herself with the Greater New York Bridge Association and is one of only three life members of that organization.

Last year, in recognition of her dedication and long service, the ACBL Bridge Hall of Fame Committee selected her for the Blackwood Award, thus making her a member of the Hall of Fame. At the induction ceremony, her son Alan noted, ‘Although she isn't the best player, she has done as much for the game as anyone’.



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In her 25 years of service as Goodwill chair, Osofsky never stopped trying to convince ACBL members that friendly demeanor at the bridge table is good for everyone.

A few days ago, in a letter to the ACBL, Osofsky reflected on her long association with the organization:

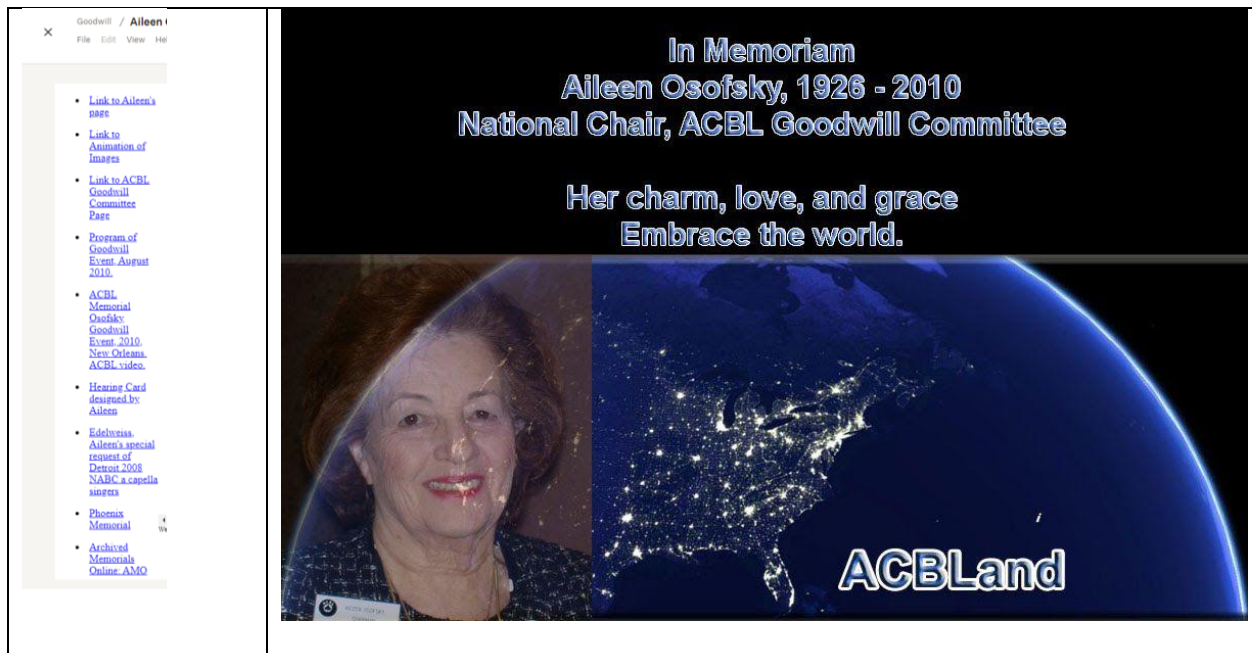
"When I got a call twenty-five years ago asking me to become the chair of the National Goodwill Committee, I had no idea how profound and positive an impact the organization and its members would have on my life.

As I transition now to a less involved role in the activities of the ACBL, I must acknowledge the paramount part that the organization has played in filling my life with joy, passion, and meaning — and I must thank you all from the bottom of my heart for giving me the opportunity to participate in the group’s work, and for doing that work with me."

She is survived by her husband, Meyer "Mike" Osofsky; son Alan and daughter-in-law Deirdre; son Larry and daughter-in-law Audrey; daughter Randy and son-in-law Steve Kessler; 10 grandchildren and three great-grandchildren.

- Memorial I created for Goodwill the Committee website.

A screenshot from an animated .gif is shown below. The animated .gif is stored in the supplemental files in Deep Blue.





Interaction with Goodwill Committee Chairs

John E. Simon, 1955-1984

Unknown to me.

Aileen Osofsky, 1985-2010.

Full range of co-chairs and other advisors unknown to me.

Official Co-Chairs, appointed by ACBL Board of Directors

Unofficial Advisors: these are people whom Aileen met with, often one-on-one, on a regular basis, in addition to her official contacts: Joan Levy Gerard, Sandra L.

Arlinghaus (2005-2010), and Patty Tucker. There may be other individuals, as well.

2005

I first got to know Aileen at the Pittsburgh NABC in 2005. I had met her sometime earlier but had never been to a Goodwill Reception and was not a member of the National Goodwill Committee at the time, although my husband, Bill, was a member. When Bill went to the Monday night event in Pittsburgh, he insisted on bringing me along (I was quite hesitant). I fully expected to be rejected at the door to the event, given that I was not entitled (by committee membership) to be there. However, Aileen came up and greeted us; Bill asked if I might be allowed to come in. Aileen said not only was I 'allowed' but was most welcome; she handed me a Goodwill pin and told me to wear it. She also said if anyone questioned my being there to send that person directly to her and she would handle it. I had a great time at the event.

Shortly after that event, Aileen introduced me to Roni Gitchell who was Chair of that



NABC. Roni and I had fun together and, thanks to Aileen's introduction, Roni and I remained friends for years into the future.

Soon after that, I met with Aileen and we talked about getting her set up with a website which I would design for her, host for her as my gift, and teach her to use. She expressed interest in knowing where bridge players were located and told me she loved maps. Thus, we agreed to take advantage of my expertise with mapping and make her website heavy with maps.

2006

In the spring of 2006, I was able to produce a sample website for her and to initiate email contact. Part of our first email conversation appears below. Over the course of the five years (or more) that I worked with Aileen, there were 60 such email conversations (which she found, in a delightful way, to be quite something).

Friday, April 14, 2006, 7:37pm.

"Dear Sandy....I enjoyed learning about the maps...I am still amazed at what you are able to accomplish.....I do have a great picture to send to you.....I wish you the Happiest Easter Holiday. 20,000 e-mails.....you are indeed a popular lady..... Thank you so much for your kindness and patience.....Fondly....Aileen"

In the summer of 2006, I had the opportunity to show Aileen how to navigate her starter website. Clearly, she was a fine student and exhibited great persistence in learning to use a tool that was clearly totally new to her. As was customary at the time, once a new user became accustomed not only to scrolling down, but also to scrolling across, the initial stumbling block of web navigation dissolved and the user felt empowered by this progress to continue moving forward on what might otherwise have been viewed as a venture in frustration. Emboldened with her new success, I met with Aileen at every



NABC that I attended and we worked together on the computer for about an hour each time and then talked about a far-flung range of topics for another hour or two. It was a wonderful, memorable, experience for me.



Chicago, 2006; Aileen studies (with Sandy) their ongoing website.

2007

Aileen was completely supportive of various of our efforts at the upcoming Detroit NABC of 2008. I enjoyed working side-by-side with her there, and also in the planning of various items in advance of that tournament. The sample email interchange is



indicative of her continuing cooperation.

Friday, April 27, 2007, 2:31pm to GoodwillO, arlinghaus, horwitz, bevgardner

Hi Aileen,

Recently our wonderful Intermediate/Novice Committee Co-Chair, Beverly Gardner, suggested the following idea (for the tournament in general). The Renaissance Center where the Detroit NABC is going to be held in the spring of 2008 is a marvelous facility...truly world class. It is, however, a bit of a maze to navigate...not as much so as some of the tournaments I've been to recently but still we all want to be quite helpful to folks in making navigation easy and friendly for them.

One part of our plan involves the hospitality committee...we plan to have "greeters" in the hotel to welcome people.

Another part Bill is taking care of...soon (May 2) he will meet with the president of his university to see if, among other things, he can get some sort of inservice credit for students at his university to do community service as "guides" in Renaissance Center. They will be on spring break during the NABC.

Still another Beverly just mentioned as something that Tom had favored...using Goodwill Committee members, wearing their square pins, as guides. Certainly sounds nice to me!

Now, when I go to the Goodwill reception there are certainly lots of folks there. I think Beverly's idea is a very interesting one and might work well alone or in conjunction with Bill's (assuming goodwill members want to play bridge and students do not). One might imagine guides working in teams...one goodwill player who is friendly and understands the needs of bridge players and who is perhaps known to the bridge players, coupled with a student from the local area who can take over when the goodwill member leaves.

You, Aileen Osofsky, as Chair of the National Goodwill Committee, seem like the single best resource we have on this topic!! How fortunate we are!! So:

1. might you be able to help us with this plan:
 - a. by offering suggestions or opinions
 - b. by suggesting names you think would be good at this, some mix of District 12 Goodwill members (which we can probably figure out) coupled with some names from the large North American database that you must have
2. and, wonderful to think, that you, yourself, might help us as a central guide/greeter...everyone who goes to nationals knows and loves



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you!! But, perhaps that is too much to wish for.

Much appreciate any input you might offer on these topics or anything you think might even loosely be related. I look forward to continuing our breakfasts and evenings! See you in Nashville.

All the best,

Sandy.

Friday, April 27, 2007, 5:33 pm. "Dear Sandy....I love the idea....and I never ask anyone to do anything I wouldn't do myself....so I will be happy to participate....in any capacity.....I look forward to discussing this with my co-chairs..... The student idea would be wonderful....the goodwill members will, I am sure ,want to play....so I think we have to think this through...Thank you for naming me as one of the committee....in your first e-mail.....I am going to Dallas in the morning to visit my great grandchild before I return to New York....I will call you soon....Fondly Aileen Regards to Bill"

And of course, Aileen did phone and we did talk. Phone calls, as well as email and one-on-one meetings at NABCs, were a substantial part of our continuing interchange over the years.

2008

The Detroit NABC of 2008 brought many opportunities for interaction; my first encounter with her at the tournament was before it started and just when it began when she helped me stuff registration bags and man the desk until the committee got there.

About 30 of my 60 email conversations with Aileen were generated in relation to this event. A few typical samples are included here.

January 6, 2008, 5:51am. Hi Aileen,

Many thanks for trying to reach me by phone! Busy times right now...of course with the upcoming NABC and also with various other matters, mostly involving family and work. Recently, my mother moved here to a second residence (in addition to hers in Chicago) and so we have been enjoying having her here with us in her new apartment nearby.

In fact, you might find my cell phone number more useful than my regular one. ... I keep it with me all the time and



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it's on; I try to remember to keep it charged!

In terms of the upcoming Detroit tournament, it would be great if you could help us greet people as they arrive in the lobby of the hotel. We want to put a friendly face on the tournament right from the outset!

Beyond that, Bill and I have combined our "co-chair" suite with his District Director Suite and the Volunteer Suite so that we have one huge suite for the entire tournament (about 1800 square feet). We will use that to host volunteers all day everyday (from 10a.m. to 8p.m.) and also we will hold "special events" there. I've attached a copy of my current worksheet for that room and for those "special events." We would love to have you come to as many as you wish (but please remember that this is a "draft" worksheet). In particular, you might wish to note that the first Friday and the first Sunday we are hosting, together with our I/N committee, receptions for newcomers. These will be held in our suite from 5-7p.m. I hope you can come to those. There should be plenty of food. Of course your husband is welcome, too!

Please let me know if you have any difficulty reading the attached material and, if so, I'll get it to you another way.

Look forward to seeing you soon!

Bye, Sandy.

P.S. Of course I will have my camera and my tape (audio) recorder at the Monday Goodwill reception...

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SPECIAL EVENTS AND VOLUNTEER SUITE ACTIVITY, DETROIT, MARCH 1 TO MARCH 16.

Volunteer Suite—open to volunteers, 10a.m. to 8p.m. on a regular basis.

SA=Sandy Arlinghaus, BA=Bill Arlinghaus, BR=Beverly Riordan, BR1, 2...=designated by Beverly Riordan as extra help.

Date	Menu Items	Suite Staff, intermittent	Event
Saturday, March 1	Check-in and Preparation	SA, BA	
Sunday, March 2	5, 8	SA, BA	Welcome to District Directors and staff—all day, as they arrive
Monday, March 3	5, 9	SA	Luncheon and afternoon party for spouse sat. 1:30-4:30p.m.
Tuesday, March 4	8	SA, BA	Wine and Cheese for spouses on return; evening party in advance of North American Open Pairs for arriving players, 9:00-11:30p.m.
Wednesday, March 5	Ann Arbor trip and prep.	SA	
Thursday, March 6	Preparation day, 12	SA	
Friday, March 7	1, 8, 10, 11, 12	SA, BA, BR, BR1, BR2	Volunteer Suite open, 10a.m. to 8p.m.; IN event, 5-7:00p.m.; reception for actors after
Saturday, March 8	2, 5, 8, 11, 12	SA, BA, BR, BR1	Volunteer Suite open, 10a.m. to 8p.m.; Donor party, 5-7:00p.m. Reception for actors after
Sunday, March 9	3, 8, 10, 11, 12	SA, BA, BR, BR1, BR2	Volunteer Suite open, 10a.m. to 8p.m.; IN event, 5-7:00p.m., reception for actors after
Monday, March 10	1, 8, 7, 8, 11, 12	SA, BA, BR	Volunteer Suite open, 10a.m. to 8p.m.; Goodwill Day, Good Neighbor reception for Canadians, 11:30p.m. and reception for actors
Tuesday, March 11	4, 5, 7, 8, 11, 12	SA, BA, BR	Volunteer Suite open, 10a.m. to 8p.m.; ABA reception 5-7:00p.m.; Motown use of Suite in evening.
Wednesday, March 12	3, 5, 7, 8, 11, 12	SA, BA, BR	Volunteer Suite open, 10a.m. to 8p.m.; reception for USBF, CBF, and WBF officials, midnight
Thursday, March 13	4, 11, 12	SA, BA, BR	Volunteer Suite open, 10a.m. to 8p.m.; Motown use of Suite in evening.
Friday, March 14	1, 5, 6, 8, 11, 12	SA, BA, BR	Volunteer Suite open, 10a.m. to 8p.m., party for volunteers, 11:30 p.m. on
Saturday, March 15	2, 11, 12	SA, BA	Volunteer Suite open, 10a.m. to 8p.m.
Sunday, March 16	1, 12	SA, BA	Volunteer Suite open, 10a.m. to 2p.m.

Regular menus for volunteers—all food provided by SA unless otherwise indicated:

1. Nuts, hard candy, M&Ms, popcorn, hot dogs with all the trimmings, fruit, chips and dips (vichyssoise and bacon/horseradish), fruit (apples/grapes), soda pop, water, coffee, tea
2. Nuts, hard candy, M&Ms, popcorn, bratwurst with sauerkraut trimming, fruit chips and dips (vichyssoise and bacon/horseradish), fruit (apples/grapes), soda pop, water, coffee, tea
3. Nuts, hard candy, M&Ms, popcorn, make your own sandwich from cold cuts, cheese, coleslaw, fruit (apples/grapes), soda pop, water, coffee, tea
4. Nuts, hard candy, M&Ms, popcorn, submarine sandwiches, fruit (apples/grapes), soda pop, water, coffee, tea
5. Supplement of shrimp with sauce
6. Supplement of pate and crackers
7. Supplement of spreads of various kinds with crackers
8. Supplement of wine and cheese party
9. Supplement of swamp platter and champagne
10. Supplement of lasagna and salad brought in by IN
11. Supplement of homemade cookies (or anything else) made by Marilyn and crew.
12. Caddy package: soda pop, water, candy nuts, fruit (apples), sub sandwiches, or some combination of foods.

Also available: chewing gum, aspirin...we will not serve these but they will be there if someone asks.

Special events elsewhere:

- Wednesday, March 5: Volunteer Dinner
- Thursday, March 6: Computware special event.
- Sunday, March 9: Patron member reception after the game.
- Monday, March 10: Goodwill Reception, between sessions at dinnertime.

Aileen looked forward to knowing that we were going to have a capella singers at the Detroit NABC. I found out that her favorite song was 'Edelweiss' and so had the singers perform it at the Goodwill Reception--[Audio file](#). It was a nice surprise for her.

Wednesday, January 16, 2008, 1:45pm.

Hi Aileen, well, I do have singers from the University of Michigan School of Music who would be happy to perform as we can figure out at the Goodwill Reception. We, the local Detroit NABC committee would cover all costs as a gesture of appreciation of all the fine things you and others do in promoting "goodwill." Please let me know:

1. If you would like to have voice students do a bit of singing, perhaps in the hallways in advance while folks are signing in...or wherever and whenever...
2. If so, how long would you like them to sing...15 minutes, half an hour...? They will be coming to the Renaissance Center on Monday anyway as they will be performing after the game.
3. Do you know yet where the reception will be on Monday evening?
4. Could you be specific as to timing even if you do not yet know the



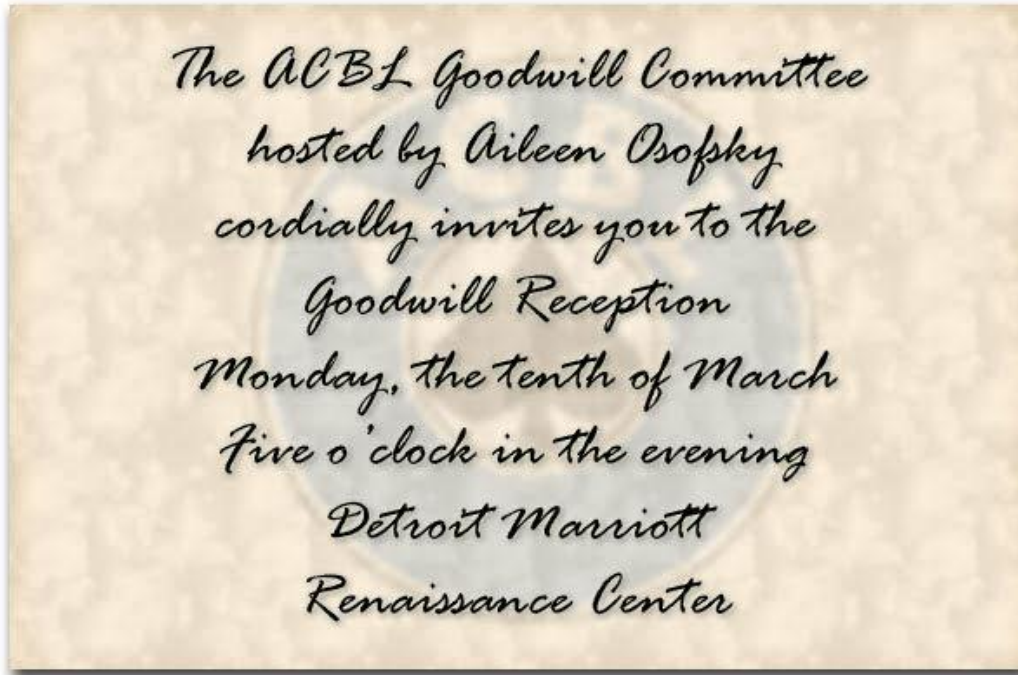
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location--that is something like "singing from 5:00 to 5:30" or whatever...so I can tell the faculty member [who] is organizing the students?

Many thanks! I look forward to seeing you soon.

Bye, Sandy.





Aileen and Mike visit Sandy and Bill in Ann Arbor, at the Arlinghaus home, after the 2008 Detroit NABC.

2009

- In late 2008 and into 2009, I worked with Bill (as well as Joan Gerard and others) and tangentially with Aileen on the possibility of teaching Bridge in Schools, as part of the regular curriculum in the Detroit metropolitan area, picking up on just having had an international bridge event (NABC) in downtown Detroit. While there was some strong interest in the idea, it could not



be implemented at that time.

- On into 2009, I worked with Bill (and Joan Gerard and others) and tangentially with Aileen, on having a World Bridge Championship in Detroit in 2010, capitalizing on having an established set of volunteers in place and ready to move. We were the first, and perhaps only, locale to respond to the RFP. While there was interest in the idea, in the end this did not come about; Detroit was not viewed as a 'destination' city by the World Bridge Federation (WBF).
- Also in 2009, I worked with Bill and Joan and Jan Martel (and tangentially with Aileen) to bring the WBF Women's and Seniors' Trials to Detroit in 2011. That venture was destined to become successful.

Communication closed out the year with the following material:

Tuesday, December 15, 2009, 6:50am.

Hi Aileen, I hope that this note finds you and Mike both well (we were sorry to have missed him in the lounge on the 40th floor in San Diego--didn't see him!!). Your website is now updated in terms of San Diego. There is more that I can do and here's what I'd like to think about doing:

1. Try to work with you (via e-mail) to fill in gaps in the Archive.
2. Update the site generally so that there are no blank pages and other incomplete-looking items.
3. With your say-so (e-mailed OK), contact the ACBL to see if they will put a link from their site to yours.

On the Archive page, I have placed a link to the audio file from San Diego, to a single photo, and to a file containing all the photos I took (that file needs editing (and back and forth input between you and me)...there are too many photos in it now and some are clearly no good; many need to be rotated...but, it's a start).

Take a look at where we are on all this:

<http://www-personal.umich.edu/%7Ecopyright/goodwill/>

Then, in the new year, I'd like to proceed as outlined. OK with you--both as to timing and strategy??



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Bill and I send you and your family our very best wishes for a fine holiday season.

Bye, Sandy.

2010

In 2010, I spent several hours with Aileen in our hotel room at the Spring NABC in Reno. She did not feel well. Among other things, she had tipped over on her motorized three-wheeler that she (and others) used to get around the hotel and the playing site. But she had also been not feeling well in other ways. I knew a number of folks who got sick there or shortly thereafter (I did and was sick for another five weeks with some sort of weird gastrointestinal issue which finally resolved itself—but underwent extensive testing of various sorts). Anyway, we had a long conversation.

Then, on April 21, I received the following email from her:

Wed, Apr
21, 2010,
8:02 PM

Wednesday, April 21, 2012, 8:02pm.

"Dear Sandy and Bill:

I have been wanting to get in touch with you since my return from Reno, but unfortunately I have been hospitalized since arriving back in Arizona.

Sometimes, life takes unexpected turns, and this certainly was one. I'm hoping to get to the hospital in New York City from the hospital here in Phoenix, and hopefully they will be able to find a treatment to take care of this mystery malady. You've been a very important part of my goodwill life, and I appreciate everything you've ever done for me — and with me.

I look forward to things getting better, and, in the meantime, I just want you to know I'm thinking of you.

With fond memories, and hoping that we will be seeing each other soon,
Aileen



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Please let me know that you received this email.”

The last email I received from her appears below.

Thursday, May 13, 2010, 2:59pm.

“Dear Sandy and Bill,

To receive a card from you is like a gift. And every time I see your name, I smile, because I enjoy so much our working together, and I know how hard you've worked for me to establish my website. I hope that we'll be able to use it for years to come.

Love to both of you,
Aileen”

I assured her that her website should be safe for years to come and that I would look into making it become ‘persistent.’ I continued work on the ACBL Technology Committee, some of which was devoted to creating such persistence.

On June 22, 2010, I received the sad news that Aileen had died.

Wednesday, June 23, 2010, 2:09pm.

Dear Mike,

I was so sorry to hear the recent sad news. The high point of any NABC was for me the time I got to spend with Aileen. Be it talking about websites, event planning, university curricula, family, or the state of the world in general. Aileen was a true friend: someone one could always be comfortable with. I treasure the time I did have with her. You and your family must have so many marvelous memories of your charming and thoughtful wife. Bill and I so much enjoyed having you both as guests in our home in Ann Arbor; yet another fine memory of Aileen to treasure!

A few weeks ago Aileen e-mailed me to ask about long-term security of the website archive we had built through our various discussions (including audio recordings of some Goodwill events). I assured her that she has such protection for her site and to be sure to let you know as well. I will keep in touch using this email (but please let me know if a different one works better for you).

All the best to you and your family in the future

With deepest sympathy

Sandy Arlinghaus

Sent from my iPhone



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Sandra L. Arlinghaus, Ph.D.

During 2010 I focused on my work as Chair of the ACBL Technology Committee and we were able to complete a final report that would benefit, among other things, the ability to keep a Goodwill presence on the ACBL website: [link](#) to Summary Report and [link](#) to Final Report from that committee.

Over the years, although website URLs kept changing, I have kept my promise to Aileen by housing various files from her website in persistent, and maintained, archives as they became available. To that end, this Monograph also represents such an effort!

Bonnie Bagley, 2010



- Bonnie Bagley had served Aileen well as her Co-Chair for a number of years. Thus, Bonnie took over and served out the remainder of Aileen's year of 2010.
- She served as host of the ACBL memorial for Aileen in New Orleans at the



Summer NABC where Rich DeMartino (ACBL President of the Board of Directors) announced the dedication and renaming of the Goodwill Committee to honor Aileen, as the Aileen Osofsky ACBL Goodwill Committee. Bonnie was very helpful to our committee and got us a copy of the video of that event to use on our website: [Video file](#).

- At the end of 2010, the ACBL Board of Directors named Rose Meltzer to take on the job of Chair, beginning in 2011.

Rose Meltzer, 2011-2012

2011

- During 2011, I worked with Kitty Cooper to encourage the ACBL to include linked materials regarding Aileen's website. The sample email below gives an indication of style of meeting, be it in person or over the email.

January 14, 2011, 5:55am.
Hi Kitty,

The dropdowns are fine...work must have been going on at the time I looked. I've responded inline below (IN CAPS, FOR CLARITY, NOT SHOUTING), but basically agree with all that's there. In addition, I have gone over the site with a fine-toothed comb...it is remarkably "clean"--just a few things here and there, noted below, between the lines:

For this testing, I am using the most current version of Mozilla Firefox on an HP Pavilion, Windows 7 machine (about 3 months old) using a screen that is 24 inches with resolution set to 1920 by 1080

I like the lilac background.

Thanks for taking out the shadowed (dirty looking) left image and swapping in the cleaner third one over.

When I choose the "GO" button for the News Archive Search at the top, I am taken to <http://www.acbl.org/index.html> Is that correct, to take



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us back, presumably, to the home page we are already viewing?

There is a Search feature at both the bottom and top. As I think I noted before, that's a nice thing so that a search feature is always in view. I tested both of them using the same search term and both seemed to lead to the same results page. Are they both 'Google' search features? Only the one at the top says it is. As reader, because there is not identical attribution for them, I am led to wonder if they are in fact powered differently and will therefore lead to different places. So, if they are the same, and I hope they are, how about saying the same thing about them in both places...powered by Google or whatever.

Administration | Club Administration | Club Awards
goes to a non-existent page ("This page cannot be found")--the link is:
<http://www.acbl.org/clubs/clubAwards.html>

Masterpoint races | District races
<https://web.acbl.org/UnitAwards/DistrictRaces/districtAwardsAction.do>
leads to an error page.

Masterpoints dropdown: please put a space between the words
"masterpoint" and "holdings" in the line "Membership
MasterpointHoldings"

Links on the button words, themselves:
Masterpoint Races | Related Websites | For Teachers | Masterpoints |
Hall of Fame | Marketing | Library

In the case of Masterpoint Races, For Teachers, Masterpoints, and Hall of Fame, the link on these words points to the same page as the top link in the dropdown list, while in Related Websites and Marketing, it does not but rather points to a page that also appears farther down in the dropdown. On the word Library, there is a link back to OpenSky (needs adjustment?). I'm not sure why any link is needed on these header words, given that corresponding links appear in the dropdowns associated with them. But, if we do need links on those words, then how about making it consistent, that the top item in the dropdown is the link used? Perhaps the top item is the one that is the most "important" in the grouping and hence at the top? Then move "WBF" up the ladder in Related Websites, and "General" up the ladder in Marketing? Something to ensure consistency.

The grouping of links with the top one called "ACBL Election News"--I like the mouse-over work with more coming up in response to mouse-over. On the Election Notice: National Goodwill Chair, that is old news...that is, the Board already did this (in Orlando), so that link is out of date and posting a notice of an election to be held, for an election that has taken place, would not be appropriate. Please remove or change to something current.



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Many thanks, Kitty!

More later on other topics. For now, though, Rich, I think given corrections (rather than "changes") we are set to go.

Bye, Sandy.

While the ACBL tried to be helpful, there were unfortunate errors in linking and in inconsistent file nomenclature that plagued things at their end. Hence, the comments about the need to correct their errors.

- In 2011, in Louisville, Rose awarded Patty Tucker, with whom Aileen had worked privately for years, the 2011 Goodwill Award.



Goodwill Member of the Year Patty Tucker (left) with ACBL President Craig Robinson (center) and Goodwill Committee Chair Rose Meltzer (right) 2011.



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- Later, I continued to pursue website issues.

Date: March 27, 2011 at 3:35:17 PM CDT

Subject: Follow up from Goodwill reception in Louisville

Hi Rose,

I made some simple changes in the Goodwill site that is linked to the ACBL homepage under the "Library" button.

Perhaps a bit of history would be helpful...

For a number of years, I met with Aileen at each NABC and we talked about what she might like to see on a web page. Then, I made it for her and housed it in server space I donated to the purpose (in the spirit of "goodwill" :-). But, that page was never linked to the ACBL website.

It was always a pleasure to respond to Aileen and her view of Goodwill. As I hope I indicated to you at the Goodwill reception in Louisville, I am happy, if you want, to keep at it...

The last time I talked to Aileen was in Reno. One of the problems we had had was that the material on the ACBL website at that time was not really what she had wanted there--it was not the material mentioned above. As I was serving as the Chair of the ACBL Technology Committee (and still am) we discussed the idea of including a link to the materials to what she had really wanted. At that time, the navigation of the site, from the home page, was undergoing a complete overhaul with input from the Technology Committee and a few others. Subsequently, that input was implemented by Kitty Cooper and launched just prior to the NABC in Louisville. Now there is a direct link from the homepage to the Goodwill material Aileen had wanted. Naturally, should you wish other arrangements, I am more than happy to help in any way that I might be able.

Please let me know--take a look...there are any number of ways one might go with this, but now at least there is a direct link to Goodwill from the ACBL homepage. I'm only sorry that Aileen, although she knew it was in the works, did not get a chance to see it for herself.

Best wishes,

Sandy Arlinghaus.

P.S. I have attached a screen capture of the ACBL site with the pull-down menu containing the link referred to above.



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- The big event in 2011, from my viewpoint, was that Bill and I and Ron ran the USBF Women’s and Seniors Team Trials in Detroit at the Marriott (Renaissance Center) where we had held the NABC three years earlier. Goodwill was tangentially involved. I continued to probe other directions at least partially associated with Goodwill ideals.





Local Unit Goodwill Award: Goodwill filters throughout the ACBL hierarchy

- I worked with Joan Gerard, Bill, and indirectly with Bonnie and Rose, to try to obtain the World Youth Bridge Open Championships for Ann Arbor in 2013. That did not work out.
- Also during that time I continued to work with the ACBL and the Technology Committee regarding the future of ACBLScore. There was indirect connection with Technology but insofar as all were ACBL Committees working directly



with ACBL Headquarters and overlapping staff there, a relationship existed.

- And, as the email below indicates, I worked with a pacemaker recycling project from the University of Michigan with ACBL Headquarters, again, with Goodwill relationship. Aileen had found this project interesting one time when I told her about it in our conversations. Bill donated his \$1000 allocation for 2012, as District Director from District 12, to this project.

Aug 12, 2011, 7:46 PM, to Dr. Kim Eagle and Dr. Thomas Crawford.

Good news...just heard that what I wrote earlier will be appearing in the "Contract Bridge Forum" publication that goes to one of the 25 Districts of the ACBL (Colorado, Arizona, New Mexico, and perhaps elsewhere...suspect a larger than normal number of pacemakers there).

How about getting a donor card? One person asked me to work with the ACBL Marketing Director to attempt to market this project to the membership. She particularly liked the idea of a cute business card perhaps with an ace of hearts on it for a donor to carry in his wallet. Do you already have donor cards for donors of natural (as opposed to "artificial") organs? If so, might we use the same base and see if the ACBL will work with us to produce cards that fit your legal requirements and also add the ACBL logo and an ace of hearts? It might encourage more bridge players...they are very competitive in nature and love acquiring things (trophies, masterpoints, and so forth) that might set them apart from other bridge players. Let me know and I'll pursue with the marketing director, as always checking any input with you in advance.

Thanks again,

Bye, Sandy.

- Aileen enjoyed the maps I had made for her website, subsequently published elsewhere. Indeed, interest in them remained as ACBL Board Member and President noted.

From: Sandra Lach Arlinghaus <sarhaus@umich.edu>
To: Sharon Fairchild <shortsuit@sbcglobal.net>
Sent: Monday, October 24, 2011 4:39 PM
Subject: Re: maps



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PS...these were posted in the "Atlas" section of Bill's website (the link I just sent). In addition, there are others posted on the site I made in consultation with Aileen Osofsky over a number of years. With the revamping of the ACBL home page, got it up there, as well. Here's a direct link...go to the "Atlas" section.

<http://www-personal.umich.edu/~copyright/goodwill/>

Quoting Sharon Fairchild:

"Hi Sandy,

I seem to remember helping you resolve some boundaries for district and unit maps for ACBL.

Is there a map that shows District 5 and its various units.

I am working on a committee to resolve sectional conflicts and it would be much easier to illustrate with an accurate map.

Thanks for any help you can give.

Sharon"

2012

In 2012, I continued to follow-up on various projects from 2011 and to keep Rose informed of that progress.

As the Chair of Goodwill once again transitioned away from Bonnie and Rose to Sandy DeMartino, I tried to keep Aileen's website, and associated materials, moving forward.

I looked forward to working with Sandy, whom I knew (from participating with her in events for District Director spouses) to be both friendly and efficient (Sandy was a professional nurse, with varied stressful situational experiences associated with higher-level positions in hospitals, including in ER).



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Sandy DeMartino, left; Rose Meltzer, right.

Saturday, November 24, 2012, 9:24pm. Hi [Sandy DeMartino], here is a link to the site that Aileen worked on with me over a number of years...some buttons have more attached to them than do others. I set it up for Rose when she took over and talked to her about it. She said she was interested in following up, but nothing ever happened. This material used to be linked to the ACBL home page. I do not see it there any longer.

Am happy to adjust it, rework it, and so forth!

<http://www-personal.umich.edu/~copyright/goodwill/>

Bye, Sandy A.



Sandra DeMartino, 2013-2021



The emails that appear from 2013 to 2021 are a sample of more than 500 conversations that took place over the next nine years; when confusion might enter the picture, I entered an indication of last name, to separate comments from Sandy A. and Sandy D.

2013

Co-Chairs: Joo-Hee Janicki -District 2, Carol Hamilton-District 9, Sandy Arlinghaus-District 12, Bill Harlan-District 15, Janise Saul-District 16, Marilyn Vilhauer-District 20, and Roger Smith- District 21.

In the new year, Bill and I corresponded with Robert Hartman (then CEO of the ACBL) and told him some of our ideas we wished to pursue as they related to broad goals of the ACBL and therefore, at least partially, to Goodwill.

Re: Alzheimer's interest...
to Robert, William, Dan

January 18, 2013, 11:19am. To Robert, William, Dan.
Hi Robert, Bill was reading my alumna magazine from Vassar College this morning and he



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noted the material I've typed in below, between the lines. When Bill was running for President, his platform was having the ACBL give back...specifically to Alzheimer's and to Pacemaker populations with one leading into the other, Alzheimer's followed by Pacemakers, in a natural progression that was explained a number of times (we are preparing a packet of materials so you might have a better understanding...that will come later). I know that Bill and I met with Dan Morse to involve him in our interest in linking the ACBL with Alzheimers in a "give-back" mode. One of the things that Dan commented on was that funding was needed for sensitivity training for Alzheimer's handlers in nursing homes and elsewhere. So, when Bill read the following, below, he immediately wondered if there might be some way to have the ACBL connect up with this person....here's the note that appeared in the "letters from class members" section from the class of 1964:

Gretchen Smelzer Coffman, doing God's work, is Activity Director at Alzheimer's Family Care Center, associated with Rush U Medical Center (Chicago). Gretchen plans and implements activities for 55 clients and teaches "dementia care 101" (the only such course certified by Illinois) to medicine, nursing, and social work professionals and those wanting to open adult day service centers. 'There is love and laughter in what I do, and I hope to keep doing it until I drop.'

Many thanks, please let me know if you wish any help with getting contact information for Gretchen; I am a class officer of the class of 1964. We will look forward to seeing you in Ann Arbor in October, and of course before then!

Bye, Sandy.

January 21, 2013, 9:14pm.

Hi Robert,

Sure thing! Hope it all works out very well. I have attached materials (some of them) related to what Bill and I had envisioned as his platform and what we continue to work on because we think it worthwhile (independent of what others might think). There are many more materials, as well.

Roughly, they fall into the following groups:

1. Stuff sent to the Board involving several projects, but all related to the idea of bridge giving back...Bridge to a Better World.
2. Publications (I did not include any that appeared in Solstice, www.imagenet.org but there are several there, as well). The article in the District 17 file appears on page 8.
3. Grant proposals.
4. Proposal for WBF Junior event.

Naturally, there are many more support documents and so forth and a wide variety of miscellaneous events, often involving attendance at related meetings, presentation of related materials at professional conferences, and having part of the materials attached here included in a permanent library display at the University of Michigan, and so



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forth. This small selection, I hope, will give you the idea.

Best wishes; Happy New Year to you and to Shane. See you in St. Louis...

Sandy.

[The Power of Two, Part I](#)
[The Power of Two, Part II](#)
[The Power of Two, Part III](#)
[District17short](#)
[Pacemaker, ACBL Bulletin](#)
[GatesFinal](#)
[Gates 2012](#)
[WBFWorld Youth](#)

As of January, 2013, I began service on the regular Aileen Osofsky Goodwill Committee—no longer a background player.

From: Sandra DeMartino <sdemar20@hotmail.com>
Date: January 24, 2013, 10:58:51 AM EST
To: <warlingha@ltu.edu>
Subject: For Sandy

"Dear Sandy A.,

I would very much like you to join me as a co chair of the Aileen Osofsky Goodwill Committee, there will be 7 co chairs selected from throughout the country. I would value your help and any new ideas you would bring to the committee. These appointments will need to be approved by the BOD. I am in need of co chairs from the south and would be happy to have any recommendations you might have. I will be writing to the district directors from those areas for ideas. Hope all is well and look forward to hearing from you. Fondly, Sandy D."

On February 9, 2013, 3:51pm, Sandy DeMartino wrote the following note (excerpts shown):

"Hello to all:
I wanted you to know the names of all the co chairs, so that we can look forward to working together. I need to remind you that this is all subject to board approval.
...



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Brent Manley asked if we could come up with some Goodwill quotes of the day, for the daily bulletin at the NABC's. There is usually a little box on the bottom of the first page with a small quote from the Goodwill Committee.

For the last couple of years he has been doing them himself but he would like them to come from us. I have come up with some but would welcome your input. We could just do some email brainstorming. I will attach some of my quotes which I am sure you have all heard before but it may be a starting point.

Our Spring meeting will have both the Goodwill Member of the Year -Joe Oliver and the volunteer of the year -Sue Kroning, in attendance. It will be important for us to make them feel at home and special. Which I know is definitely our strong point.

In case you wonder why I have picked today for this email it is because I am homebound with 14 inches of snow outside. At this point it is pretty because I am warm, dry, have power and food. Clean up is beginning.

Hope you are all well,

Fondly Sandy D."

On February 11, 2013, I was able to donate server space to the Goodwill Committee and also a Formsite account for that committee to gather information and have it stored online for retrieval. It saw intermittent use as committee members learned to grasp what it might do for all—and whether the benefit was worth learning about yet more software. I was happy to donate the cost of the form, server space, and training as needed.

Soon, the new committee began working together, creatively and thoughtfully, under the guidance of Sandy D.'s wise hand, as represented in excerpts from an interchange about certificates/awards.

Monday, February 11, 2013, 6:46pm.

"Hi all,

The Goodwill committee has the Home District Director choose someone in their area to be honored at the Goodwill reception. They are singled out and thanked for their volunteer efforts. We would like to present them with a certificate, apparently Aileen had someone make these certificates for her.

Is there anyone who can make up a certificate or two similar to the one attached. We can get the ACBL logo from Kelley and obviously have to get Robert to sign it., which we can do in St.Louis. We will need one for each NABC I am waiting to hear from



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Georgia as to who the recipient will be .
Please let me know if you would be willing to worksandy on this for St. Louis .
Thank you so much for your participation and help

Sandy D.”



February 12, 2013, 4:47pm.

“Here is the wording from my Certificate. Sandy A. is yours the same? Do we want to go to this wording or something else. Also, I noticed that my name isn't done in calligraphy by hand but by computer. It still looks very nice. It will still need to be signed by Robert and Sandy D. If Georgia will give us her name before I leave home I can just bring all ready to go to St. Louis.

Here's my wording.

American Contract Bridge League
National Goodwill Committee with logo

The American Contract Bridge League
National Goodwill Committee gratefully applauds
Marilyn Vilhauer



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for her many years of exemplary and steadfast service to the game of bridge and its community. Her tireless dedication epitomizes the best in volunteerism in the bridge world.

Then the Date and two signatures. Does this look good, any changes?
Thanks, Marilyn”

February 13,2013, 10:31am.

Hi Marilyn, it sounds good to me. I don't recall receiving a paper certificate...just notice of the honor in the report of the event in the NABC Daily Bulletin. I think I made some of these pieces of paper for Aileen (obviously, I wouldn't have made one for myself). I don't know if I made yours...certainly I recognize the pattern as one that I have used to make such certificates...but, it may be that I had scanned a paper certificate (it was awhile ago) and Photoshopped it...later, I've used other programs such as PowerPoint and Publisher to make award certificates (for various situations outside ACBL). Yes, I seem to recall bringing already-printed certificates to Aileen on a few occasions. Someone else must have done so as well. Might you consider bringing a bunch of them for the full year and just leave the name slot blank and then Sandy D. could fill them in ...see if Robert would sign several of them and then Sandy D. would have them to fill out with the name of the person and her signature...just a thought about efficiency...at least as back-up... Bye, Sandy A.

From Sandy D., Feb. 19, 2023.

“Just spoke to Georgia
Honoree is Michael Carmen

Marilyn thank you do much for doing this and Sandy A. for helping.

Now we have 3 awards Goodwill Volunteer of the year,(last year's presidential choice) Goodwill Member of the year and local district director honoree. Kelley will have plaques for the first two and now we will have a certificate for Georgia's honoree. I have spoken to to both Sharon and Margot Hennings who knows the Member of the year and they wil either make those awards or say a few words,
Lots of honorees at this meeting.
Will try to find a time and place for us to have a brief meeting before the reception.

Thank you all for being so interested , helpful and just great.
Fondly, Sandy D.”

Sandy D. had identified and solved, as a committee project, the first of her many ventures to come, all within less than one month of taking over.

For her first effort in March, she encouraged us to think not only about Goodwill

Messages for the Bulletin, but perhaps also about Goodwill Limericks, since the

upcoming Spring NABC in St. Louis overlapped St. Patrick's Day. A selection was



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produced and these are available in the section of this monograph called Activities,

Archived by Topic.

A large topic in March centered on working with ACBL Headquarters to get a link from the ACBL homepage to a Goodwill website. On March 11, 2013, she wrote the following note to Robert Hartman, ACBL CEO.

"Hi Robert,

Sandy Arlinghaus had worked on a Goodwill web page with Aileen Osofsky. This apparently had gotten put on the back burner by the committee in the last couple of years. Sandy and I would very much like to have this be active again and linked to the ACBL website. I will have her send you a copy of the link and it would be great if after seeing it you would have time to meet with us to discuss it.

I know this is a busy time for you so we would appreciate any time you could give us.

Sandy D."

Monday March 11, 2013, 4:20pm.

Hi Robert, Right now, the Goodwill material available on the ACBL server is accessed, as far as I can tell, only from the Honored Members pull-down menu and going to "Goodwill Member of the Year." Since Goodwill does more than that, it would be really nice to return to at least a previous iteration, but before you were there I believe, which had "Goodwill" as a separate link and then the user was sent to a page housed on an external server (the material I had developed with Aileen over a period of several years). As I had understood it, of course the plan was less than optimal because naturally we would all wish to have the link point to a location on the ACBL server rather than on an external server. However, until such happened, with archiving the old materials already on the external server--such as audio files of older meetings, photos, and so forth, this plan worked to fill a void in a ACBL online institutional hierarchy. As before, I still hope that the ACBL would wish to have these archives and link them up using their own corporate image and file management protocol and structure. Until then, however, we seem to have regressed and I hope that perhaps we can see about once again getting some sort of direct link to the broad term "goodwill" including, but not limited to, the goodwill member of the year. In any event, I hope that the committee will have the opportunity to discuss this idea (the two Sandys discussed this idea briefly on the bus today during our tour, as well as earlier over email) and, as Sandy DeMartino noted, keep you in the loop as well.

Here are a few direct links:

1. To the material, updated to some extent, that Aileen and I worked on:

<http://www.mylovedone.com/goodwill/>



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2. To the material linked to the ACBL website under Honored Members
| Goodwill Member of the Year:
<http://www.acbl.org/about/goodwillCommittee.htm>

3. To the link on the page mentioned in 2 that offers indirect access, only, to the link in
1 above:
<http://sites.google.com/site/aileensofskymemorial/home>
Look at the left column to find an indirect link on the top-most entry to 1 above

Anyway, I look forward to working with Sandy D. on this important ACBL
committee. She is an absolute gem to work with; we are all so fortunate. With you and
Sandy D., Goodwill should really forge ahead!!

I look forward to talking to you more regarding this topic. Please let me know how I
might be helpful to you.

Best wishes,

Sandy Arlinghaus

After some back and forth emails on technical matters between me and the ACBL
technical staff, particularly Paul Ryan, it was great to see that by the end of March, this
matter had been handled.

March 29, 2013, 8:46am.

Hi Paul, nice to hear from you. I think your response was quite speedy, in fact, given all
the work you all clearly had to do in St. Louis. Was sorry to have missed seeing you
there; perhaps in Atlanta!

In terms of the existing hierarchy...I guess I would place it under "Foundations and
Commissions" pull-down...as a single word, "Goodwill".

<http://www.mylovedone.com/goodwill/index.html>

While it may not be an exact fit, I think it's probably at least as good a fit as "Laws and
Ethics" which is already there...and, to some extent, at least generally, the concept of
"goodwill" is one that surely factors into "ethical" behavior. Anyway, that's where I
would suggest. Back when we were first redoing things, I think it had been under
"Library" (insofar as there is an archiving component on the goodwill site) but I think
now it's a better fit under "Foundations and Commissions."

Many thanks! Please let me know how I might be helpful!

Best wishes,

Sandy A.



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March 29, 2013, 9:31am.

"Sandy A.,
I have added Goodwill to the Foundation and Commissions pull-down, as you advised.
Paul"

With the ACBL website issue behind us, Sandy D. began moving forward on the creation of badges for our Committee. She communicated with Kelley McGuire, Executive Assistant to the ACBL CEO at Headquarters and got Kelley's suggestions, brought them back to us, sought input from us, and began moving forward on this next task. By early May we all had our new badges, in time to wear them locally in advance of the summer NABC in Atlanta.

In June, Sandy D. was once again thinking about the Goodwill quote of the day.

"Hi Sandy A.,

We will miss you in Atlanta. Would you mind if we use some of your limericks as a Goodwill quote of the day. Also, our Regional is coming up this week and I would like to use one or two in our daily bulletin. They are too good to waste.

Hope all is well

Fondly,

Sandy D."

....

Subject: Re: Limericks

From: sarhaus@umich.edu

Date: Mon, 17 Jun 2013 20:35:23 -0400

To: sdemar20@hotmail.com

Of course!! Please use as you wish!! Bill and I are going to a sectional in metro Detroit. We will have a booth there for the Longest Day and we are coupling it with Goodwill.

Sent from my iPhone

Sandra L. Arlinghaus, Ph.D.

Also in June, Jan Anderson was added as a Co-Chair (subject to Board approval).

June 17, 2013, 7:41pm.

"Jan Anderson will be joining us as the co chair from Western Canada.
Take care, Sandy D."



As Goodwill became entrenched as a serious budget item at ACBL Headquarters, much of the summer was spent on items related to that idea: how to account for a ‘real’ budget for food at the Goodwill Reception; should “Members” be allowed to bring guests; how strict should we be in enforcing policy; and a host of related matters.

In October, we began to deliberate on how to choose a Goodwill Member of the Year:

Hi Sandy D., I have now received (and read) the nominations from Kelley. How do you want our input? That is, do you want me to rank-order them? Write comments on each one? If comments, then in response to a standard set of indicators or free-form? Or what? My general reaction is that while rank-ordering is useful when the forms submitted are "even" in character (that is, in response to some form), it is difficult with free-form letters of recommendation. Some of the letters read like..."Susie is friendly and everyone loves her..." and don't discuss many actual achievements, while others enumerate achievements. Personally, I am quite willing to believe that they are all people with wonderful features. But some letters do a better job of enunciating these than do others. Sandy A.

And so we continued with consideration of this one particular award as well as with discussions of strategies on how to acquire consistent information about nominees

2014

Co-Chairs: Sandy Arlinghaus, Janice Anderson, Roger Smith, Marilyn Vilhauer, Janise Saul, Carol Hamilton, Joo Hee Janicki.

Generally, in 2014, the Committee:

- Continued to beef up the Goodwill website; much of that is reproduced in this monograph, with maps from the early website and audio recordings, photos, and more, as the site evolved.
- Worked to make a systematic and consistent framework for evaluating, fairly, nominees for the Goodwill Member of the Year. To that end, I was happy to



donate, in February, an online form using Formsite, for online submission of applications and archiving of applications preserving data collected.

- A special event was the kickoff for the “Longest Day Event” in June of 2014

(Source: ACBL).

“Joan Elizabeth Morse, age 79, of Houston, Texas, passed away April 23, 2014, after her 9-year battle with dementia. A memorial service will be held Friday, May 2, 2014, at 10:00 AM in the Chappell of St. Martin’s Episcopal Church, 717 Sage Rd. (at Woodway Dr.), Houston, Texas 77056. Joan was born April 18, 1935, in Valley City, North Dakota, and moved to the Rio Grande Valley area of Texas at age 4. She graduated from Pharr-San Juan-Alamo High School where she made many fond memories playing the flute/piccolo in the marching band and serving as editor of the school newspaper. Joan moved to Houston at age 17 and lived there the rest of her life. She worked at the Prudential Insurance Company of America for 18 years before leaving to have her only child, Julie. While at Prudential, Joan became interested in the commercial Bridge League and played for Prudential for several years. She graduated to open games where she found a home. Bridge became a lifelong hobby through which she met her husband, Dan, of 45 years at the tables. Joan and Dan married in 1969 and traveled the world together for Bridge tournaments. Deciding to give back to the game, Joan ran for the Board of Directors of Houston Unit 174 of the American Contract Bridge League (ACBL) for which she was Vice President in 1976, President in 1977, and Co-Chair of the Houston National Tournament in 1978. She was also a member of the ACBL National Goodwill Committee. Joan became a Gold Life Master with over 2,700 masterpoints. Joan also took up the hobby of playing backgammon in the 1970s and astonished her friends when she won the intermediate World Backgammon Championship in the Bahamas in 1977. Joan will be remembered fondly by her husband Dan, daughter Julie and partner Jennifer Halstead, granddaughter Makena, aunts Charlotte Smiley and Dorothy Witschonke, in-laws George and Mary Morse, nephews Robert and William Morse, and her many Bridge friends. In celebration of Joan’s life and to help advance research and treatment for dementia, donations may be made to the Alzheimer’s Association, The Longest Day 2014 Event, American Contract Bridge League HQ Team.”

- In 2014, there were eight nominations for Goodwill Member of the Year. Sandy D. noted to the committee, all of whom agreed, that the mere nomination was something to be proud of. Thus, she sent congratulatory notes to them, even if they did not win overall: they had something to feel good about rather than just feeling bad that they didn’t win.



Saturday, November 8, 2014, 1:34pm.
"Hi Everyone,

I know you are all very busy but hope you have had time to review our nominations. It seems the job get tougher every year. If you could give your choices in order by Monday or Tuesday that would be great. I will get back to you with our selections before any decisions are made. You always have input.

I spoke to Phyllis Harlan a few weeks ago and at that time she was interested in our sending her the nominees that we did not select. She will be choosing the volunteer of the year. I thought the best thing to do is to send her the 4 we do not select from our top 5.

Looking forward to seeing you all in Providence we will meet as usual at 10:15 on Saturday morning. It will be in my room, wherever that may be.
Hope to hear from you with your selections.

Fondly, Sandy D."



The note below represents, to me, the most important single thing I offered to Goodwill (derivative of [Arrow's Impossibility Theorem](#)).

Saturday, November 8, 2014, 6:25pm.

Hi Sandy D., Here is the issue I see--I will call it a 'boundary' problem, explained in point 3 below. I want to mention it, to make sure that the Chair is on record as having considered it.

1. If we just give you, unordered, our top five or whatever, and you select one, then there is no boundary problem.
2. If you want them rank-ordered, then in order to avoid the boundary problem completely we must each rank order the entire set and NOT just five, or some other proper subset of the set.
3. Here is a worked example to demonstrate the 'boundary' problem. There are 8 members of the committee. Let's assume we order the full set of people with 1 representing our top choice. So, low total score wins the award. Now, let's suppose that each of us, but one, thinks that candidate x is fifth. That's a total of 7 times 5 or 35 points. Suppose the remaining committee member thinks that candidate x is not all that good and would assign him a score of 14 within the full ranking. So, that would mean that candidate x would have a score of 49. Let's suppose that all 8 of us think that candidate Y is ranked 6. That means that candidate Y gets a score of 6 times 8 or 48. So, when all are considered, candidate Y beats candidate X. But, when only the top five are ranked, candidate Y falls off the radar and candidate X wins...unfairly. That is why I gave you my



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choices unranked once I gathered that the committee wanted to hand you a subset rather than the full set.

I will rank only the top five (let's make it six to reduce the problem some) if you direct me to do so. But, I do want to make sure that this problem has been exposed in case someone questions the process later. All the more so if Phyllis (or anyone else) wants to use the residuals.

Bye, Sandy A.

2015

Co-Chairs: Sandy Arlinghaus (East), Janice Anderson (Western Canada), Roger Smith/Kathy Swaine (Southwest), Marilyn Vilhauer (Northwest), Janise Saul (Midwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

- I continued to work, off and on throughout the year, on the Goodwill section of the ACBL website.
- February 9: Marilyn Vilhauer noted the importance of remembering Jeff Johnston (leading ACBL meeting planner) who had recently passed away.
- April 28: Roger Smith resigned and was replaced by Kathy Swaine, wife of ACBL Board member, Rand Pinsky. Roger left to avoid any conflict of interest (or its perception) when he became an ACBL Board of Directors member.
- March, spring NABC in New Orleans, helped ACBL President Suzi Subeck by running her hospitality suite (drawing on Detroit 2008 experience).



- May 19:

“Hi Sandy,

It is good to hear from you. Sorry for the slow response, but I was on vacation. We have an annual barbecue cooking contest here in Memphis, and I am on a cooking team. We have a content management system now and the Marketing department (I have been moved to IT) can publish and update web content without having to get me involved. I will forward your messages to Tracey Yarbro in that department who is the main one who manages content. I am copying her on this message.

Paul Ryburn
Webmaster”

- Monday, August 10. Goodwill Reception, Chicago Hilton and Towers.



Animation showing ballroom with Rich DeMartino sliding in on the left and Rand Pinsky sliding in on the right. Animated .gif image is available as a separate file in Deep Blue as the animation may fail in the pdf of the monograph.

Goodwill Board members express strong preference for having nominations submitted via online form (rather than as personal letters sent to Kelley McGuire (ACBL Executive Coordinator) and then forwarded to us). Comparisons were easier to make with online forms and applications were standardized. Also agreement with strategy proposed for selection process as I presented it near end



of 2014: committee picks top 5, unranked. Then Chair selects winner from that set.

- September, email from Peter Marcus to Rich DeMartino (for SD) regarding awards available for professional tournament directors:

“Rich,

Sorry this took a couple of days. Patty Johnson kept the list and she is at a tournament.

This is the list of PTDA Awards. A little background info...

When I started to direct (1979), the PTDA was a professional development organization. It had dues, which were based on how many sessions you worked, so, as a part-timer, I paid almost nothing but a high-level full-timer could have dues of several hundred dollars a year. The PTDA sent an observe to the BoD meetings and developed reports and documents to the directors on BoD actions and other director issues (movements, how to explain complex laws, etc.). Some members tried to turn it into a quasi-union, to get it to battle the ACBL about employment issues (such as directors being independent contractors) and some directors resigned (Solly, in objection to the union-like activities and not wanting to spend the money, Henry Cukoff because he just wasn't a joiner, etc.). But, these efforts never amounted to anything or got anywhere.

Later on, this all stopped; there was less need for it, with info available through internet and email, etc. So, the professional element ended and it became more of a social group, providing some money for the TD suite at NABCs, giving a little money to TDs who were having hard times, etc. Dues were ended (about 20 years ago). During some of this time, I was the president, mostly because no one else would do it. (That ended when I sued the ACBL and was no longer being invited to all the NABCs).

Anyway, there are two awards. The older, Tom Weeks award (I never knew him) is for director expertise and professional development, and is given to up-and-coming directors who show outstanding progress (the first winner was Solly in 1972) or more senior directors who have become examples of director excellence.

The other, the Fred Friendly award, is named for Paul Stahley, an AN from the mid-west who was found dead in his hotel room at an NABC (I believe the Summer, 1985 one). He was known for his extreme friendliness and great attitude with players and colleagues alike, and had the nickname Fred Friendly. As you might think, it is given to a director who is particularly positive, up-beat and friendly.

There is no real formal process for naming winners and they have nothing to do with the ACBL, but are chosen at the Summer NABC by an ad hoc committee of tds.

Hope this is what you/Sandy needed. Cheers.

Peter”



Comment: I knew Tom Weeks personally from playing and kibitzing bridge in Michigan—a wonderful person and outstanding director. My husband, Bill, knew him better.

2016

Co-Chairs: Sandy Arlinghaus (East), Janice Anderson (Western Canada), Kathy Swaine/Richard Brown (Southwest), Marilyn Vilhauer (Northwest), Janise Saul (Midwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

Some of 2016 was spent clarifying legislative matters:

- Clarifying that it must be the District Director who appoints members to the Goodwill Committee; that a District Director might do so out of synch with normal timing, to accommodate someone who is dying, for example, but in so doing would have that appointment count as part of his/her annual allocation of appointments.
- Clarifying, for the CEO and Board of Directors why the concept of Goodwill is an important one and not one that should be marginalized in order to save a few budgetary dollars here and there.

By February 2016, the group email no longer reflects the presence of Kathy Swaine. In May of 2016, Sandy DeMartino noted the new composition of our Board and adjustment of regional representation:

Sandy Arlinghaus	Midwest
Janise Saul	Southwest
Carol Hamilton	South
Joo-Hee Janicki	Eastern Canada
Janice Anderson	Western Canada
Marilyn Vilhauer	Northwest



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Richard Brown East

- Also in May, Sandy DeMartino noted that she was working with Headquarters to help get us new badges:

“I am working with the ACBL for new name badges for us. I asked for bigger, easier to read our names and something that draws attention to the badge. What is your feeling on having your home town/ state on the badge. Or just your name, committee name and co chair. Do you like the blue and white or do you have any other ideas.”

Discussion as to content, color, and so forth ensued.

- Sandy D. noted a need to publicize the Goodwill Award to generate a pool of nominees:

“First of all a call for nominations in the July, August, September and October bulletin. This is pretty straightforward. A similar message put on our website. A email blast going to our unit and district officials.

I have attached the call for the bulletin, please review and let me know if you have any additional suggestions. This message will also go on our website. I am working on the letter for the email blast and will have that to you in a couple days.”

The Board approved a Call for Nominations letter, written by Sandy D., for the Bulletin:

CALL FOR NOMINATIONS

Nominations are now being accepted for the 2016 Goodwill Member of the Year.

This honorary title shall be given to the ACBL member who has exhibited unselfish dedication to the causes of good conduct, worthy participation and ethical behavior. Any unit/district official in good standing may nominate a candidate.

Please include the name of the candidate, contact information and why you believe he or she deserves recognition as the Goodwill Member of the Year. Also, include your own name, contact information and unit/district affiliation.

A form is available for your nomination.

To access this form go online at:

<http://www.acbl.org/goodwillnominations>

Or send your nomination to:

Kelley McGuire

6575 Windchase Blvd.

Horn Lake, MS 38637

Fax: 662-253-3187 Email: kelley.mcguire@acbl.org

Nominations are open until October 15, 2016.



- July 2016. I created a draft of a new badge for consideration and modification by ACBL.
- I spent time with Tracey Yarbrow on our Goodwill website on the ACBL home page: improving navigation to make the site discoverable and encouraging direct links for topics important to Goodwill.
- Continuing back and forth with Paul Linxweiler regarding Goodwill messages.
- The ACBL worked with a draft we sent for newer Goodwill badges; their design was metallic.

2017

Co-Chairs: Sandy Arlinghaus (Midwest), Janice Anderson (Western Canada), Richard Brown (East), Marilyn Vilhauer (Northwest), Janise Saul (Southwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

- We continued with various ongoing projects, such as the website, Call for Nominations, and so forth.
- We also continued the persistent issue of avoiding conflict of interest, or the appearance of conflict of interest, in selecting a Goodwill Member of the Year. It is inevitable that nominees will sometimes be known to individual Board members. Maintaining impartiality, and its appearance, were both deemed vital.
- During the Fall of 2017, Sandy DeMartino set up a back and forth email conversation with the new ACBL CEO, Bahar Gidwani.
- I opened up an email conversation with Dan Storch, the new ACBL Marketing Director. We made some website navigation improvements.



2018

Co-Chairs: Sandy Arlinghaus (Midwest), Janice Anderson (Western Canada), Richard Brown (East), Marilyn Vilhauer (Northwest), Janise Saul (Southwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

- Continuing conversation with Kelley McGuire Trejo, reporting on behalf of CEO Bahar Gidwani, at ACBL, produced little constructive activity following a SurveyMonkey analysis of “Goodwill”. It was not clear to the Goodwill Committee that an impersonal, automated evaluation was of much use to a committee based on personal views of Goodwill. Automation had been useful in gathering ‘facts’ but not particularly useful in gathering intangible information. Automation should not replace human thought; it should enhance it as appropriate.
- Continuing interaction with Tracey at ACBL concerning keeping Goodwill portion of website up to date.
- In July I made Goodwill Word Clouds (using “Wordle”) in advance of the next NABC, as table cards for Goodwill reception.
- Email from Sandy DeMartino to Co-Chairs:

“First I need your help I am asking for a new Goodwill Banner to be displayed at all NABC's. Ideas please as to what it should say.

"Make everyday Goodwill Day" is a start. But we can probably do better and catchier (is that a word?) It doesn't have to use the word day.

A reminder email is going to all BOD and unit and district officials re Goodwill Member of the Year (where are those nominatons)

I had asked Paul Linxweiler to do an article on Goodwil but nothing has happened. SANDY A., did he ever get back to you on using the wordle/word words If Paul doesn't want to use it for the bulletin maybe we could use it for Goodwill Calendar cover.”

- From Dan Storch to Sandy D., November 10:



Sandy,

I talked to my team about the goodwill marketing projects we discussed.

- We just published a slider/banner in our homepage, so we can promote the nominations right away (second slider, after Honolulu's). This is basically the updated version of an existing banner published a couple of years ago
- The team is working on a new look/design, based on the "wordle". The goal is to produce a visually aligned campaign that includes:
 - A new web slider/banner
 - A physical pop-up/vertical banner to be featured in Honolulu NABC's traffic area
 - A header in Goodwill Committee's webpage (always reachable at acbl.org/goodwill)
 - The cover for 2019's goodwill calendar

We'll share a draft for the new look as soon as we have it.

- There were ongoing communication issues mostly associated with terminology; goodwill on all parts. For example, Sandy D. was referring to a physical banner and ACBL IT seemed to assume the reference was to a website (online) banner. All straightened out, but evidence of an extra layer of time (and possibly frustration) spent on communication.
- Late in 2018 the ACBL produced a beautiful new physical banner based on badge artwork and Word cloud efforts. Communication efforts had paid off and the joint efforts of our Committee with ACBL staff proved fruitful. Sample in appropriate section below from Stephanie Threlkeld, ACBL Education and Communications Manager. The year closed with satisfaction with the ongoing interaction between Committee and ACBL staff: the website was rolling right along and there was a beautiful new display banner. It had been interaction worth working on.
- In December, the Committee once again considered the idea of sending out letters to runners up for the Goodwill Member of the Year Award.



2019

Co-Chairs: Sandy Arlinghaus (Midwest), Janice Anderson (Western Canada), Richard Brown (East), Marilyn Vilhauer (Northwest), Janise Saul (Southwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

- Richard Brown announced that he, and a partner, were working on composing a song for the Memphis NABC.
- Excel sign-in sheet from the Memphis Goodwill Reception showed 133 attendees. Percentage-wise, attendance was higher from nearby Districts (not a surprise, but nice to have numerical evidence of the obvious).
- Excel sign-in sheet from Las Vegas Goodwill Reception showed 119 attendees.
- In this year, things moved along very smoothly. The integration of digital automation worked well in selecting a Goodwill Member of the Year. Digital networks between the Committee and Headquarters were also working well. Our hard work from previous years, moving forward in various directions, was paying off.

2020

Co-Chairs: Sandy Arlinghaus (Midwest), Janice Anderson (Western Canada), Richard Brown (East), Marilyn Vilhauer (Northwest), Janise Saul (Southwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

- In 2020 there was extended discussion among the Chair and Co-Chairs as to how to function during the global Pandemic of the time.
- Any hard copy printouts were deferred.



- Considerations of organizations or individuals who had suffered usual stress were discussed, such as cities that had had tournaments cancelled due to the pandemic. In the end, we decided that it must be business as usual because in the future, those looking back might not understand the extreme difficulties of the times and instead point to inconsistency as a beacon for some lesser exceptions.
- We were able to meet, electronically, and to perform our usual duties. Extra effort, however, was not feasible as just the mere act of day-to-day functioning had become difficult. Many of us were confined to our homes or otherwise restricted, by law, in terms of movement and travel.

2021

Sandy DeMartino Chair.

Co-Chairs: Sandy Arlinghaus (Midwest), Janice Anderson (Western Canada), Richard Brown (East), Marilyn Vilhauer (Northwest), Janise Saul (Southwest), Carol Hamilton (South), Joo Hee Janicki (Eastern Canada).

- Most conversation centered on issues associated with the global pandemic, as typified by this email note from SD, September 10, 2021.

“Hi,

Hope you are all well.

I spoke to Joe Jones re the Goodwill reception and the GW member of the year. As you can imagine they are still deliberating as to going ahead. If they do have a NABC , receptions are also up for discussion. I probably will not be able to go but I do believe from our previous email that Richard, Sandy and Carol were considering going. If need be would one of you be willing to run the meeting. I certainly would give you notes and any information you might need. I also had a short discussion with Monte about set up.

Joe says it is up to us re the GW member of the year. We have 4 submissions, at least 3 are directors, 1 a part time ACBL director. It appeared it was consensus to hold these



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nominations over for next year. I will call the nominators and let them know. Also will try to get something on the website.

Please let me know if you have anyone questions, comments or just acknowledgement.

Take care,
Sandy D.”

- Continuing work from me, as Webmaster, to ACBL, September 13:

Hi, we used to have a link for the Goodwill Committee form to submit nominations. In making your nice new website that link seems to have disappeared.

Please put it back with text, Nomination Form for Goodwill Member of the Year, with the link

<https://fs18.formsite.com/sarhaus/form4/index.html>

In the appropriate place on the Awards and Recognition page in the Aileen Osofsky Goodwill Member of the Year Award section on that page.

Many thanks,

Sandy Arlinghaus
Goodwill Committee Member.

Sandra L. Arlinghaus, Ph.D.
<http://www-personal.umich.edu/~sarhaus/>

- And on September 14:

“How do you think we should handle skipping this year. I think we need to say something about - perhaps due to small participation during this difficult time, we will hold any nominations received until next year. We could put something on website, or in bulletin. Thoughts

Take care,
Sandy D.+

- Further Email note from Sandy DeMartino.

On Oct 27, 2021, at 5:49 PM, Hotmail <sdemar20@hotmail.com> wrote:

“My dear Co-Chairs,

My term as Goodwill Chair will be over at the end of this year. I will not declare for another term. I think it is time for new ideas and enthusiasm. I sincerely hope one of you would consider putting your name up for consideration. Sabrina Goley is the director of elections so she would be the one to contact.

There is no way I could express the wonderful jobs you have done. I certainly could not have done this without you.

So, thank you so very much, having you as my friends has been the highlight of the committee.

Will look for you at the bridge table and give you a big hug, when they are acceptable



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again.

**Take care, my friends
Sandy D.**

There followed numerous personal letters congratulating Sandy D. for her wonderful work: a sample appears below.

Hi Sandy D.,
The ACBL will be at a loss without you! My goodness!! What a wonderful job you have done on behalf of the entire membership. You personify the ideals of 'goodwill'... from your consistently sunny disposition to your deep and true kindness and loyalty. You are a treasure they will not be able to replace. They will soon figure that out, I think.
Thanks so much. It has been a pleasure to work with you! I look forward to seeing you!
Love,
Sandy A.

By the end of 2021, all the mechanics of saved applications, saved online forms, and saved committee structure were in place for the newly-appointed chair to simply pick up and run with in a seamless fashion.

Roger Smith, 2022-2023

Assistant Chairs: Sandy Arlinghaus, Joo Hee Janicki, Carol Hamilton, Marilyn Vilhauer, Richard Brown, Janise Saul.

2022

I served with Roger for about 1 year. There was very little interchange during that time. Any email interaction was shared with the entire Aileen Osofsky ACBL Goodwill Committee of the time and with the contemporary ACBL Chief Executive Officer. I resigned (for reasons shared with the Committee and the ACBL CEO) from the Committee in the spring of 2023--shortly before Roger left the Committee.



Nancy Strohmer, 2023-



2023

Co-Chairs: Carol Hamilton, David Johnson, Joo-Hee Janicki, Judy Fendrick, Marilyn Vilhauer, Rebecca Brown, Richard Brown.

- In the Spring of 2023, May 28, I learned that Nancy Strohmer had been appointed Chair of Goodwill. Following an initial introduction, it became my pleasure to get to know her via email and to introduce her to the system that had been seamlessly set up to help Goodwill Chairs, that followed Sandy DeMartino, move forward (May 29, 2023).

Hi Nancy, here is a quick update.

1. I have removed Roger from the form and put you on it. Now any form submitted via the link on the ACBL website will go to you and to me (by default because I am the form owner); not to Roger or any of the previous committee. It arrives in your email and the sender is Formsite.
2. If you share the names and email addresses of your new committee, I will add them to the form so that they also get automatic delivery of the results to their email.
3. I have sent you a sample form, nominating Daisy Duck, so you can see what such a form looks like and how it arrives in your inbox. Obviously just silly content....
4. I have forwarded to your email 13 real Formsite submissions that have been submitted via the form during 2021, 2022, and 2023. I believe it is important for you to have them ASAP because these are legitimate nominations made in good faith by folks sincerely interested in goodwill. It is my understanding that the previous chair did not use them and also did not acknowledge them. That he chose the award recipient on his own. Sandy D and her committee used Formsite forms, submitted during her tenure, and any other input that came her way to make a fully informed award decision in consultation with her committee. Long story shortened...I think you need these forms now. Please let me know if you want any from 2020 or earlier. Formsite archives them in its computing cloud.



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5. There is no rush to move the form. I am happy to keep it up as long as you would like and to help you as you transition people to moving forward creatively and constructively to re-establish this fine committee. But I am also happy to get out as soon as you want. You have taken on a large task! I am so happy to hear you are excited about moving forward!

6. In terms of other files. There are probably tens of thousands of them. Why so many? Because of electronic maps I made, each driven by databases with thousands of entries. While you might find the final interactive maps interesting, you will never need the underlying files that created them.

7. As I go through the process of dealing with these files over the next four months or so, I will of course send along any that relate directly to what you are doing.

I am confident you will do a great job! It's wonderful that you are evidently comfortable with email and that you were able to navigate the ACBL website on your own. Once we get the digital structure in place, so much of the work of the chair becomes automated and then you can move forward to focus your attention on the critical topic of goodwill, itself! (Not on pesky administrative detail—which automation can be so good at handling.)

Just let me know how I can help.

Bye
Sandy

- There followed a sequence of about 10 email conversations which involved, among other things, Nancy and her committee testing the online form so that all became comfortable with them. I was able to monitor that the forms were in fact going to where they were supposed to go. Once again, the system seemed to be working smoothly from online, to Chair, to Committee.
- On December 11, 2023, I received notification that Formsite, was being acquired by another firm.

Hi sarhaus@umich.edu,

We want to let you in on some great news!
Formsite has been acquired by Formstack, a software-as-a-service (SaaS) company that provides a versatile, no-code suite to simplify data management and a leader in the data collection market.

This acquisition aligns with Formstack's mission to empower users with practical solutions to everyday work problems and bolsters its position as a leader in the data capture and forms market.



Going forward, Formsite customers can expect to be able to take advantage of Formstack's differentiated capabilities, including document creation and management, electronic signature, and advanced workflow automation.

You can expect the same great product and service you have come to expect from Formsite and will not experience any disruption in service. ...

Best,

Randy Vroman
Formsite CEO

While things may transition smoothly, my experience is that often there are glitches when moving from one platform to another. Also, there was no guarantee that prices would not rise beyond what I could afford, personally, to donate. Thus, I recommended to Nancy that her committee investigate using Google Forms, moving forward, and I downloaded all the material archived on the Formsite form and sent it to Nancy, thus closing my interaction with this Committee, while assuring Nancy that I would be delighted to help her if needed.

Nomination Form

[Nomination Form](#) for Goodwill Member of the Year. Selection strategy used by DeMartino and Strohmer; it was apparently not used by Smith although it was fully active. A screenshot of that form appears below; zoom in to view text. Since 2013, I donated Formsite form and analysis to the full Committee, along with server space on a separate, private, server account. A successful transition to Nancy and her committee brought all this to a natural end for me, in 2023, with the bright promise of things once again moving forward in a constructive manner, launched from and building upon the successes of previous versions (before 2022) of the Aileen Osofsky ACBL Goodwill Committee. Goodwill planning is once again in force!



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Aileen Ososky Goodwill Member of the Year Nomination Form

Please note: nominations may be made only by a Unit/District official in good standing.

GOODWILL COMMITTEE CHAIR: NANCY STROHMER

GOODWILL COMMITTEE MEMBERS: Rebecca Brown, Richard Brown, Judy Fanditke, Carol Hamilton, Joo-Hae Janick, David Johnson, Marilyn Vitbauer

Nominate a Goodwill Member of the Year. Please fill out this form and hit the submit button when done.

An ACBL Goodwill Member of the year shall be selected annually. The honoree shall be presented to the ACBL member who has exhibited unselfish devotion to the cause of good conduct, worthy participation and ethical behavior. The Goodwill Committee shall review all nominations and present its recommendations for ACBL Goodwill Member of the year at each Fall Meeting of the Board.



Information about the Nominee.

Full Name of Nominee: *

Street Address of Nominee: *

City: * State/Province: * ZIP/Postal code: *

Country: * ACBL District Number: *

ACBL Unit Number: Phone (cell or landline): *

email: *



Nomination Submitted by...

Full Name: *

Street Address: *

City: * State/Province: * ZIP/Postal code: *

Country: * ACBL District Number: *

ACBL Unit Number: Phone (cell or landline): *

email: *

Unit/District Official in Good Standing-what exact position within unit or district: *



Tell Us About the Nominee!

WHY DOES YOUR NOMINEE MAKE YOU AND OTHERS GLAD THEY PLAY BRIDGE? (1000 words or less)? Please be sure to distinguish 'volunteer' from 'goodwill'. For example, a person who has served for 35 years as a unit official is surely a wonderful volunteer. Does he/she also exemplify 'goodwill'? Some examples of clear good will that are different from (or expand upon) administrative capability, might be, "she has initiated the idea of a pickup service for disabled players; he took it a step further and has provided personal pickup and dropoff service for our unit for the past 10 years; people really appreciate it." Or, "The Jones went the extra mile when Smith had a bad pain at the table- he personally went with her in the ambulance to see to it that she got to the best ER-she is doing well today, perhaps in large part due to his effort." Or, "Mary makes so many in our district feel good; she always has a kind word for partner and for the opponents, especially when something negative has happened, either at the table or in their lives." What actions has your nominee engaged in that reflect genuine thoughtfulness...look for creative approaches as well as 'expected' ones. To reiterate, is your nominee someone who makes people feel good and welcome at the game...how?

1000 words

Current or Past Unit or District Involvement:

Main Activities:

Goodwill Examples:

Recommendations from Others:

Examples of the types of comments one might make about a candidate:
 "I've done the nominee search by handlines?
 I'm in BRIDGE...I'm not in the game?
 "I've done it a million times before!
 I'm the biggest fan of partner!
 Does who "we" a wedding attire?
 Is it the nominee...the other player...the game...the bridge community?
 Any other thoughts?"

Other Thoughts to Share with the ACBL Goodwill Committee:

1000 words

Powered by [3E formsite](#)

Submit



Activities, Archived by Year

The list below is an archive that includes materials selected from the ACBL website (such as those from <https://www.acbl.org/past-nabcs/>) that pertain specifically to Goodwill along with materials from them such as audio recordings and photos made when I attended Goodwill Receptions, that were subsequently posted elsewhere online. All of those activities were part of my duty as a Co-Chair (Assistant Chair) of the broader ACBL Goodwill Committee.

NABC Site and Date	Links
Atlanta, Fall 2023	<u>Monday</u> , <u>Tuesday</u>
Chicago, Summer 2023	<u>Monday</u> , <u>Tuesday</u>
New Orleans, Spring 2023	<u>Monday</u> , <u>Tuesday</u>
Phoenix, Fall 2022	<u>Monday</u> , <u>Tuesday</u>
Providence, Summer 2022	<u>Monday</u> , <u>Tuesday</u>
Reno, Spring 2022	<u>Monday</u> , <u>Tuesday</u>
Austin, Fall 2021	<u>Monday</u> , <u>Tuesday</u>
Providence, Summer 2021	Rescheduled for Summer 2022. Pandemic.
St. Louis, Spring 2021	Canceled. Pandemic.
Tampa, Fall 2020	Canceled. Pandemic.
Montreal, Summer 2020	Canceled. Pandemic.



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Columbus, Spring 2020	Canceled. Pandemic.
Memphis, Fall 2019	<u>Monday, Tuesday</u> Attendance at Goodwill Reception: 133.
Las Vegas, Summer 2019	<u>Monday, Tuesday</u> Attendance at Goodwill Reception: 119.
San Francisco, Spring 2019	<u>Monday, Tuesday</u>
Honolulu, Fall 2018	<u>Monday, Tuesday</u>
Atlanta, Summer 2018	<u>Monday, Tuesday</u>
Philadelphia, Spring 2018	<u>Monday, Tuesday</u>
San Diego, Fall 2017	<u>Monday, Tuesday</u>
Toronto, Summer 2017	<u>Monday, Tuesday</u>
Kansas City, Spring 2017	<u>Monday, Tuesday</u>
Reno, Fall 2016	<u>Monday, Tuesday</u>
Washington DC, Summer 2016	<u>Audio file.</u> <u>Monday, Tuesday</u>
Orlando, Spring 2016	<u>Monday, Tuesday</u>
Denver, Fall 2015	<u>Monday, Tuesday</u>
Chicago, Summer 2015	<u>Audio file.</u> <u>Monday, Tuesday</u>
New Orleans, Spring 2015	<u>Audio file</u> Photos: 1 , 2 , 3 , 4 , 5 , 6



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	<u>Monday, Tuesday</u>
Providence, Fall 2014	<u>Audio file</u> Photos: <u>1</u> , <u>2</u> , <u>3</u> , <u>4</u> , <u>5</u> , <u>6</u> <u>Monday, Tuesday</u>
Las Vegas, Summer 2014	<u>Monday, Tuesday</u>
Dallas, Spring 2014	<u>Audio File</u> (meeting begins about 15 minutes in) <u>Photo File</u> <u>Monday, Tuesday</u>
Phoenix, Fall 2013	<u>Audio File</u> (meeting begins about 15 minutes in) <u>Photo File</u> <u>Monday, Tuesday</u>
Atlanta, Summer 2013	Photos: <u>1</u> , <u>2</u> , <u>3</u> , <u>4</u> , <u>5</u> , <u>6</u> . <u>Monday, Tuesday</u> .
St, Louis, Spring 2013	<u>Audio File</u> . <u>Photo File</u> . <u>Monday, Tuesday</u> .
San Francisco, Fall 2012.	<u>Monday, Tuesday</u> .
Philadelphia, Summer 2012.	<u>Monday, Tuesday</u> .
Memphis, Spring 2012.	<u>Monday, Tuesday</u> .
Seattle, Fall 2011.	<u>Monday, Tuesday</u> .



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Toronto, Summer 2011.	<u>Monday; Tuesday.</u>
Louisville, Spring 2011.	<u>Monday; Tuesday.</u>
Orlando, Fall 2010.	<u>Audio file.</u> <u>Monday; Tuesday.</u>
New Orleans, Summer 2010.	<u>Audio file.</u> <u>Video file (obtained by Bonnie Bagley).</u> <u>Monday; Tuesday.</u>
Reno, Spring 2010.	<u>Audio file.</u> <u>Monday; Tuesday.</u>
San Diego, Fall 2009.	<u>Audio file.</u> <u>Photo. Link to file of photos.</u> <u>Monday; Tuesday.</u>
Washington D.C., Summer 2009.	<u>Audio file.</u> <u>Monday; Tuesday.</u>
Houston, Spring 2009.	<u>Audio file.</u> <u>Monday; Tuesday.</u>
Boston, Fall, 2008.	<u>Audio file.</u> <u>Monday; Tuesday.</u>
Las Vegas, Summer, 2008.	<u>Monday; Tuesday.</u>
Detroit, Spring, 2008.	<u>Audio file.</u> <u>Planning Guide</u> <u>Monday; Tuesday.</u>



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San Francisco, Fall, 2007.	<u>Monday; Tuesday.</u>
Nashville, Summer, 2007.	<u>Audio file.</u> <u>Photo.</u> <u>Monday; Tuesday.</u>
St. Louis, Spring, 2007.	<u>Photo Album.</u> <u>Monday; Tuesday.</u>
Honolulu, Fall, 2006.	<u>Monday; Tuesday.</u>
Chicago, Summer, 2006.	<u>Monday; Tuesday.</u>
Dallas, Spring, 2006.	<u>Monday; Tuesday.</u>
Denver, Fall, 2005.	<u>Monday; Tuesday.</u>
Atlanta, Summer, 2005.	<u>Monday; Tuesday.</u>
Pittsburgh, March, 2005.	<u>Monday; Tuesday.</u>
Orlando, Fall, 2004.	<u>Monday; Tuesday.</u>
New York, Summer, 2004.	<u>Monday; Tuesday.</u>
Reno, Spring, 2004.	<u>Monday; Tuesday.</u>
New Orleans, Fall, 2003.	<u>Monday; Tuesday.</u>
Long Beach, Summer, 2003.	<u>Monday; Tuesday.</u>
Philadelphia, Spring, 2003.	<u>Monday; Tuesday.</u>
Phoenix, Fall, 2002.	<u>Monday; Tuesday.</u>
Washington DC, Summer, 2002.	<u>Monday; Tuesday.</u>
Houston, Spring, 2002.	<u>Monday; Tuesday.</u>



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Las Vegas, Fall, 2001.	<u>Monday; Tuesday.</u>
Toronto, Summer, 2001.	<u>Monday; Tuesday.</u>
Kansas City, Spring 2001.	<u>Monday; Tuesday.</u>
Birmingham, Fall, 2000.	<u>Monday; Tuesday.</u>
Anaheim, Summer, 2000.	<u>Monday; Tuesday.</u>
Cincinnati, Spring, 2000.	<u>Monday; Tuesday.</u>
Boston, Fall, 1999.	<u>Monday; Tuesday.</u>
San Antonio, Summer, 1999.	<u>Monday; Tuesday.</u>
Vancouver, Spring, 1999.	<u>Monday; Tuesday.</u>
Orlando, Fall, 1998.	<u>Monday; Tuesday.</u>
Chicago, Summer, 1998.	<u>Monday; Tuesday.</u>
Reno, Spring, 1998.	<u>Monday; Tuesday.</u>
St. Louis, Fall, 1997.	<u>Monday; Tuesday.</u>
Albuquerque, Summer, 1997.	<u>Monday; Tuesday.</u>
Dallas, Spring, 1997.	<u>Monday; Tuesday.</u>
San Francisco, Fall, 1996.	<u>Monday; Tuesday.</u>



Activities, Archived by Topic

Hearing Issue and Bidding Boxes

According to the ACBL website, when Aileen Osofsky became Goodwill Committee Chair in 1985, she promoted:

- Awareness of those with hearing (and other) disabilities
- Naming of Goodwill Member of the Year.
- Active ethics
- Support for Junior Programs

A sample of an early “hearing card” Aileen created is shown below. I remember when she gave it to me shortly after I first met her in Pittsburgh in 2005. Later, I learned via ‘oral tradition’, that Aileen’s interest, and its manifestation as a card, helped serve to inspire the contemporary ACBL bidding boxes.





Goodwill Members of the Year

- 1990 Doris O'Grady, Highland CA
- 1991 Julian Slager, Montgomery AL **
- 1992 Dorothy and Norman Edwardson, Springfield AR
- 1993 Jack Boehne, Indialantic FL **
- 1994 Gladys Hodge, Pocatello ID **
- 1995 Kara Jarman, Las Vegas NV **
- 1996 Mayme Lawrence, Springfield IL **; Thomas W. Gardner, Farmington Hills MI**
- 1997 Dick Shaver, Reno NV **
- 1998 Jay Brown, Northridge CA **
- 1999 Miriam G Martin, Greenville CA **
- 2000 Joan Weinrott, Bryn Mawr PA
- 2001 Louise Wiegman, Mesa AZ **; John K. Keech, Victoria BC
- 2002 Kay E. Afdahl, Virginia Beach VA; Sheena Rayner, Hamilton Bermuda
- 2003 Bill Breeze, Bellevue WA
- 2004 Kay Teal, Richland WA
- 2005 Harold Jordan, Wilmington DE
- 2006 Cisse Horton, San Antonio TX
- 2007 Jennie Flynn Sauviac
- 2008 Richard Caser
- 2009 Chris Larsen
- 2010 Marsha J. Helton



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- 2011 Patty Tucker
 - 2012 John and Theresa Federico
 - 2013 Joseph Olivier
 - 2014 Karl Dencker
 - 2015 James Flesher
 - 2016 Flora Pettit
 - 2017 Eldon Clayman
 - 2018 Nelda Linman
 - 2019 Mark Sorenson
 - 2020 William Stine
 - 2021: Lane Galloway
 - 2022: None
 - 2023: Morris "Mojo" Jones
- Jonathan Steinberg, [online photo archive](#) of bridge over the years.

Submissions via Formsite online form began in 2014, with some trial runs in 2013 (4 such trials) and a small number of continuing trials as needed over the years. In all, trials and actual submissions, there have been 150 entries in the database from 2013 through December 2023. They were distributed as follows:

2013	4
2014	19
2015	12
2016	13
2017	14
2018	19
2019	25
2020	17
2021	6



2022	6
2023	15

Buttons and Banners

Buttons

The square gold pin, shown on the cover of this Monograph and in its header, was the mark of a member, appointed by a District Director, to the broad national goodwill group. It also served as the entry ticket to the Goodwill Reception held on Monday nights at the NABCs.

Banners

- 2007. Spring NABC. St. Louis.



- 2008, March 10. Detroit NABC. Bill Arlinghaus helps Ron Horwitz with a new



Goodwill button as Howard Abrams looks on. Goodwill banner in background notes that “It’s nice to be important, it’s more important to be nice!”



This banner continued to be displayed until about early 2018. At that time, the Goodwill Committee worked with ACBL Staff to help create a new banner. I had made some Wordle’s for Committee use and Sandy D. thought that concept might be useful to Staff in producing a new banner. Thus, Staff produced the draft banner below (on the left), which the Committee commented on in terms of detail of presentation. Staff adopted all of our suggestions and came up with the beautiful new banner on the right.



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Goodwill Planning





Word Cloud Table Cards

In 2018, I created some Wordle Word Clouds, following discussion initiated by Sandy D. to produce something interesting for the centers of tables at forthcoming Goodwill Receptions. These were based on words associated with the word “Goodwill” in the minds of members of our Goodwill Board. They sent me the words, and I generated word clouds using online “Wordle” software (not the game, but a cloud generation app available at the time). The word set also included input from a Wordle made by Jay Baum at ACBL in addition to principal input from Goodwill Chair and Co-Chairs.



This sample was the one eventually used; it has been edited and the background made light to enhance visibility of words.



Goodwill Limericks, One-Liners, and Other

Suggestions from the ACBL Goodwill Committee for quotations, and more, to appear in the ACBL Daily Bulletin.

Basic Philosophy, where the one-liners or short comments are concerned:

- We believe that short, catchy phrases or poems that stick in the minds of players are likely to have greater impact than are longer, wordy comments.
- We believe that a certain amount of variety in content is a good idea.
- We believe that reinforcement of concept, through repetition of idea, is important.

We suggested a GOODWILL MESSAGE BANK—withdraw some messages for each tournament; enlarge the bank with input; reuse them from time to time.

We offered Paul Linxweiler the material in this section and suggested a set of categories: Aileen’s slogans; Smile; Compliments; General; Competitive Spirit; Ethics; Responsibility; Play; Poems (Seasonal and Universal). We even suggested one way in which these materials might fit into the categories. Within a given category, there might be variations on a given theme. Choose one (or a few); then the next time, to reinforce the concept, choose variants. The wording need not be identical to reinforce an idea. What is needed is repetition of the theme rather than of its exact wording.



Limericks

- From Sandy Arlinghaus, mainly from 2013:

St. Pat's in St. Louis today,
His partner came past to say--
 "Last time we played
 He mixed clubs in with spades--
But his smiles and goodwill made me stay!"

When a smile is the style of the day,
It holds sarcasm and meanness at bay,
 A bit o' goodwill
 Is a potent pill
And fine garb for St. Patrick's Day!

When a smile is the style of the day,
It holds sarcasm and meanness at bay,
 A bit of goodwill
 Is a potent pill;
A prescription to be here to stay!

When a smile is the style of the day,
It drives sarcasm and nasties away,
 A bit of goodwill
 Is a potent pill;
A reward that must be here to stay!

Bridge matters may come or may go
A 'fix' can deliver a blow;
 But kind words from the heart
 Will make you look smart
As goodwill builds your confidence flow!

Though your scores may go to and fro,
And the play becomes dreadfully slow,
 A few kind words from the heart
 Will make you look smart,
As goodwill makes your partnership grow!

Competition's a strong suit we know,
But in order to help partner grow,
 Kind words from your heart



Will make you look smart,
And you'll reap goodwill seeds that you sow.

On Goodwill Day it's great to know
There's an Awards Ceremony and Show,
It's a "members" event--
We should all be content
To read Manley's account, below.

For behavior at bridge that's outrageous,
A smile can be quite contagious...
If smiles fail to make it cease,
Raise your hand and call "Director, Please"
In a manner most exact, yet gracious.

From Richard Brown, 2016.

Goodwill is something that we all should do
For it makes the game fun for me and for you
So bring your happy face with a big smile
And be ladies and gentlemen all the while
Because showing kindness is part of the game too.

The bidding and play should follow with ease
But sometimes our game is not such a breeze
So when we have a bid or lead out of turn
The proper procedure we all should learn
Simply raise your hand and say "Director Please".

One-Liners

From Aileen Osofski:

- It is nice to be important, but it is more important to be nice.
- Make every day a Goodwill day.
- Today, like every day, is Goodwill Day.
- Remember: wear your Goodwill pin...it's a subtle, yet powerful, way to spread



the word!

- Caddy, please!

From Sandy DeMartino:

- You can be competitive and still be caring, friendly and ethical.
- Always have a courteous attitude toward your partner and opponent
- Be highly ethical at all times
- It is your responsibility that bridge remains the game you enjoy so much.
- Equity and enjoyment are the benchmarks of bridge
- Treat others as you would treat yourself
- Always disclose
- Never Abuse
- Don't intimidate
- Practice active ethics
- Remember Bridge is a timed event
- Smile often; a warm smile is the universal language of kindness.
- Don't underestimate the power of a smile, a kind word, or an honest compliment.
- A gentle word, a kind look, or a good-natured smile can work wonders.
- Compliment your opponents on good play.
- Maintain a courteous attitude toward both your partner and opponents.
- Encouragement accomplishes more than mere correction.
- Accept the decisions of your Director with politeness and grace, even if you



plan an appeal.

- Observe Zero Tolerance yourself; the rules apply to all.
- Leave a clean table and push in your chair when done.
- Make bridge a ‘No Gloating Zone’!
- Play in tempo; lead or place the dummy before you write.
- Display a clearly filled-out convention card.
- Discuss hands after the game.
- Director, please!

Follow-up response to Sandy DeMartino:

- From Sandy Arlinghaus:
 - Leo Durocher revisited—“Nice guys finish first.”
 - Be in style—wear a smile!
 - Goodwill is contagious—spread it around!
 - Upside down is one form of count; on your countenance, turn the frown upside down—smile!
 - When the look on your face is a frown, The curve is upside down--- SMILE!
 - Stiff upper lip? Relax it—smile at your opponents!
 - Partnership workout---no gym required—just SMILE!
 - Flex your facial muscles—SMILE!
 - Make yours the smile that launched a thousand tricks.
 - Hard day? Make it better for others—then you have at least one good thing to take away. Be thoughtful.



- It's ok to disagree; it's not ok to be disagreeable about it!
 - You catch more flies with mead than with rubbing alcohol...SMILE.
 - Losing can be rough—
The smart ones get tough;
And, move on to the next round
Where success might be found.
 - Do you find an explanation deceptive and evasive?
Request clarification; be pleasant yet persuasive.
 - Is an opponent abrupt? Let your smile erupt!
 - Reward behavior you wish to encourage; Smiles and compliments go a long way toward doing so.
 - Sow seeds of peace and Goodwill; Nurture with smiles;
Reap compliments while still Traversing tourney aisles.
 - Sincere compliments—A remedy for rude remarks?
 - Don't patronize—
You may jeopardize
A partner's good will
Or her declarer skill
- Janise Saul's Pearl—Try It: "Welcome to Our Table!"

From Esther Watstein: she also kindly offered some material and she commented on what she particularly liked and with some thoughtful suggestions for small changes, as well. The quotations below are her original contributions:

- Save advice and teaching until after the game.
- Winning is good. Losing with a smile and a compliment is sportsmanship.
- It's a game. Play it well according to the rules of the sport and sportsmanship.
- It's a game. Losing is part of it.



- It's a game. Good play is admirable no matter who holds the hand.
- It's a game. Be proud of it and of your partner and your opponents.
- It's a game. No one, including your partner and opponents, is in it to lose.
- Treat your opponents like guests. It's part of the game.
- Good players earn points. Great players earn respect and points.
- You're a winner! Most points in courtesy and demeanor!
- At the table, set the tone. When you're nice, others will follow suit.
- Trust your partner. Respect your opponents.
- Nice has no limits. Rude has no place at the table.
- Nice has no limits. Rude is out of bounds.
- You're on lead. Be nice; others will follow suit.
- Everybody plays to win; when it's the other guy, offer congratulations.
- Everyone plays to win; when it's not your turn to do that, smile.
- Everyone plays to win; when it's not your turn to head the list, then let your sportsmanship shine.
- Everybody plays to win; when you do, say "Thank you."
- Winning is only part of being a champion.

Other

AH, SWEET MYSTERY OF BRIDGE

by Pauline Becker, Toronto Ontario (used with her permission).

There are some who think the game of Bridge
Is scary and mysterious;
They don't see players having fun,
They think it's all too serious.



The thought of playing duplicate
Is worse than Hannibal Lecter;
"No way!" they cry, "I might bid wrong
And someone will yell "Director!"

"We like our little game," they claim,
"Where no one knows conventions;
We bid the suits we really have
And Doubles cause no tensions."

"We've never heard of Lebensohl,
Jacoby, D.O.N.T or Stayman,
Cue bids leave us in the dark...
You're experts, we're just laymen."

But skill is all just relative,
And if the truth be told,
We all learn something new and fresh
With every hand we hold.

Who cares what kind of game you play
When all is said and done...
We want new players in our group;
Please come and join the fun!

Badges

Members of the broad Goodwill Committee wear square pins to indicate their membership in that group. The group that serves as a Board for that set, wears square pins and some additional badge for further identification. And, the Chair of that Board wears the square pin and a special badge identifying her/him in that position. Below, Aileen Osofsky is wearing her square pin and her Chair badge, as she stands next to Sharon Fairchild (President, ACBL Board of Directors) in St. Louis in 2007.



IMaGe Monograph #27:
Sandra L. Arlinghaus et al.
Goodwill Planning



At times, Co-Chairs, and the Chair have worn simple paper sticky-back badges. One of the first orders of business for Sandy DeMartino, when she became Chair in 2013, was to see to it that everyone had suitable, reusable badges. The ACBL Staff was very supportive in this venture. Their design team created a beautiful black elliptical badge for Sandy (as Chair). It was done in 2013; she is shown in a photo below in Providence in 2014.



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Goodwill Planning



Additionally in 2013, the ACBL Staff designed nice badges for Co-Chairs (mine is shown below). The first time all the new badges were worn was for the NABC in Atlanta in 2013.



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Goodwill Planning



While these badges were very nice in many ways, some folks complained that they could not read the logo. In 2016, ACBL Staff worked with our committee to redesign the badges for the Co-Chairs. I submitted the design below; I am not sure if other committee members did so as well.



In any event, ACBL Staff came back with two options for us, in gold or silver metallic material in two different shapes: elliptical or rectangular. While we liked the elliptical



one in many ways, the rectangular one offered more space and was clearer from a distance. So we chose the rectangular design.



Size: 1 ¹¹/₁₆ by 2 ⁹/₁₆



Size: 2 by 3

Over time, this material did not wear well. The metal pitted and became discolored from routine wear and tear, especially if it came in contact with salt (air, water, or grains).



The badges were terrific, but there is no perfect badge. Cartographers who design maps to put on postage stamps know the challenge of creating graphics, that are more than decorative, within a small, bounded, space—there is no perfect map, either.



Maps

Maps are helpful in understanding the spatial distribution of bridge players and bridge clubs throughout the ACBL. When these maps are coordinated with the ACBL administrative hierarchy of District Directors (Members of the ACBL Board of Directors) they become especially useful for planning the distribution and the analysis of Goodwill dissemination.

Contemporary mapping software, of the time, was powerful. Clickable maps linked ESRI GIS software with Census data polygons and ACBL databases. A single set of clickable maps, using ImageMapper (from Alta 4) plugin for ArcView GIS, generated maps that could show vast amounts of data, some sets numbering about 40,000 different files.

The original maps were stored on servers not part of Deep Blue (the persistent server of The University of Michigan) because Deep Blue did not exist when these were made. The link to the original has been retained. In addition, the parts of the map are uploaded into Deep Blue, although links within html files may not be functional from there. If that is the case, simply mouse over the broken link to uncover the file name and then look for that file in the list of supplementary files associated with this monograph in Deep Blue. Some of the supplementary files will be preserved there in native format while others, that required layering of digital subdirectories, will be zipped into a single unit (and therefore will need to be downloaded and unzipped).

All of the maps below were generated in response to studying bridge patterns, including



Goodwill, and were published previously in *Solstice: An Electronic Journal of Geography and Mathematics*, also available in Deep Blue. A few links are provided here to a selection of maps in a group of articles from *Solstice* on the topic of Maps and Decisions:

- [Part II--Ambiguity](#)
- [Part III--Redistricting](#)
- [Part IV--Club Data](#)

Others are illustrated here (below) in more detail to indicate how they might be used as an aid to guide Goodwill Planning.

Clickable Maps

Regional Maps by District

The maps in this series show the number of ACBL members within ZIP code boundaries by ACBL district (based on ACBL data from 2004). A screenshot portion of the interactive overview map is shown below. The link above takes the reader to the full set, by a simple click through.








IMaGe Monograph #27:
Sandra L. Arlinghaus et al.
Goodwill Planning



Regional Maps, by District
(territorial description from ACBL website)

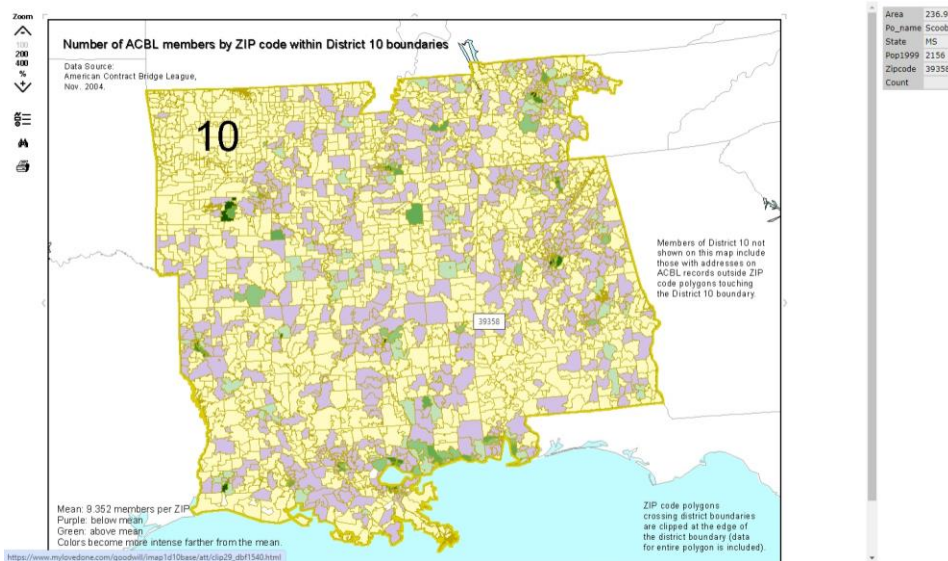
Click on the small image below (designed to reduce load time of the entire page) to see a larger version of the static small map. Or, click on the link above the small map to take an even closer look using an interactive (dynamic) map. An asterisk denotes maps with incomplete subnational boundary files (typically in Canada and Mexico) or US states or territories not shown on the map (such as Alaska or Hawaii), or areas in which certain cartographic difficulties were present (Wyoming in District 17). These are under construction; boundary acquisition causes a lag in time, the dataset is present.

<ul style="list-style-type: none">*District 1: Eastern Canada*District 2: Ontario, Manitoba, and Bermuda	<p>District 14: Iowa, Minnesota, North and South Dakota, and Nebraska. Link to interactive map.</p> 
<p>District 3: Eastern New York (not New York City), Northern New Jersey. Link to interactive map. Link to page of newer maps with corrected district boundaries.</p> 	<p>District 15: Southeast Missouri, Kansas, Oklahoma, Western Arkansas, and Northern Texas. Link to interactive map.</p> 
<p>District 4: Central New York, Eastern Pennsylvania, Delaware, Southern New Jersey. Link to interactive map.</p> 	<p>District 16: Most of Texas, all of Mexico. Link to interactive map.</p> 

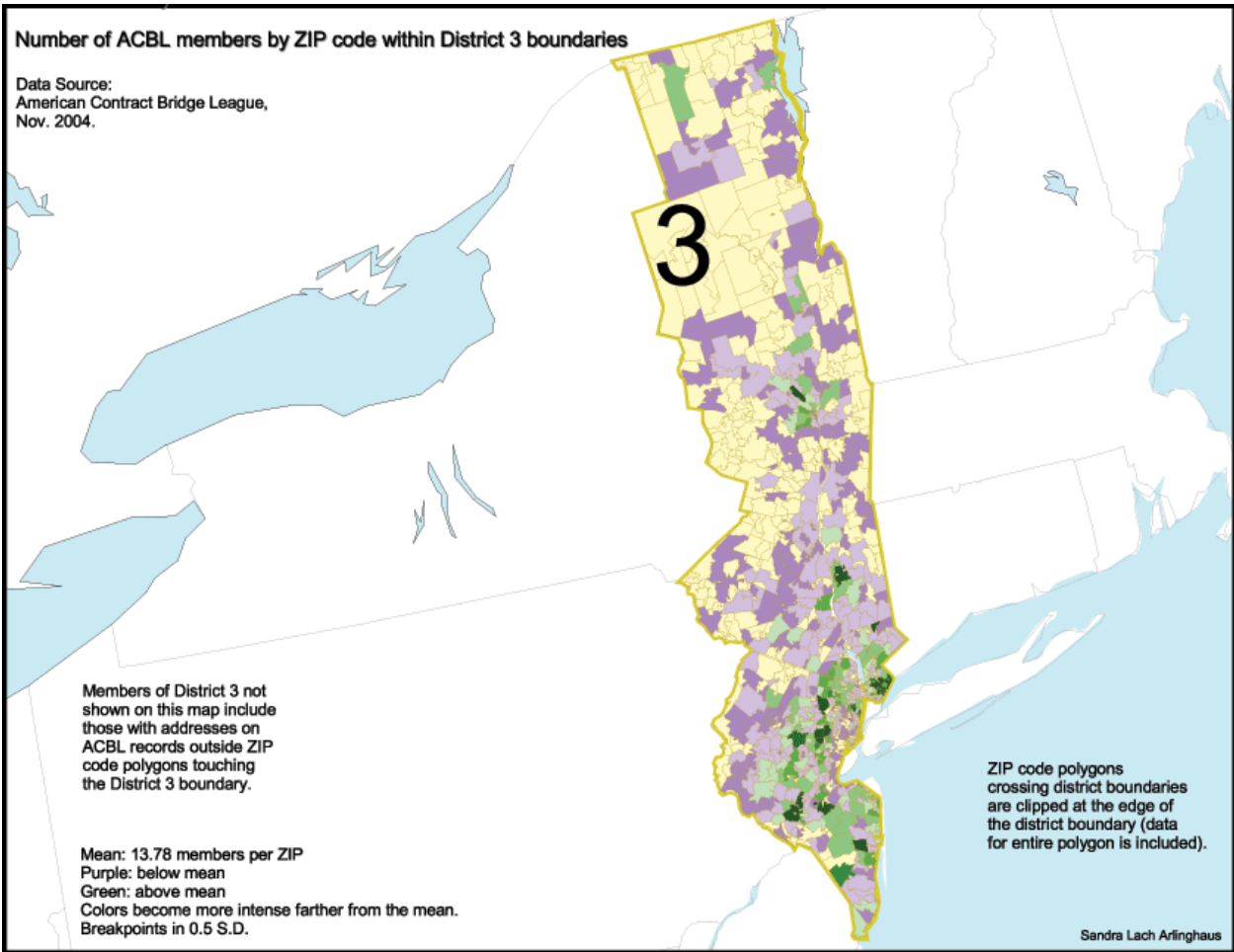
As one example, click on the link associated with District 10 on the interactive overview sheet, not on the screenshot above, and another clickable map pops up, in which a viewer can click on a single postal ZIP code anywhere within the District 10 boundary to see the number of ACBL members within that ZIP code. Note the portion of the database adjacent to the upper right corner of the map.



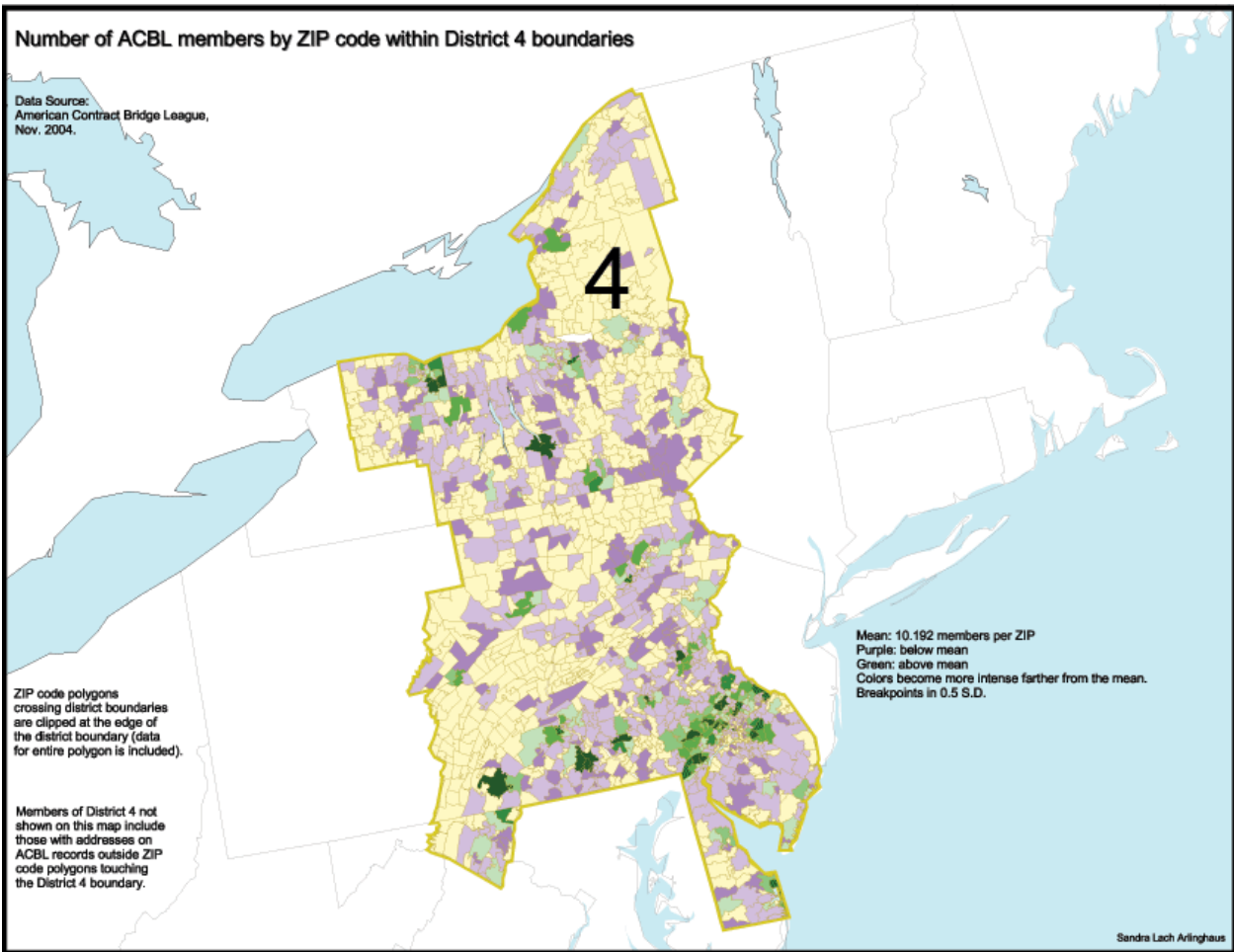
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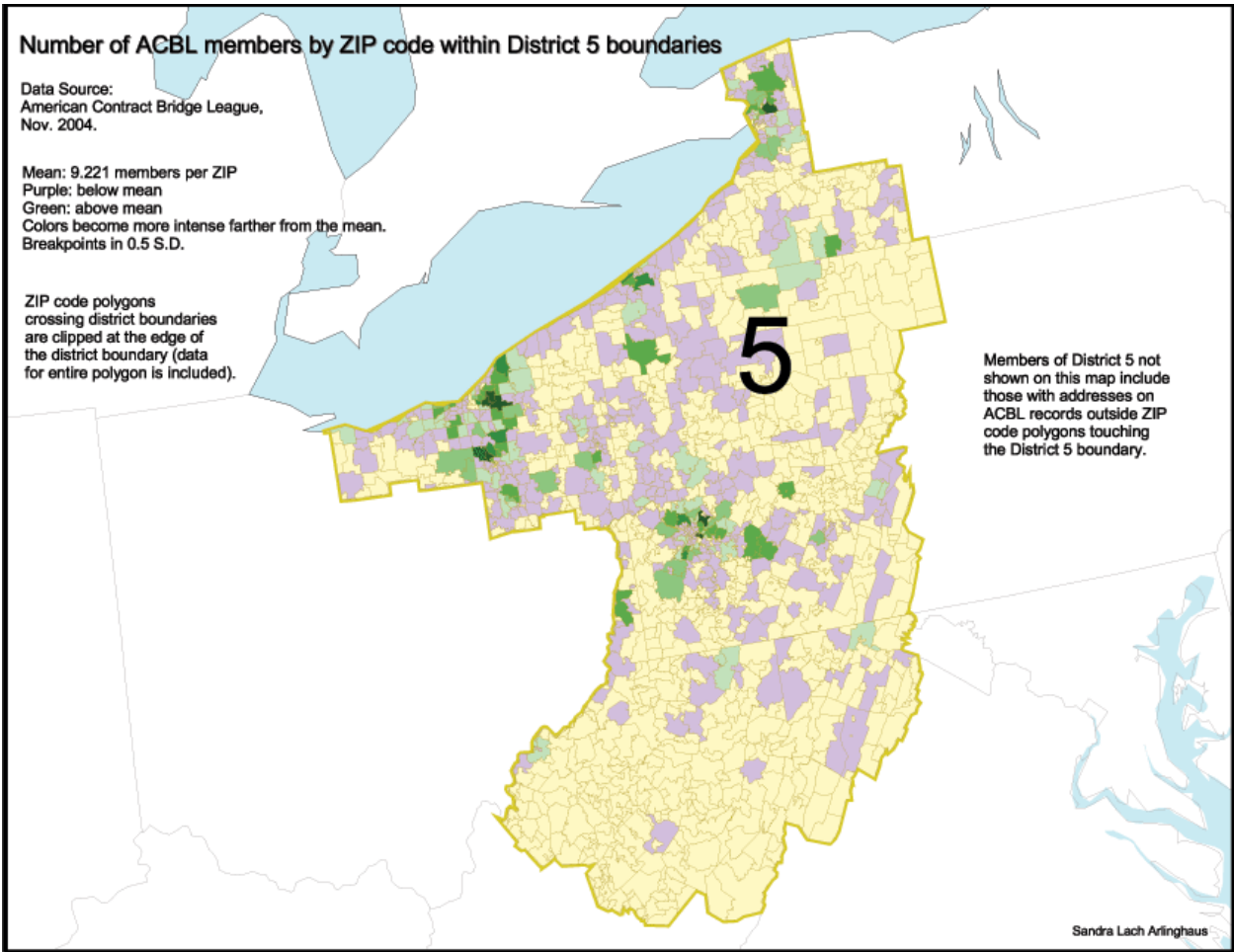
If the simple click-through fails to work, static base maps for each of the 25 ACBL districts, which can be zoomed in on (tools to the left of the map), appear below. The zipped files in Deep Blue can be downloaded to look at each ACBL District in detail, from a clickable, interactive standpoint. For example, the name of the file containing an interactive map for District 10 is: `imap1d10base.zip`. Just click on the link to download the file, unzip the file, and then click on `index.html` to launch the fully clickable map for District 10. All in all, there are about 40,000 files associated with this map series, given that there is one tiny file, with data, for each ZIP code in the ACBL. Clickability comes at a cost, in terms of numbers of files.



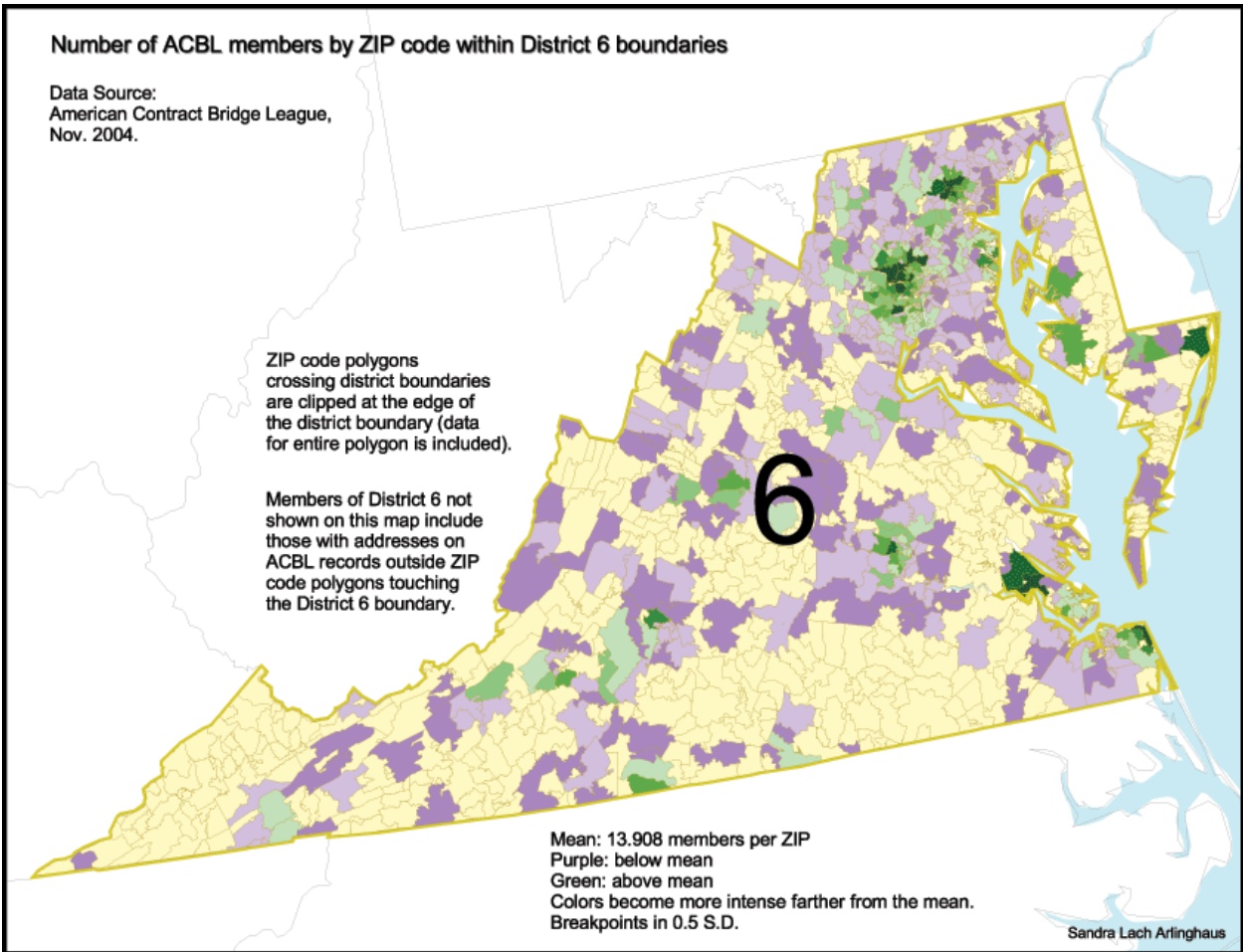
District 3. imap1d03base.zip



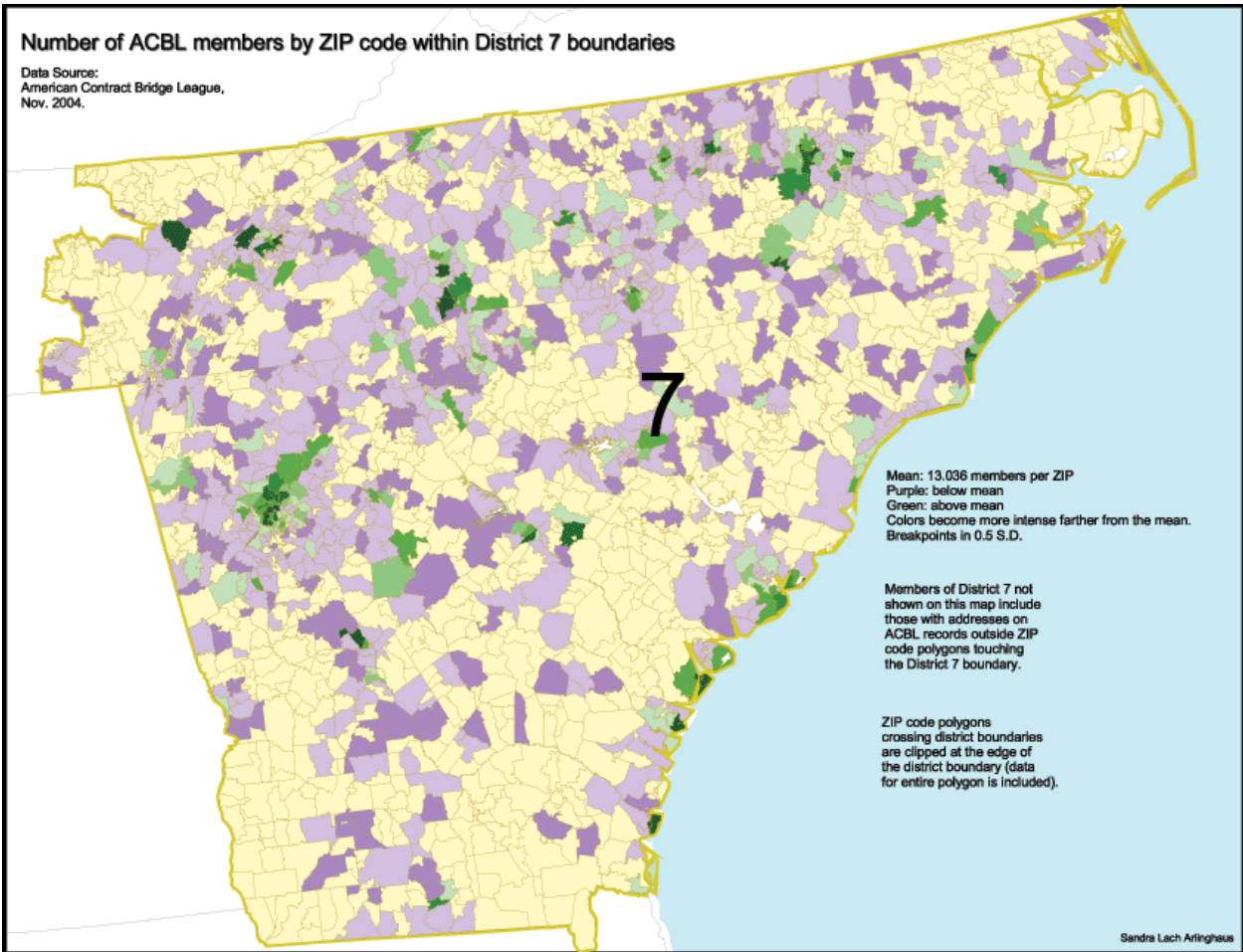
District 4. imap1d04base.zip



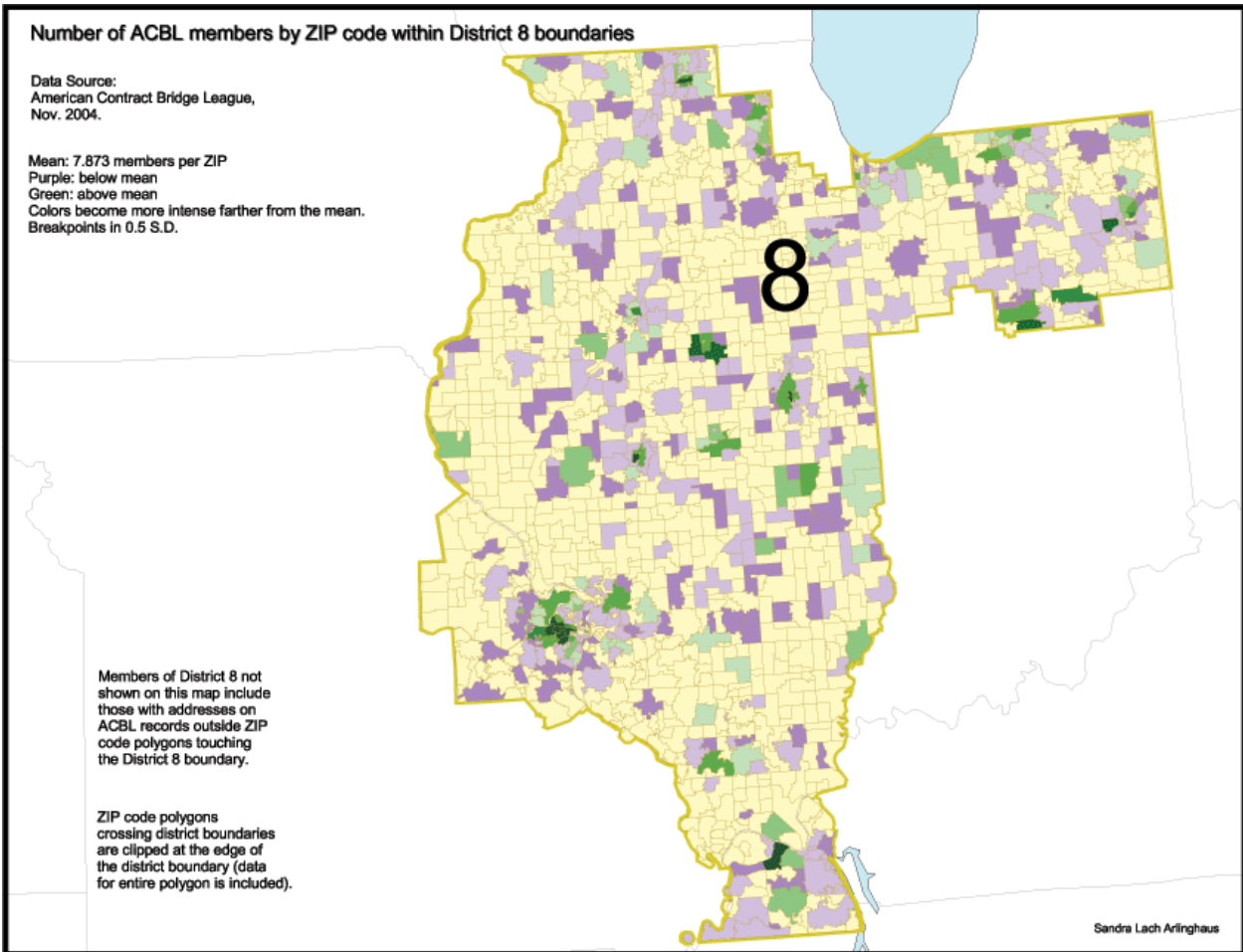
District 5. imap1d05base.zip



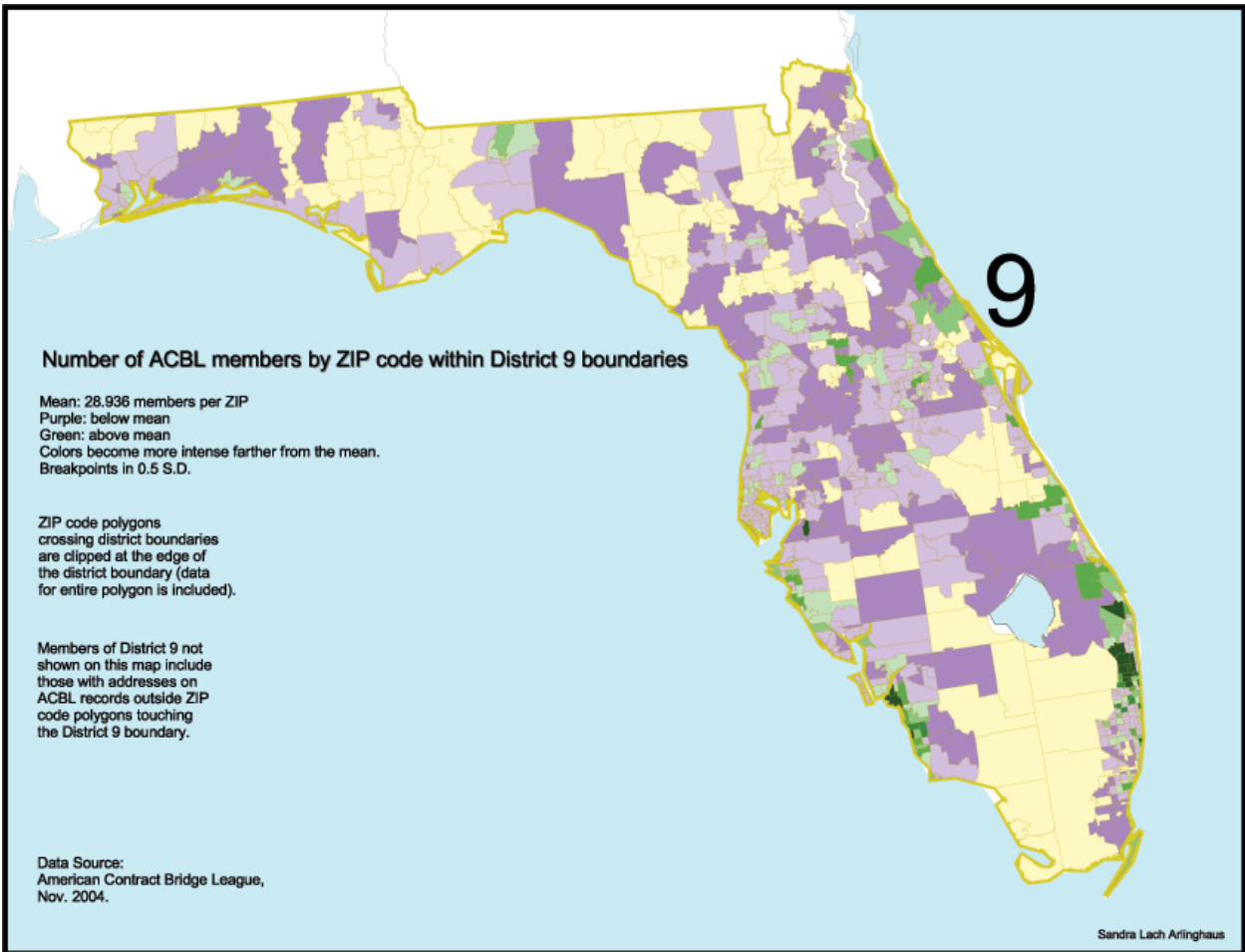
District 6. imap1d06base.zip



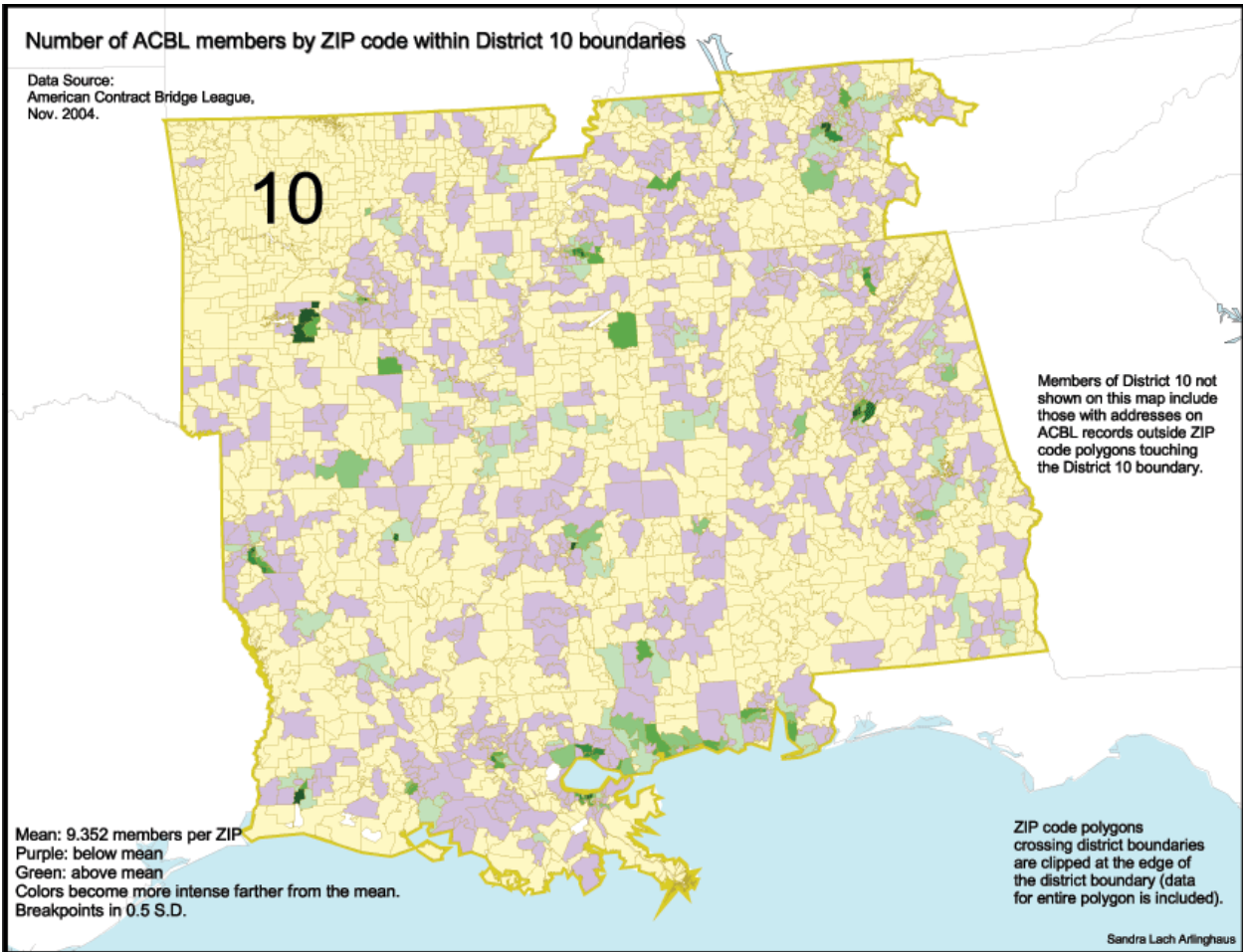
District 7. imap1d07base.zip



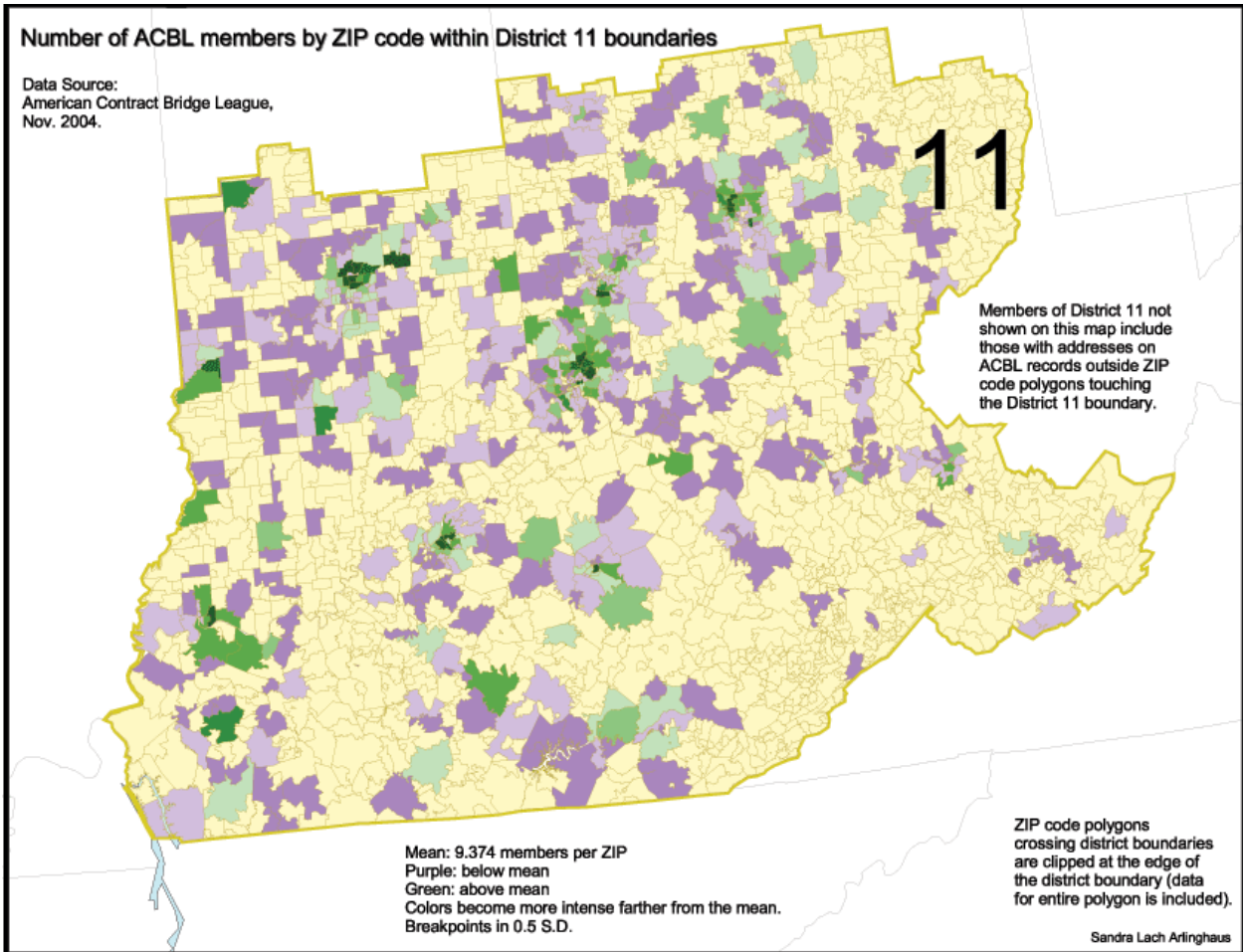
District 8. imap1d08base.zip



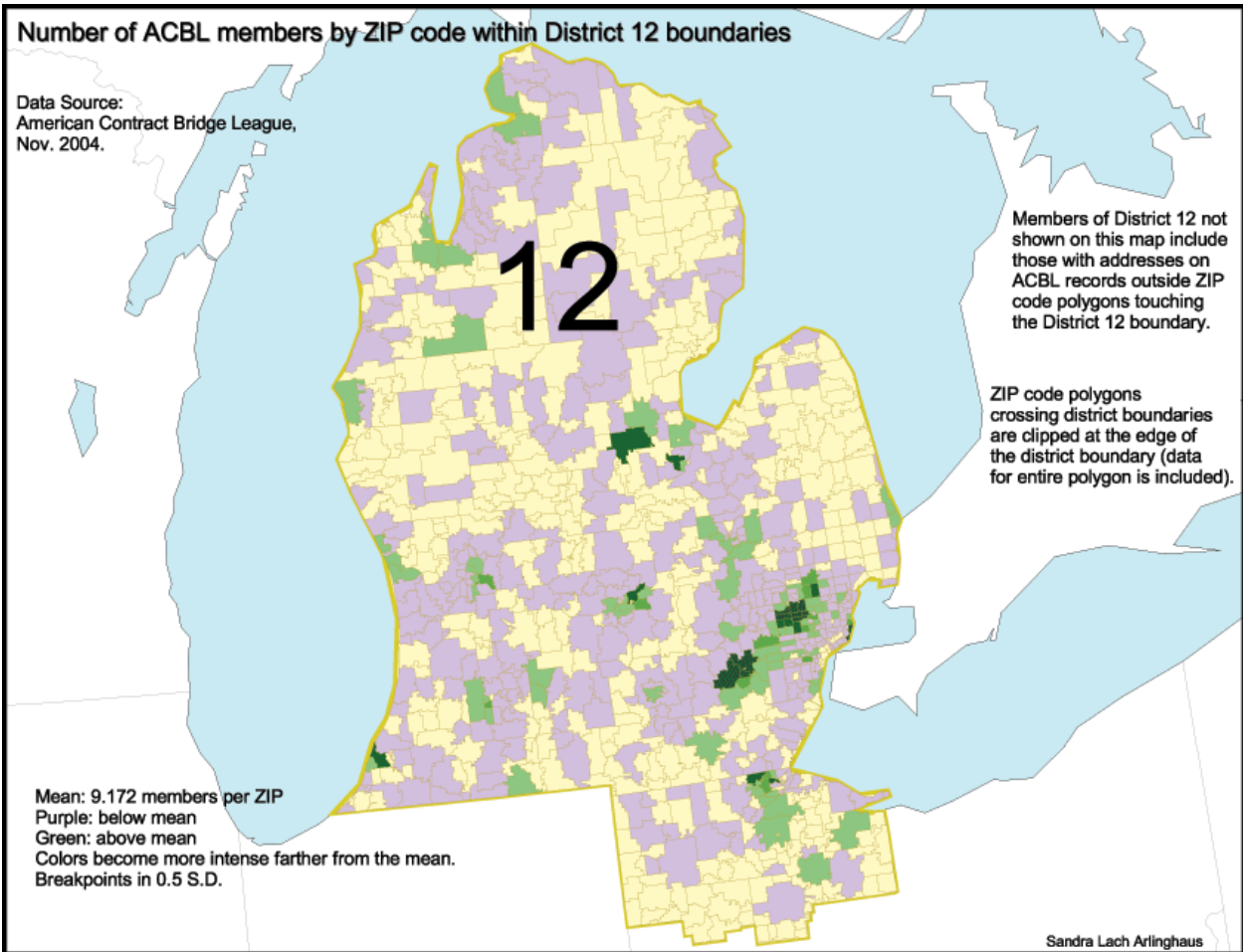
District 9. imap1d09base.zip



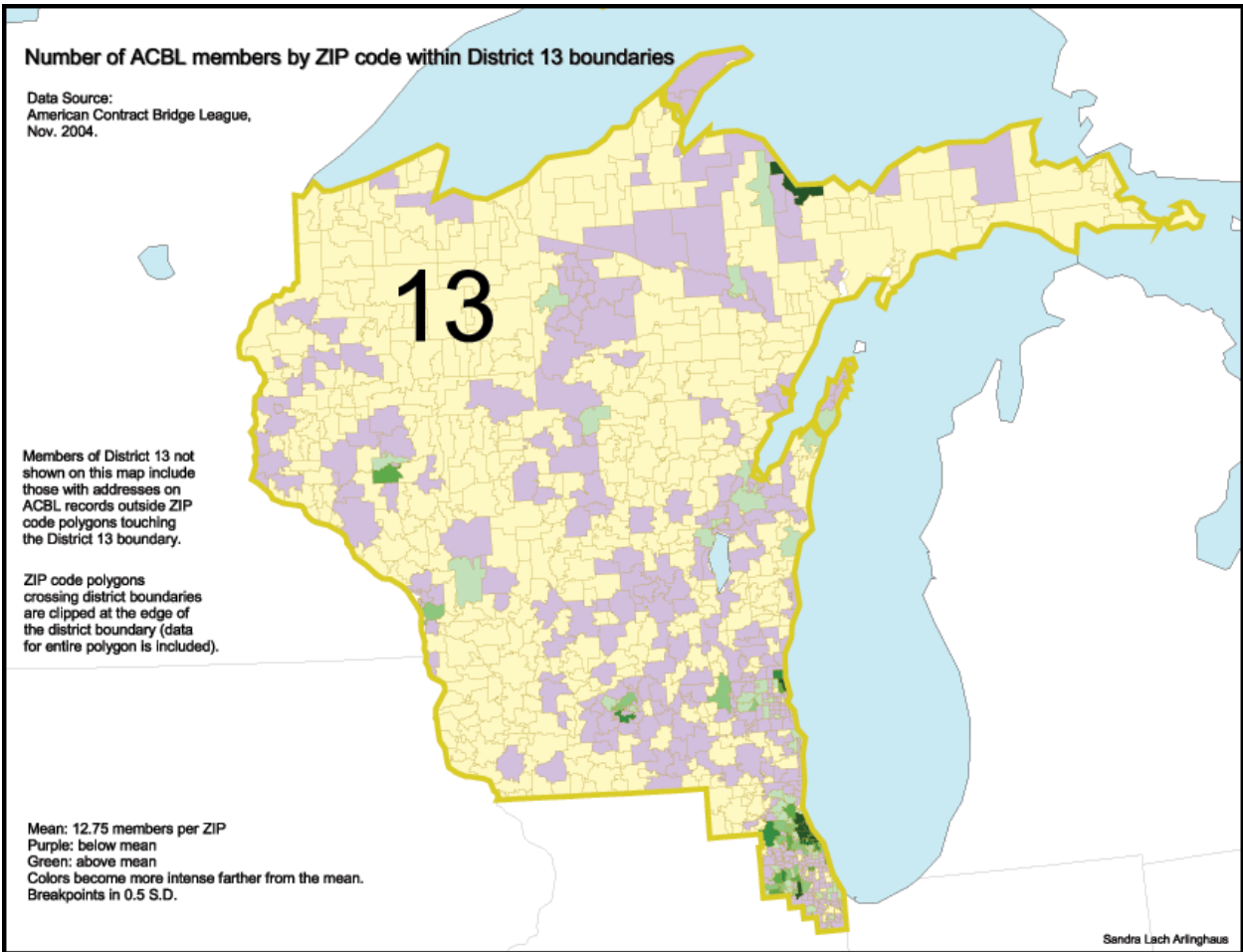
District 10. imap1d10base.zip



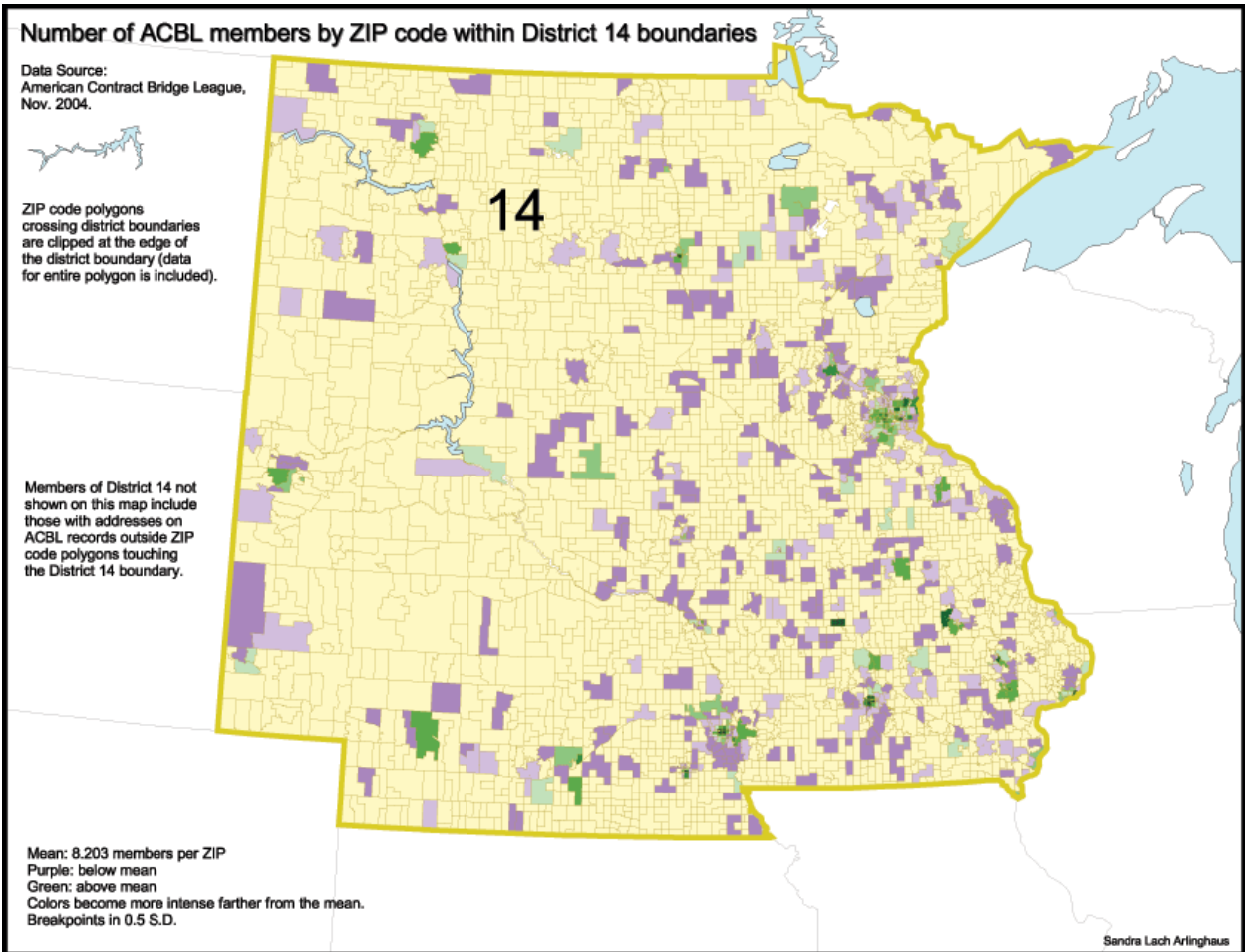
District 11. imap1d11base.zip



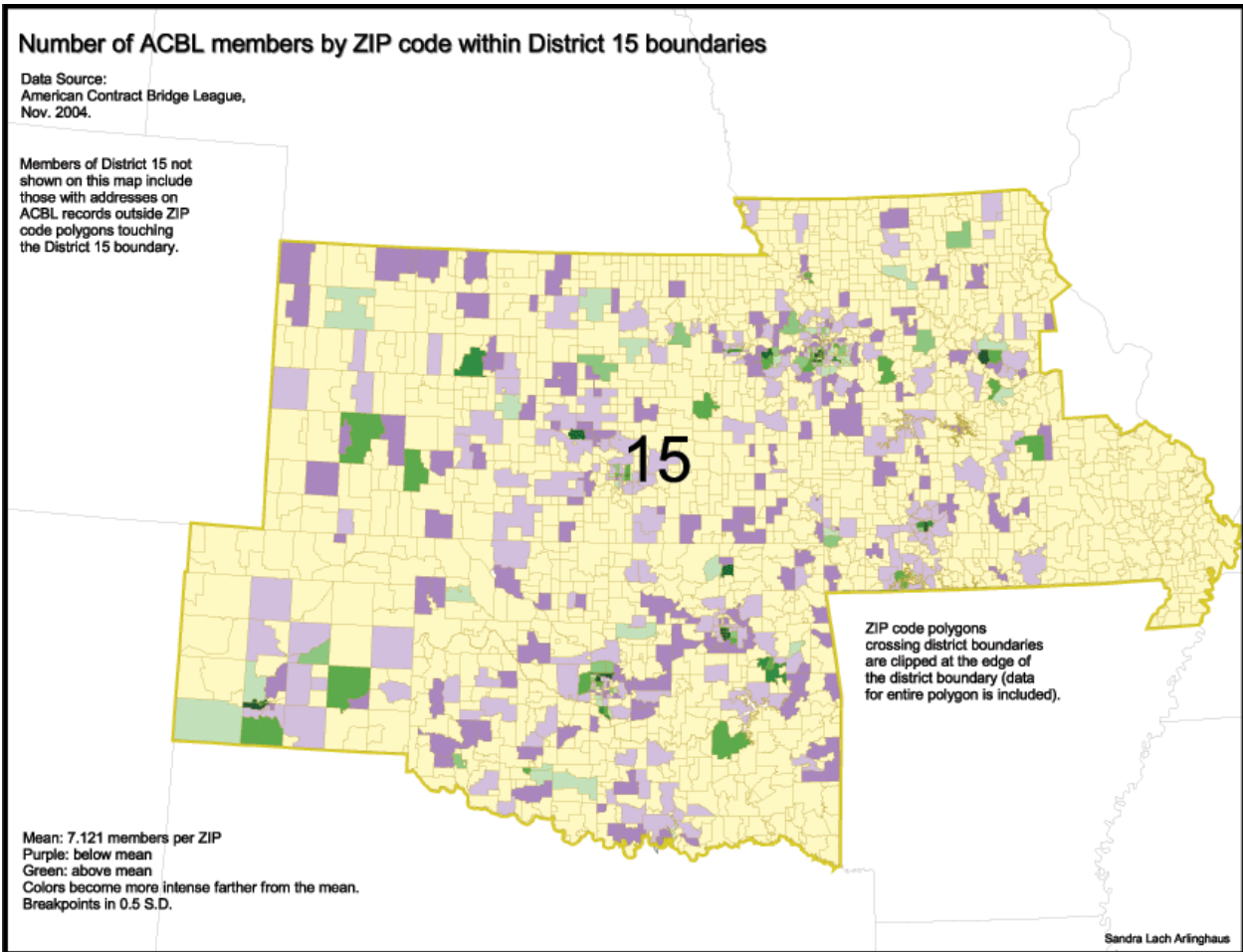
District 12. The ZIP code polygons for the Upper Peninsula of Michigan were deliberately left off this map because ACBL administration of them was complex and somewhat unclear at the time. `imap1d12base.zip`



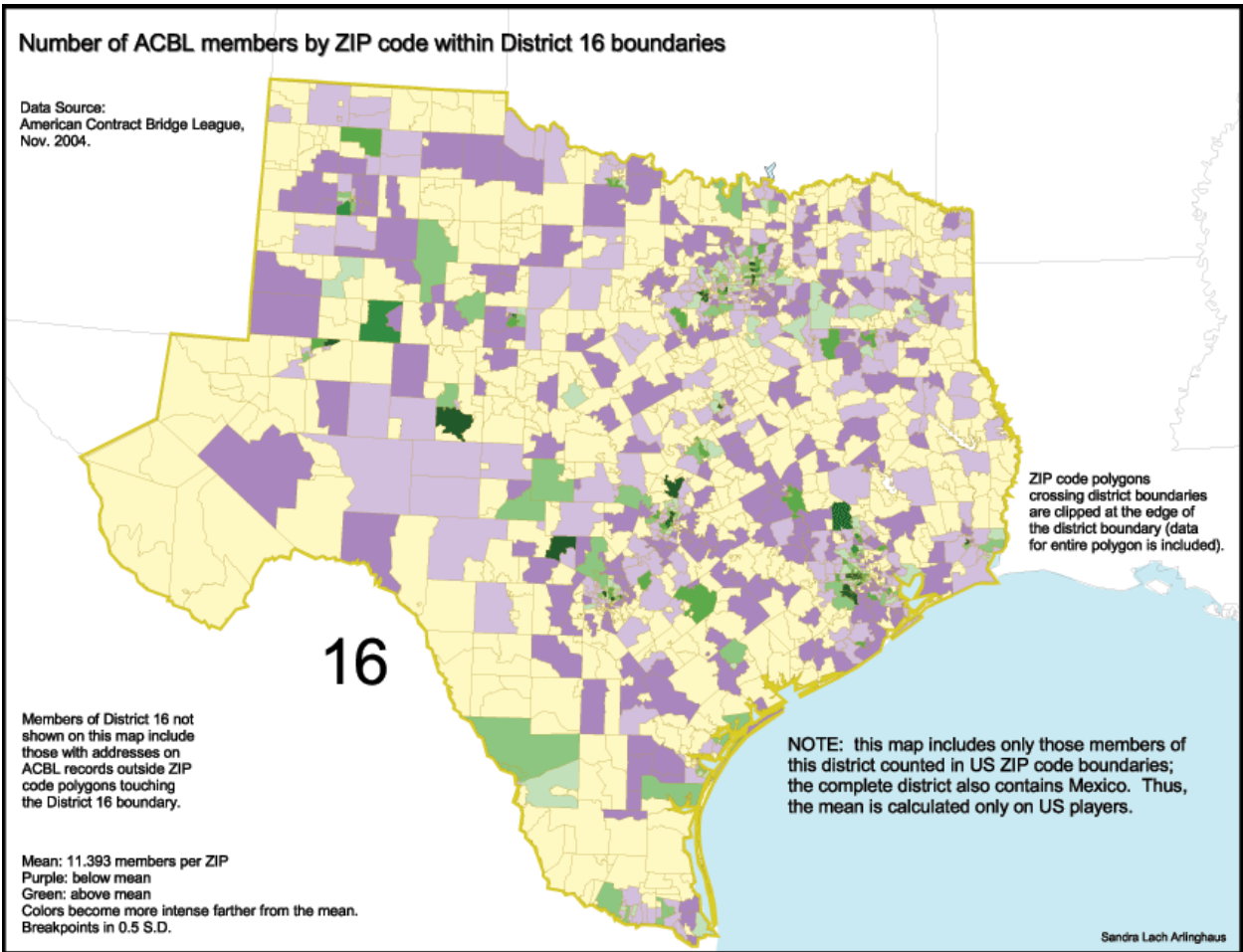
District 13. imap1d13base.zip



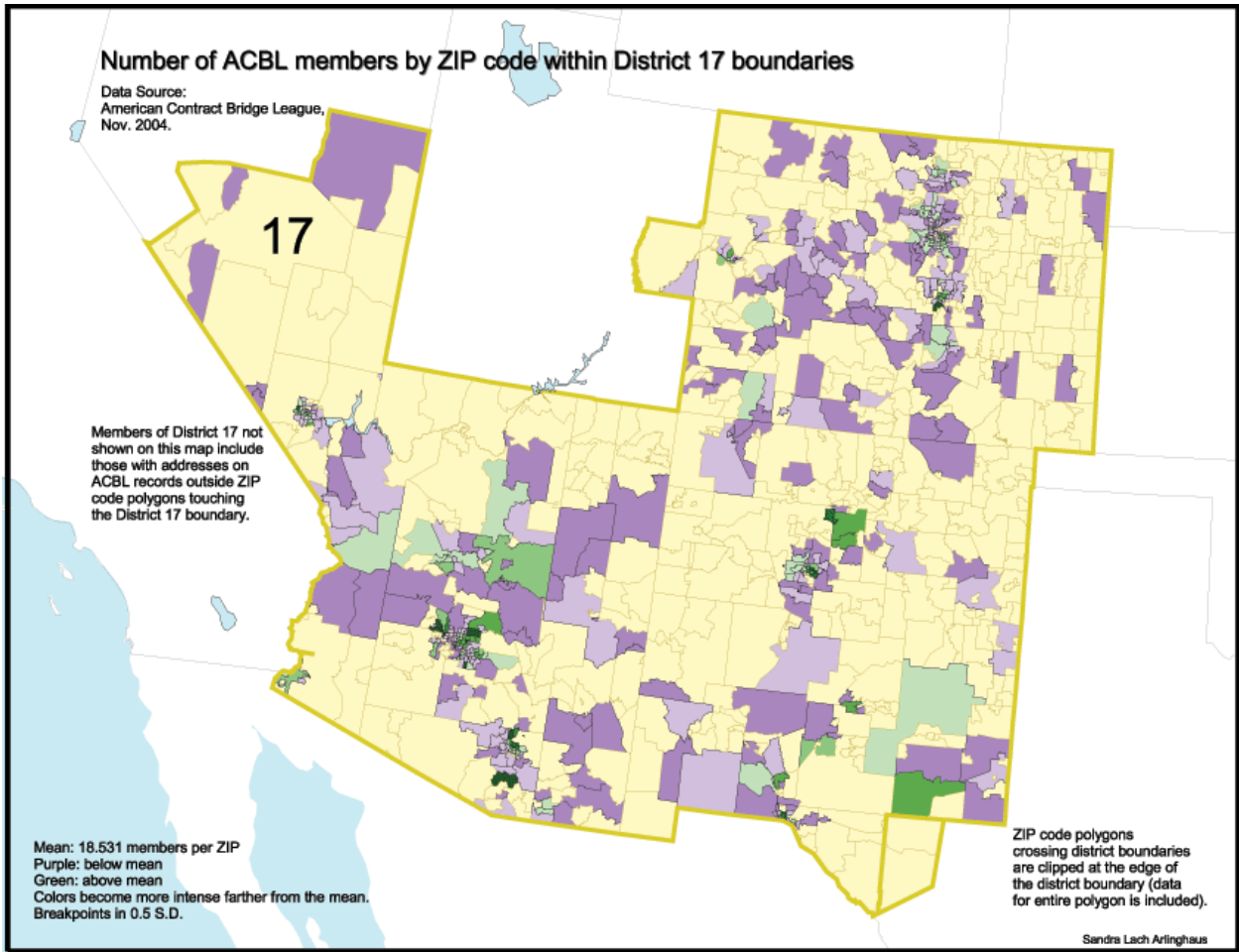
District 14. imap1d14base.zip



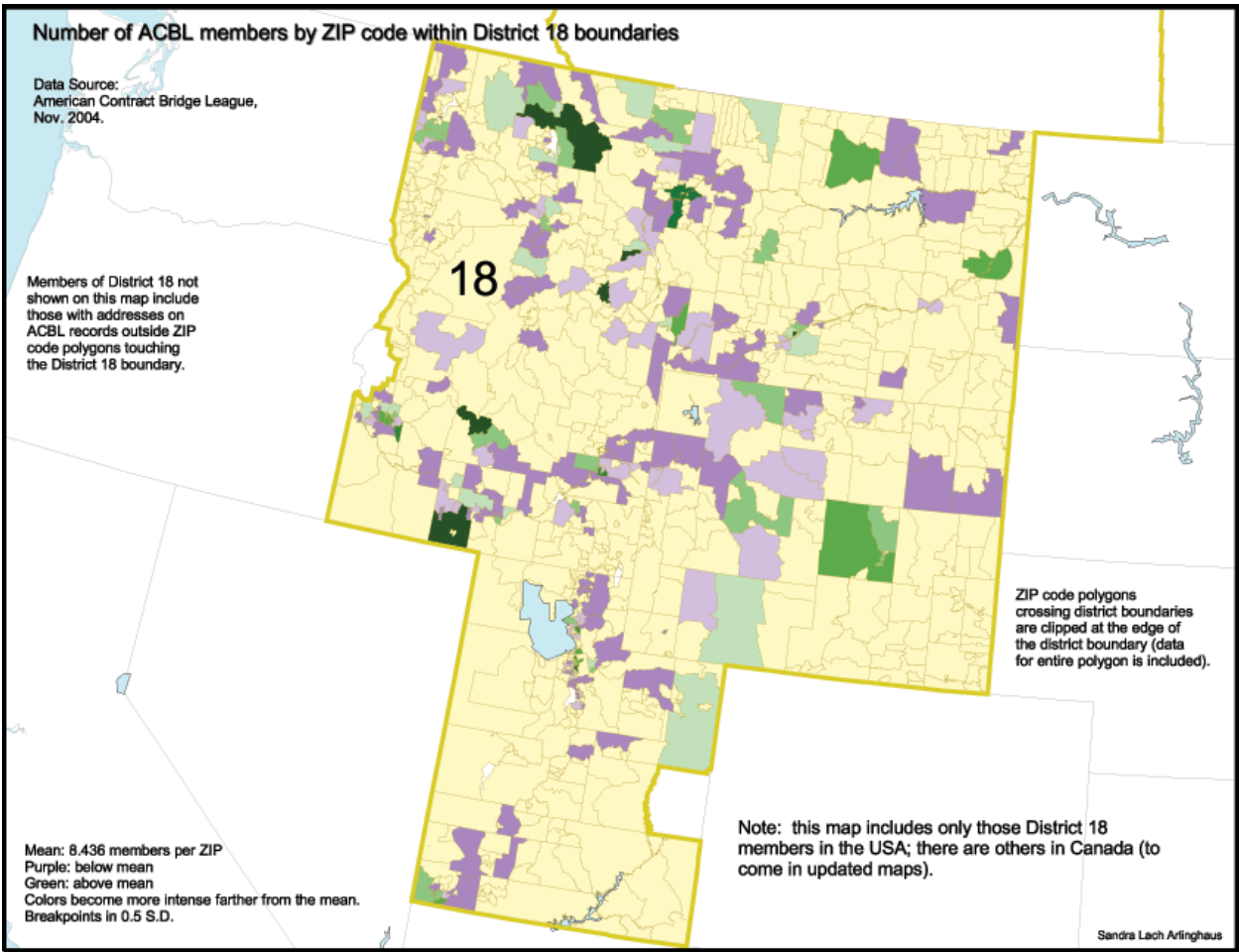
District 15. imap1d15base.zip



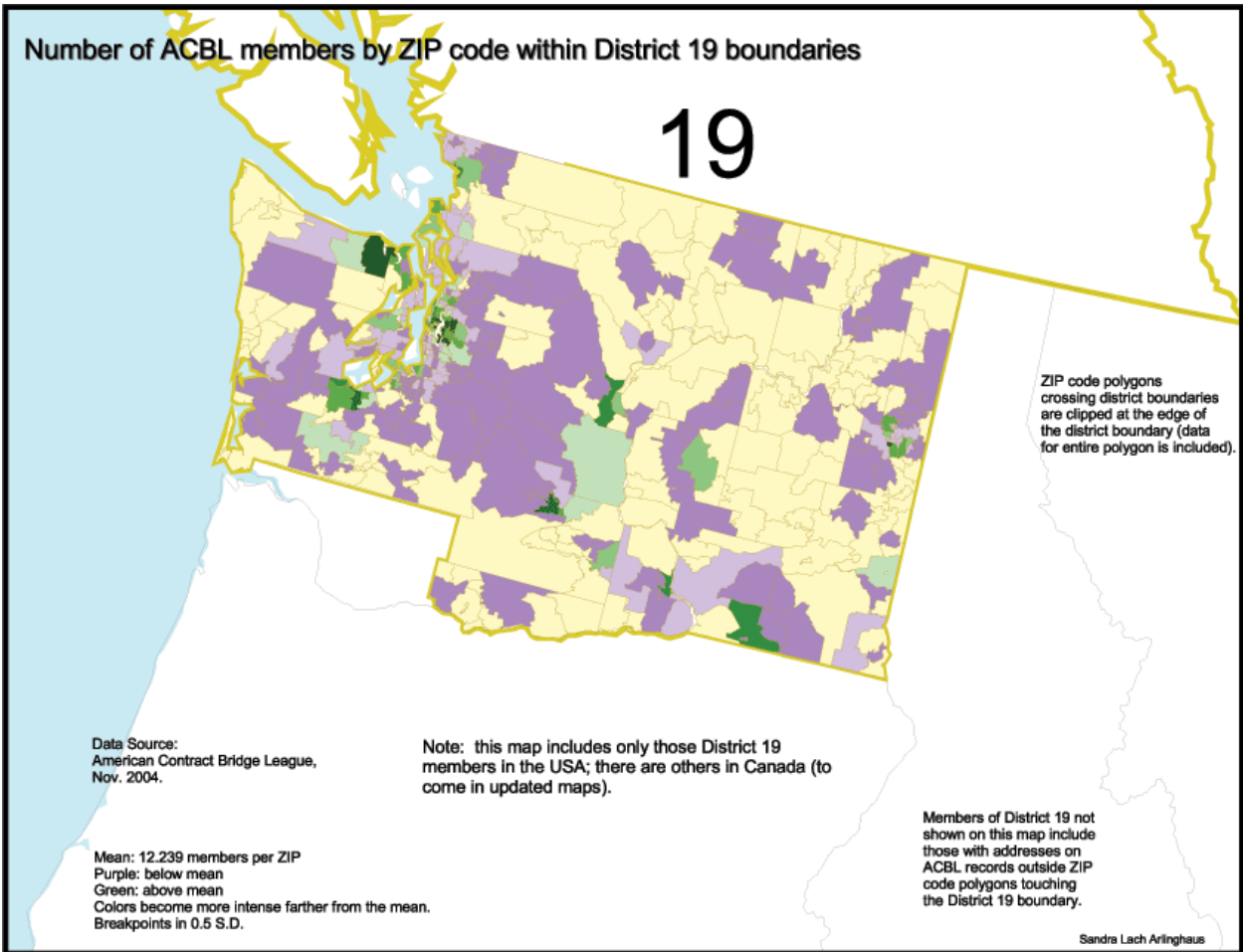
District 16. imap1d16base.zip



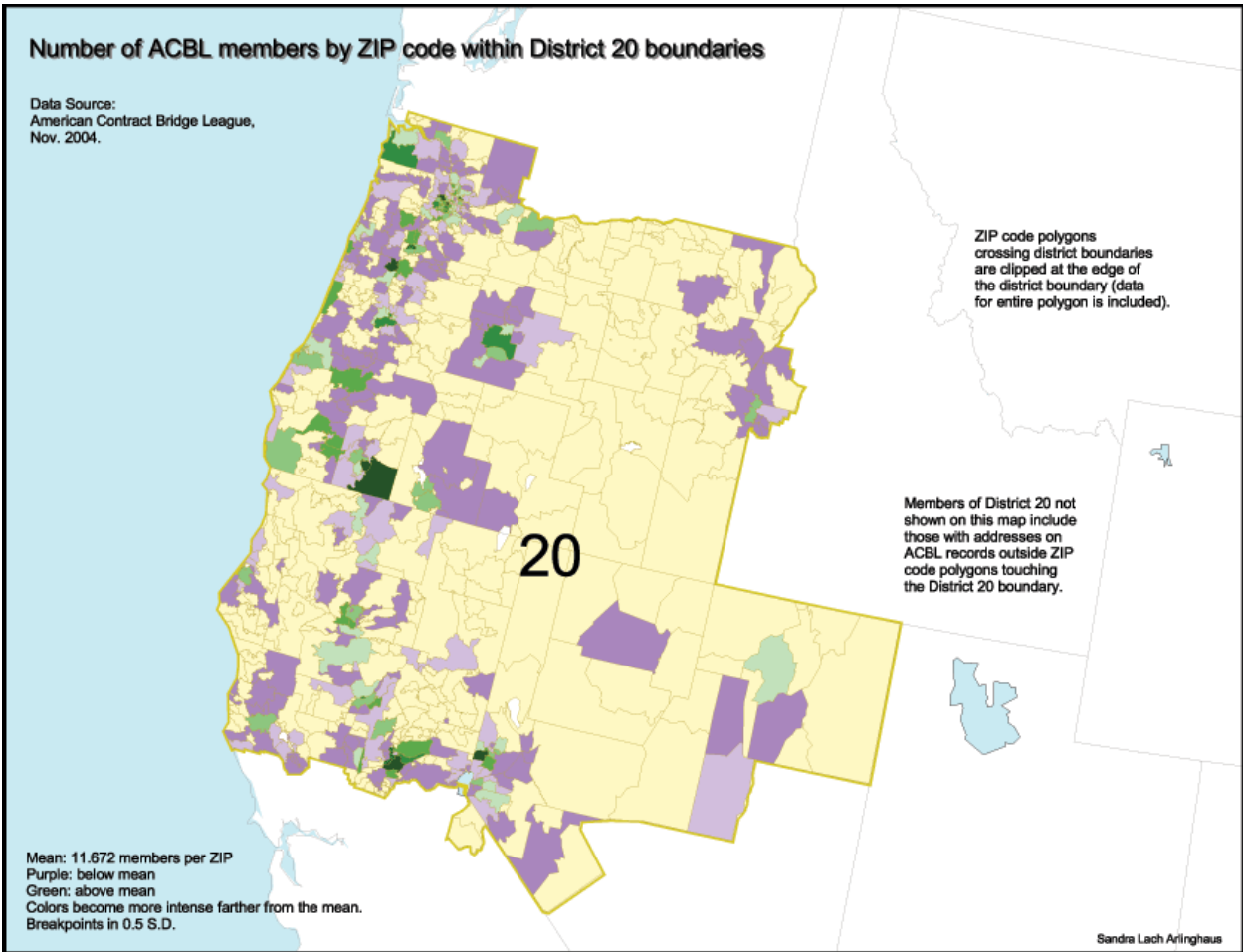
District 17. imap1d17base.zip



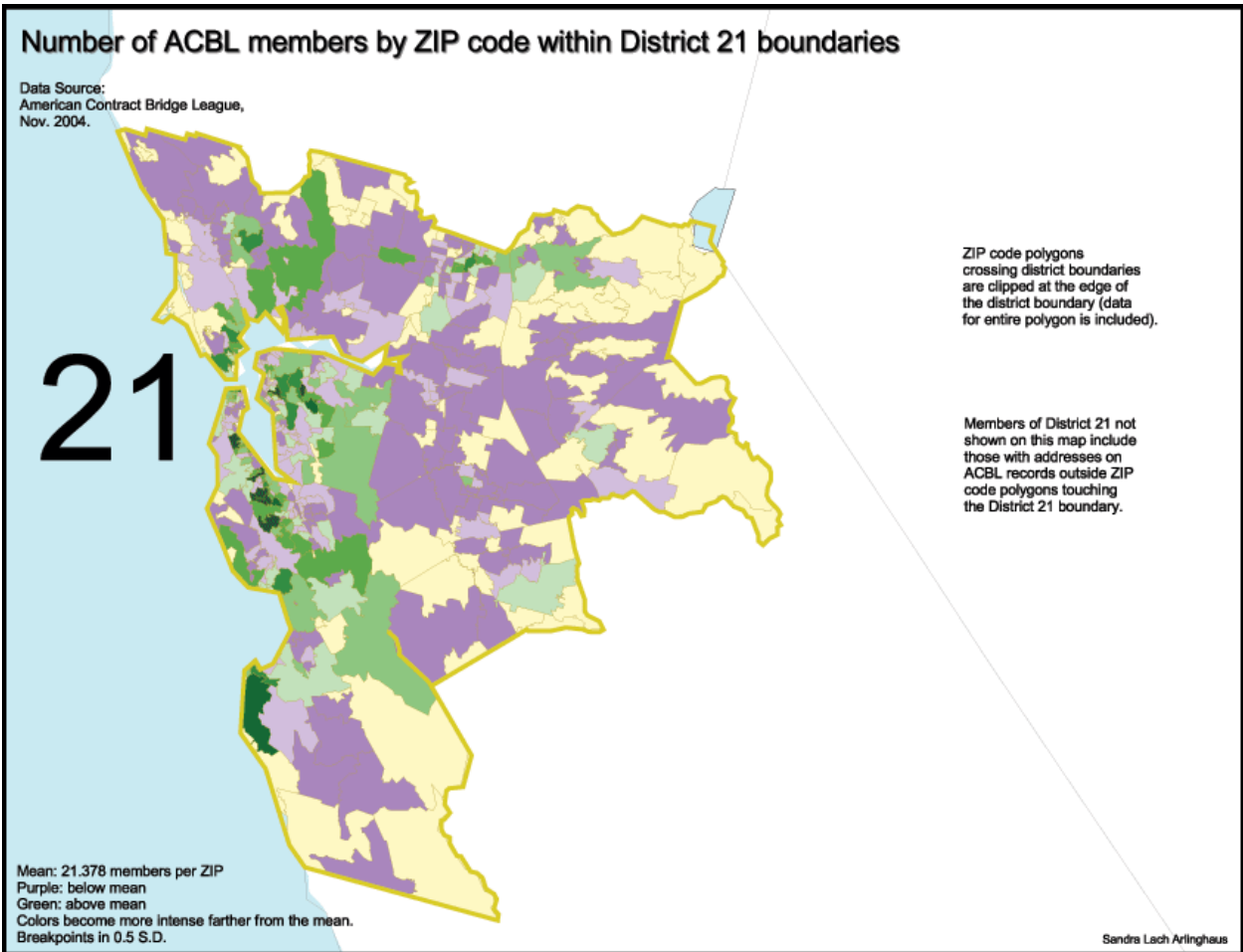
District 18. imap1d18base.zip



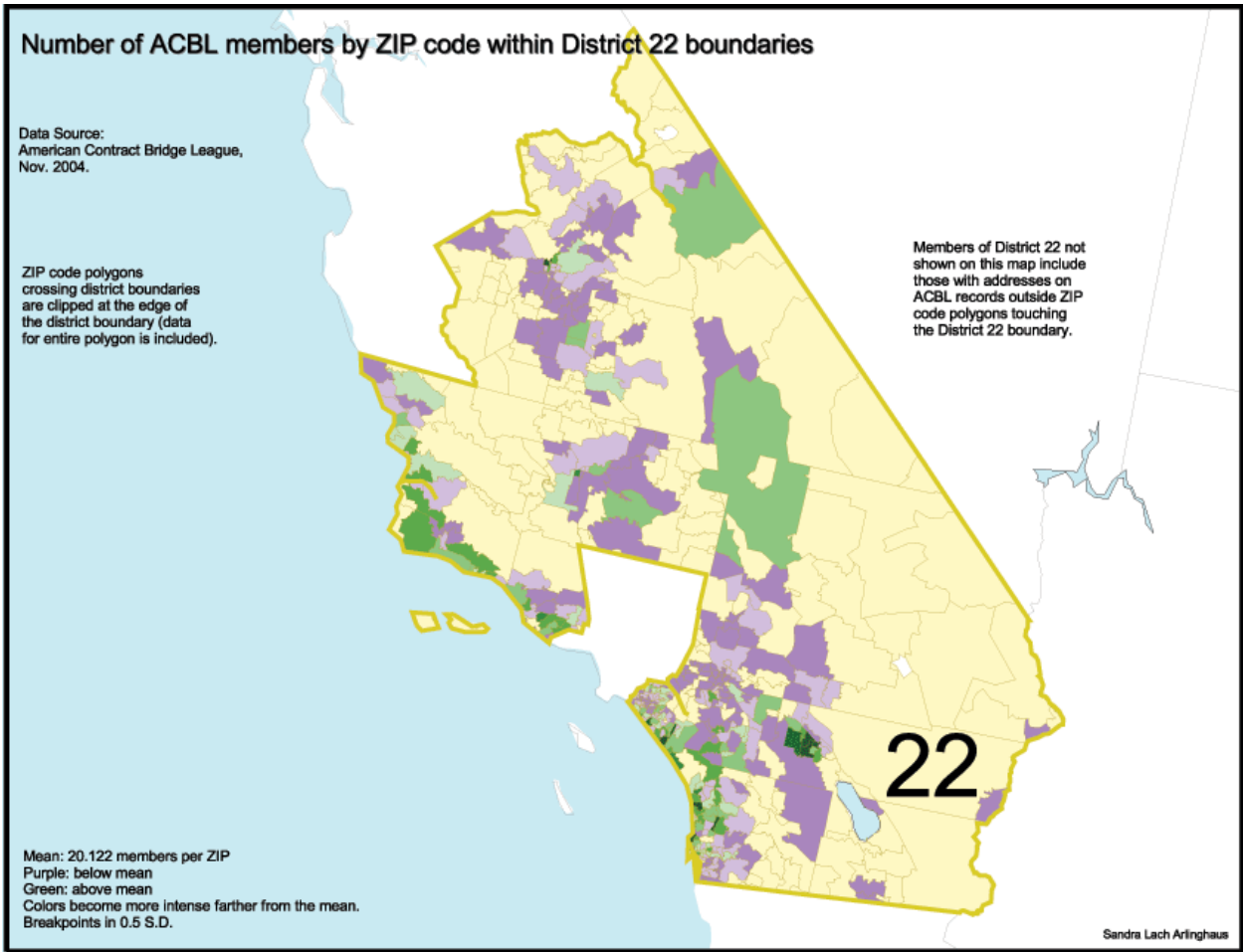
District 19. imap1d19base.zip



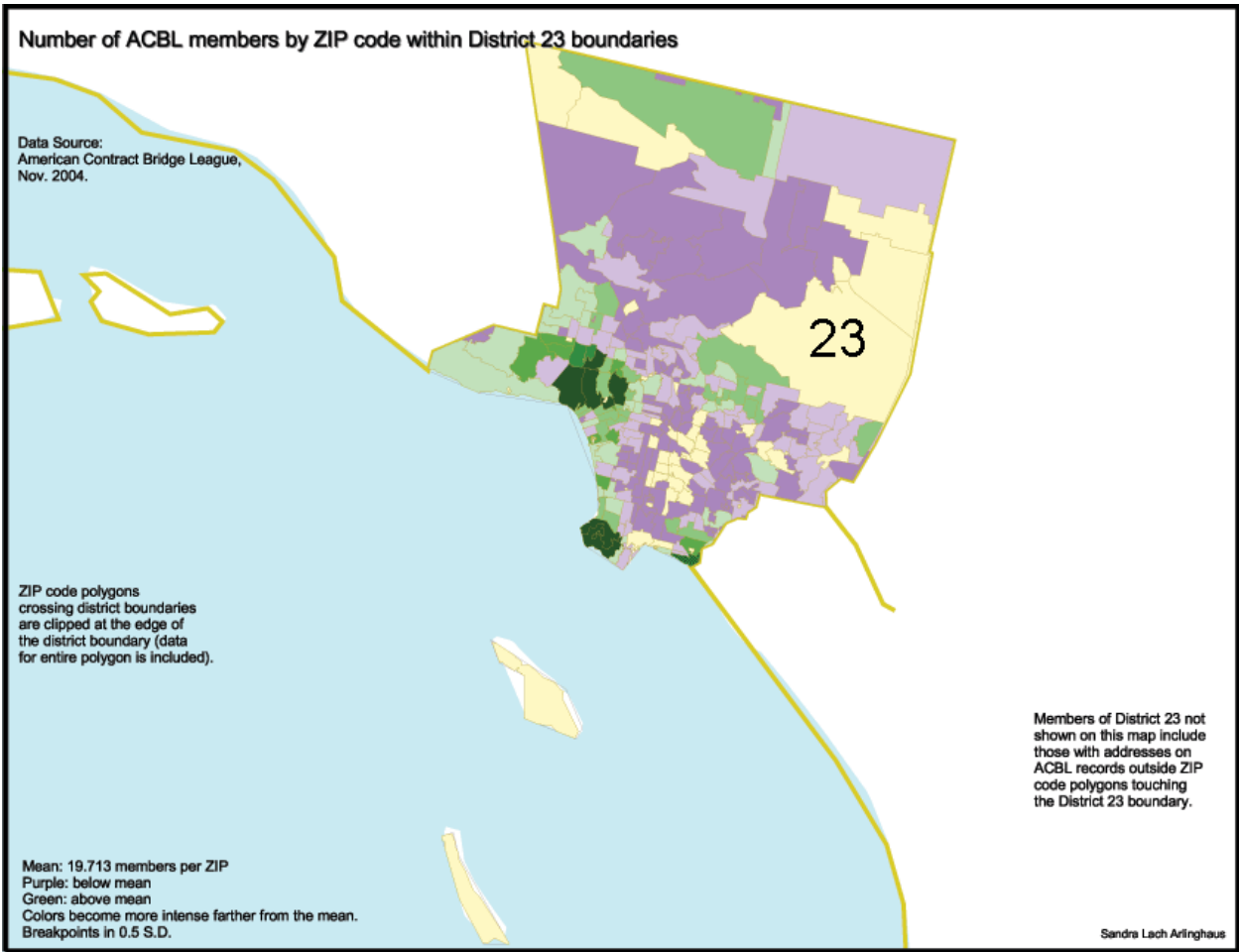
District 20. imap1d20base.zip



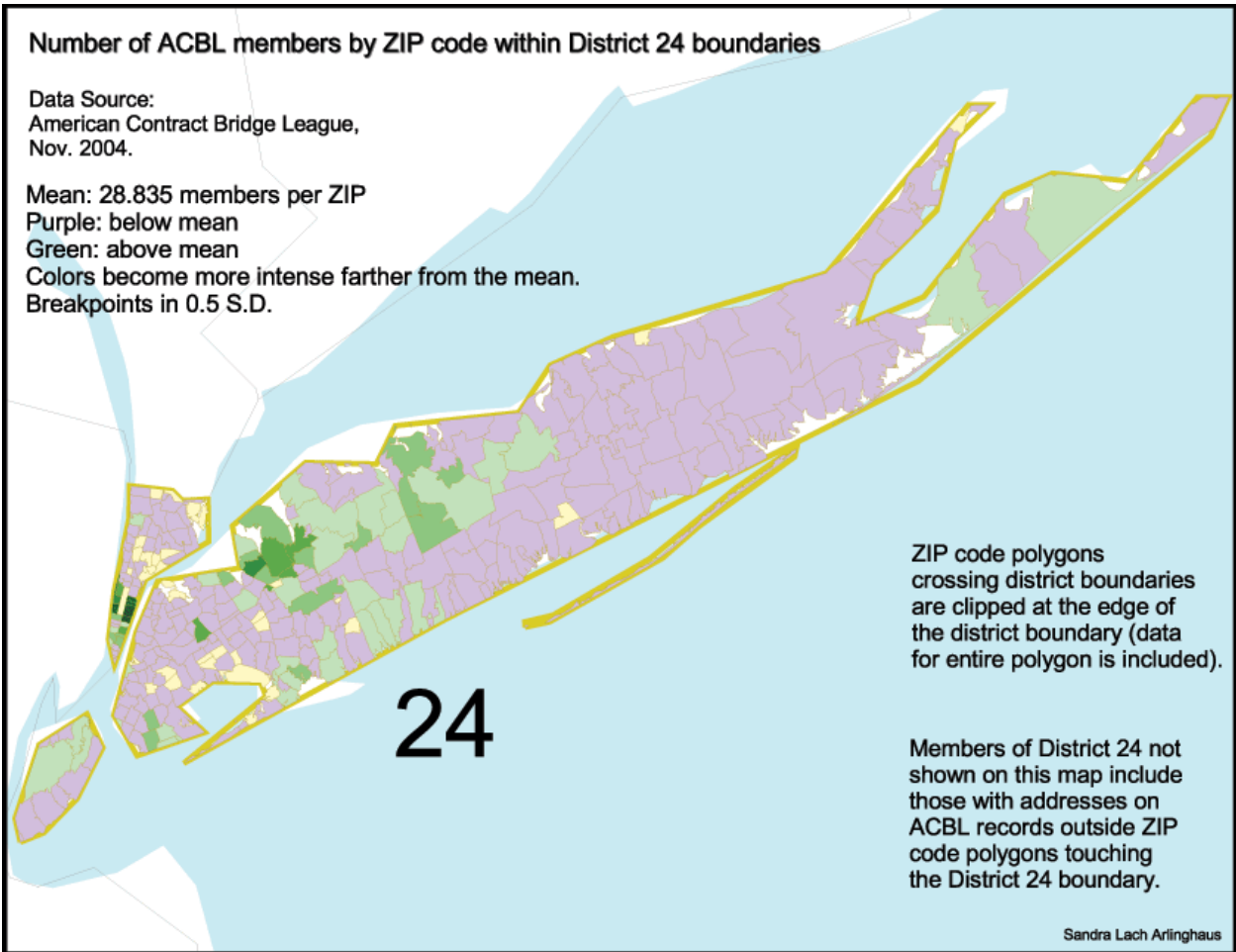
District 21. imap1d21base.zip



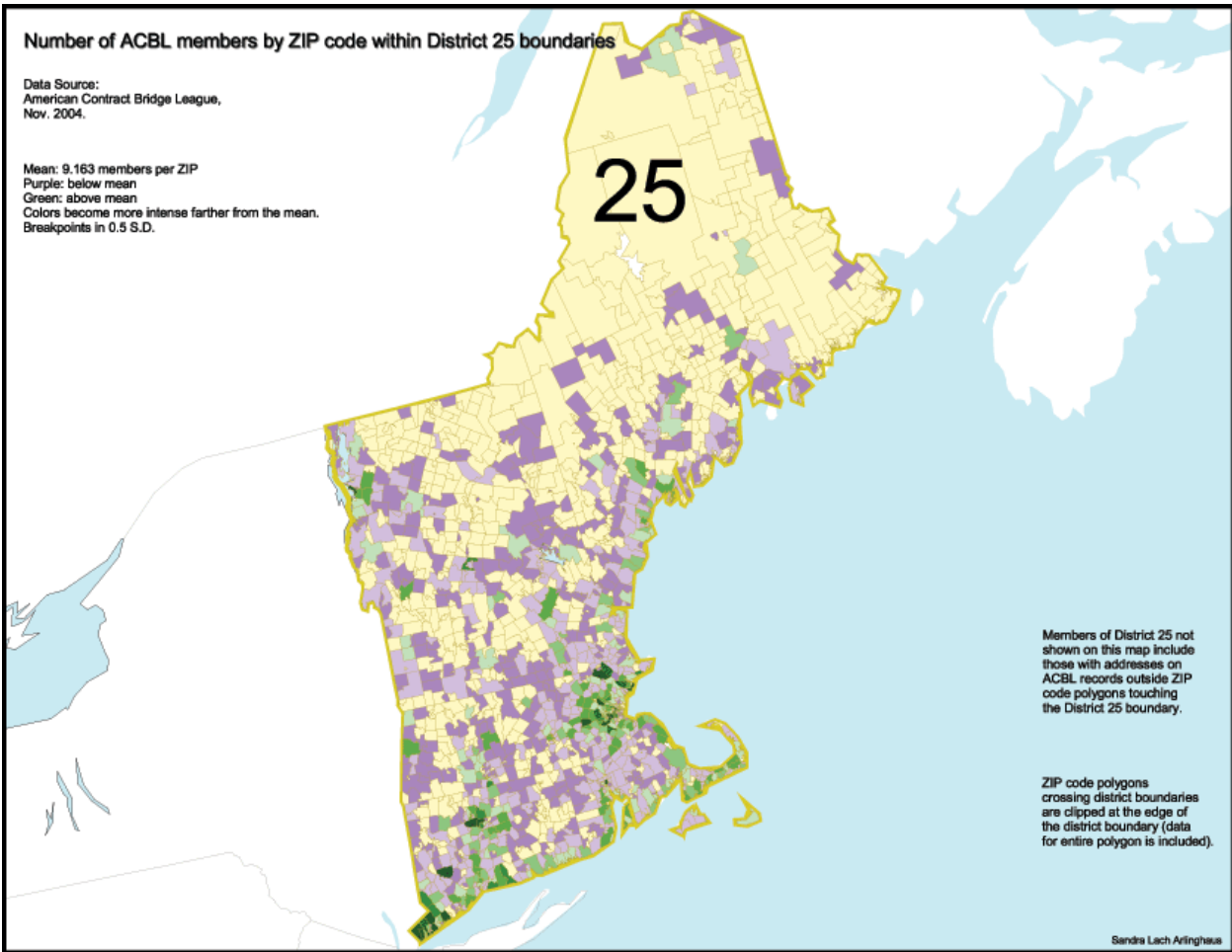
District 22. imap1d22base.zip



District 23. imap1d23base.zip



District 24. imap1d24base.zip



District 25. [imap1d25base.zip](#)

ACBL Clubs by District

A screenshot of the above-linked clickable map is shown below. Click on a district in the above-linked interactive map and the list of all ACBL clubs (ACBL data from 2005) will pop up on an underlying Excel spreadsheet. A screenshot is shown below resulting from clicking on District 10 in the map. Note that the different tabs in Excel correspond to different districts.

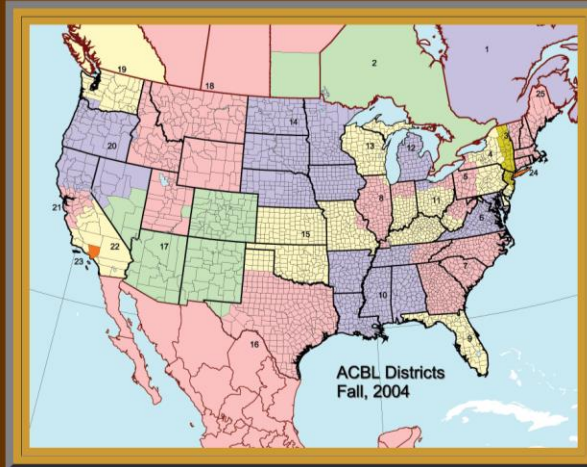


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ACBL Clubs by District

- Click on a district in the map below and the list of clubs, arranged by unit, from the ACBL database will pop up.
- Click [here](#) and a database with a filter applied will come up in Excel so the user can sort the database by any column; click on the down arrow in the desired column header.
- Data from 2005.



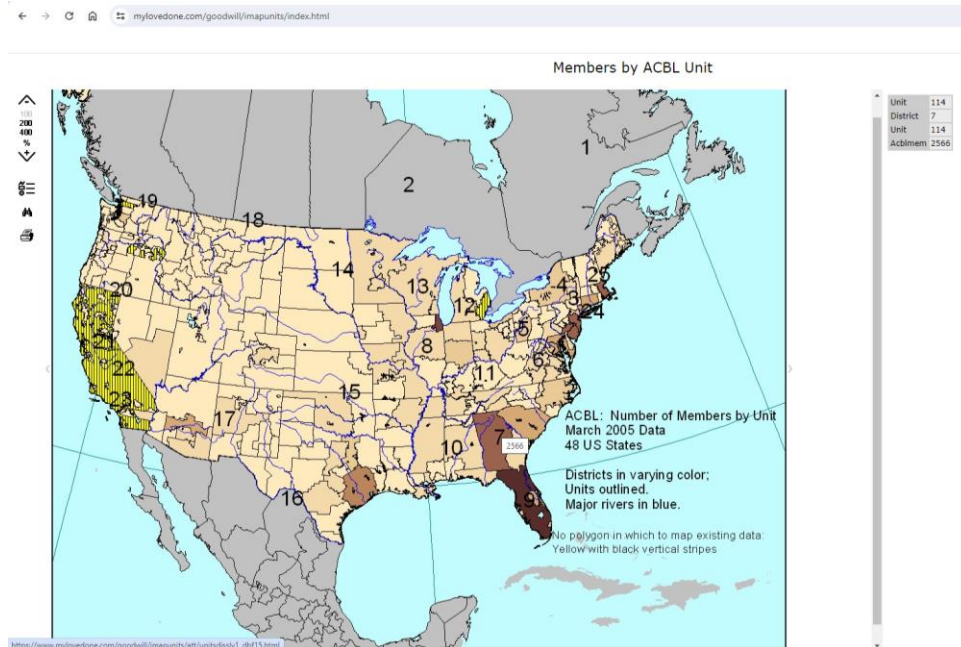
DISTRICT_NUMBER	UNIT_NUMBER	NAME	CADDR1	CADDR2	CCITY	CST	CZIP	CNTRY
10	134	HARC DBC	Terebone-Council on Aging	876 Verret Street	Houma	LA	70360	US
10	134	Metairie CC/Bridge Club	580 Woodvine		Metairie	LA	70095	US
10	134	Northshore DBC Inc.		24676 Esquilance St	Big Branch	LA	70445	US
10	134	Bogalusa DBC	Bogalusa Country Club	1003 Mississippi Ave.	Bogalusa	LA	70427	US
10	134	Louisiana Bridge Assoc.	2789 Edenborn		Metairie	LA	70002	US
10	134	LA Bridge Assn Wed DBC	2789 Edenborn		Metairie	LA	70002	US
10	134	Monday Morning DBC	Brau Chene Country Club		Mandeville	LA	70471	US
10	134	Sidell Dupl Bridge	1050 Old River Road		Sidell	LA	70481	US
10	134	St Tammany People DBC	4428 Canal Street		Sidell	LA	70481	US
10	138	Old-Tix Duplicate BC		2800 West Main	Tupelo	MS	38061	US
10	138	Frtn Night Bridge EB	300 Park Circle		Flowood	MS	39208	US
10	138	First United Methodist	Duplicate Bridge Club	402 Washington	Greenville	MS	38701	US
10	138	Grand Slam DBC	Sai-Air Center	2107 Old Country Club Rd	Tupelo	MS	38001	US
10	138	Greenwood DBC	Best Western	635 Hwy 82 W	Greenwood	MS	38930	US
10	138	High Noon Bridge Club	300 Park Cir PO Box 13471		Flowood	MS	39236	US
10	138	Oxford DBC	RSVP Center		Oxford	MS	38655	US
10	138	Queen City Duplicate BC	3300 32nd Ave	Courthouse Square	Meridian	MS	39305	US
10	138	Thursday Morning Club	300 Park Circle		Jackson	MS	39206	US
10	138	Tuesday Night DBC	1207 Park Circle		Columbus	MS	39701	US
10	138	Winona Duplicate Br Cl	co. James Middleton	273 Old 82 East	Winona	MS	38967	US
10	138	Brookhaven DBC	689 North Hwy 51		Brookhaven	MS	39681	US
10	138	Cleveland DBC	278 Conger Rd		Rosedale	MS	38789	US
10	138	Friday Afternoon DBC	St Pauls Episcopal Church	318 2nd Avenue South	Columbus	MS	39701	US
10	138	Jackson Bridge Assoc	300 Park Circle Drive		Jackson	MS	39208	US
10	138	Meridian DBC	2315 14th Street		Meridian	MS	39301	US
10	138	New Albany Duplicate Club	Betty's Buffet	700 West Bankhead Street	New Albany	MS	38552	US
10	138	St Stephens Duplicate	Episcopal Parish House		Indianola	MS	38751	US
10	138	Tupelo DBC	2800 West Main		Tupelo	MS	38801	US
10	138	Vicksburg Bridge Club	Vicksburg Country Club	Country Club Drive	Vicksburg	MS	39180	US
10	138	West Point DBC	Episcopal Church	103 W Broad Street	West Point	MS	39773	US
10	144	Alpha DBC of Paris	Senior Citizens Center	715 S. Market St	Paris	TN	38242	US
10	144	Dresden DBC	American Legion Bld Post 94	Highway 22	Dresden	TN	38225	US
10	144	M A Lightman Bridge Club	912 Kelley Road		Memphis	TN	38111	US
10	144	Midtown Memphis DBC	2117 Union Avenue		Memphis	TN	38104	US
10	144	Union City Duplicate Club	622 S Depot Street		Union City	TN	38261	US
10	144	Bartlett SR. CTR	5127 Woodawn		Bartlett	TN	38134	US
10	144	Carroll County BC	Elks Lodge		Huntingdon	TN	38344	US
10	144	Germentown Duplicate BC	7771 Old Poplar Pike		Germentown	TN	38136	US
10	144	Jackson Bridge Club	Jackson Regional Hospital	267 Hospital Boulevard	Jackson	TN	38301	US
10	144	Memphis EB Club	M A Lightman Bridge Club	912 Kelley Rd	Memphis	TN	38111	US
10	157	Arrowhead Bridge Club	50 Ocala Drive		Montgomery	AL	361174199	US
10	157	Auburn DBC	Recreation Center		Auburn	AL	368320648	US
10	157	Bridges Club of Anniston	Ft McClellan	16 Morton Road	Anniston	AL	36205	US
10	157	Dothan Bridge Club	% Woodmen of the World	3148 Hartford Hwy	Dothan	AL	36291	US
10	157	Tallasee DBC	Number 3 Freeman Ave.		Tallasee	AL	36078	US
10	157	Trojan Bridge Club	J. O. Colley Center	715 E Elm St	Troy	AL	36081	US
10	157	Ham Duplicate Bridge C	2112 Columbiana Rd		Birmingham	AL	35216	US
10	157	Cosca DBC	Senior Activities Center	623 Broad Street	Gadsden	AL	35901	US
10	157	Demopolis DBC	Civic Room	Commercial Bank	Demopolis	AL	36732	US
10	157	Greater Tuscaloosa BA DBC	Focus 1920 6th Avenue		Tuscaloosa	AL	35403	US

Number of ACBL members by unit

In the screenshot below (made from the above-linked interactive map), you see the districts, with units, mapped according to 2005 ACBL data. Run the mouse over a unit



and a tag pops up showing the number of ACBL members in that units. Click on that unit, and a small part of the underlying database, associated only with that unit, pops up on the right. The screenshot below captures both features for a unit in Georgia.



Goodwill Planning, the Evidence of Maps

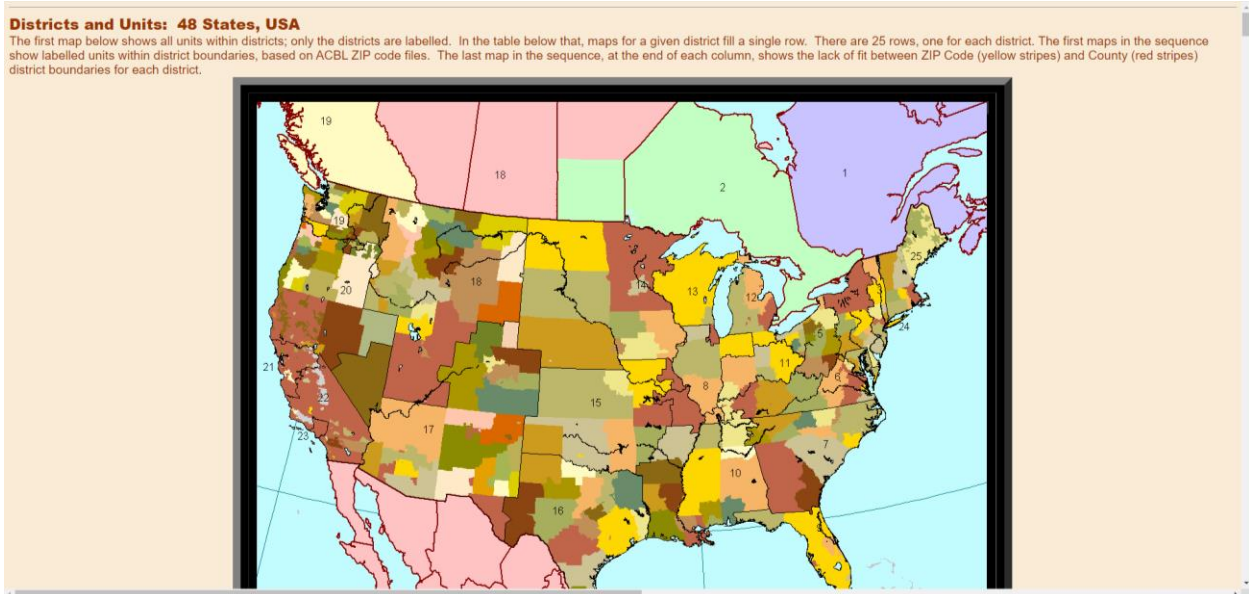
The first map below shows a screenshot of locations of units within districts; only the districts are labelled. Scroll down on the [linked](#) interactive map from which the screenshot was taken. There is one row for each of the 48 USA states. Each row contains three maps. The first map in a row shows labelled units within a given district boundary. The second map in a row shows postal ZIP codes in ACBL units within a given district. The third map in a row shows any misfit between ZIP code boundaries by ACBL unit (yellow stripes) and County boundaries (red stripes).

ZIP Code boundaries are created by the United States Postal Service and are designed



to optimize the routing of postal mail service. They do not necessarily match County or other municipal boundaries. Thus, marketing or planning efforts based on County data may not reach all targeted ZIP Codes, and vice-versa.

These zones of misfit are possible regions to target for future ACBL action involving new duplicate club formation, marketing, and associated goodwill planning. Because this lack of fit is shown below by individual district, the goal is to encourage individual District Directors to consider why there are zones of misfit and to work constructively with both the ACBL Staff and the Aileen Osofsky Goodwill Committee to understand the involved issues.



Take a look at District 19, a sparsely-populated region of the northwest of the USA.

The first screenshot below shows the geographical extent of that District and shows labels for its associated units: map on the left. The map on the right of that screenshot



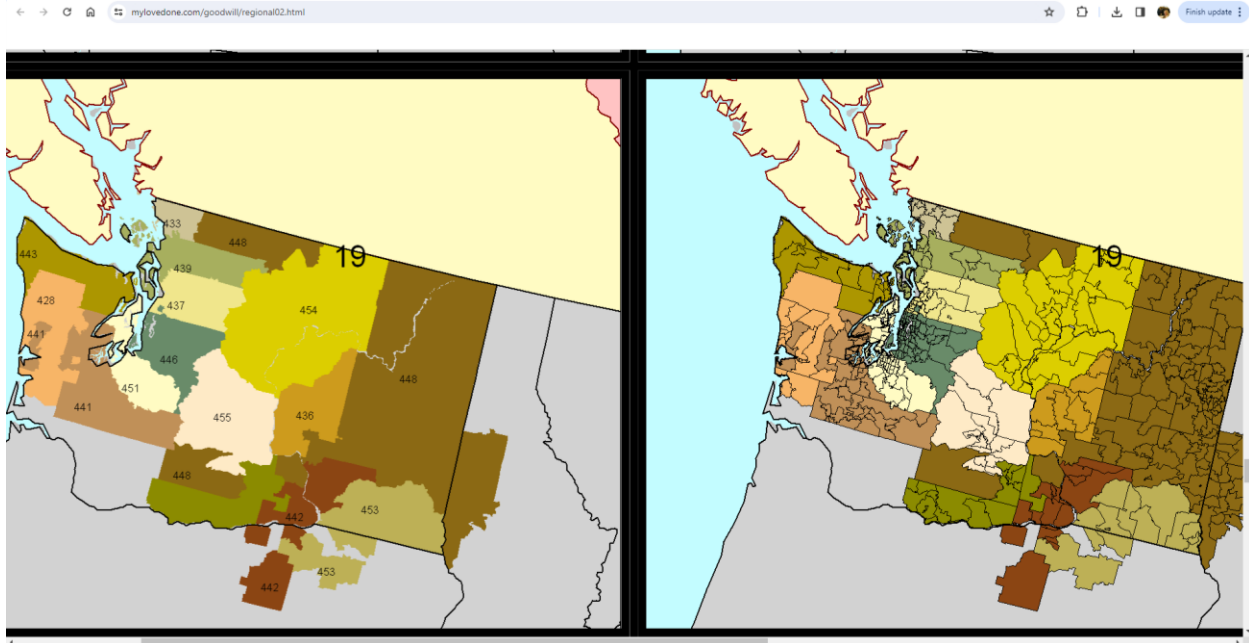
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shows the left map, with labels, but not pattern, removed for units and ZIP Code

boundaries inserted for those units. The ZIP Code polygons nest nicely inside ACBL

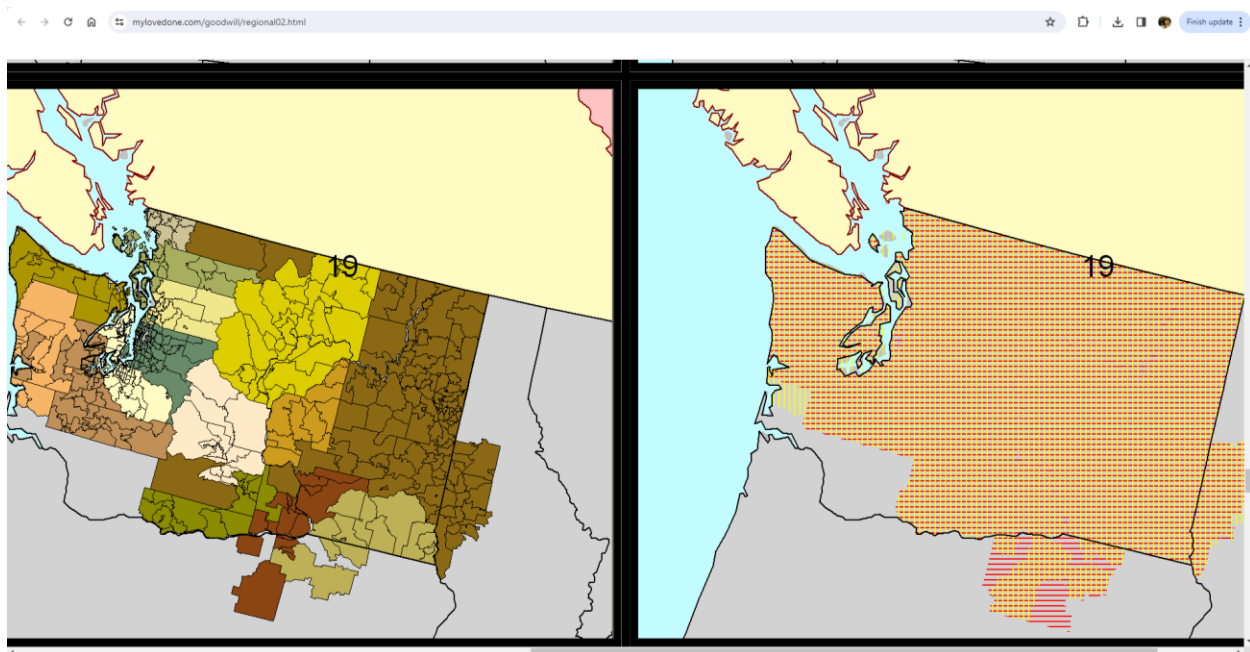
Unit boundaries.





The next screenshot shows, on the left, the same map as the one on the right in the screenshot above; it is included twice for reference value in relation to an adjacent map.

Below, the map on the right of the screenshot shows, in yellow stripes, the extent of District 19. In red stripes it shows the extent of US County boundaries for all counties that intersect District 19.

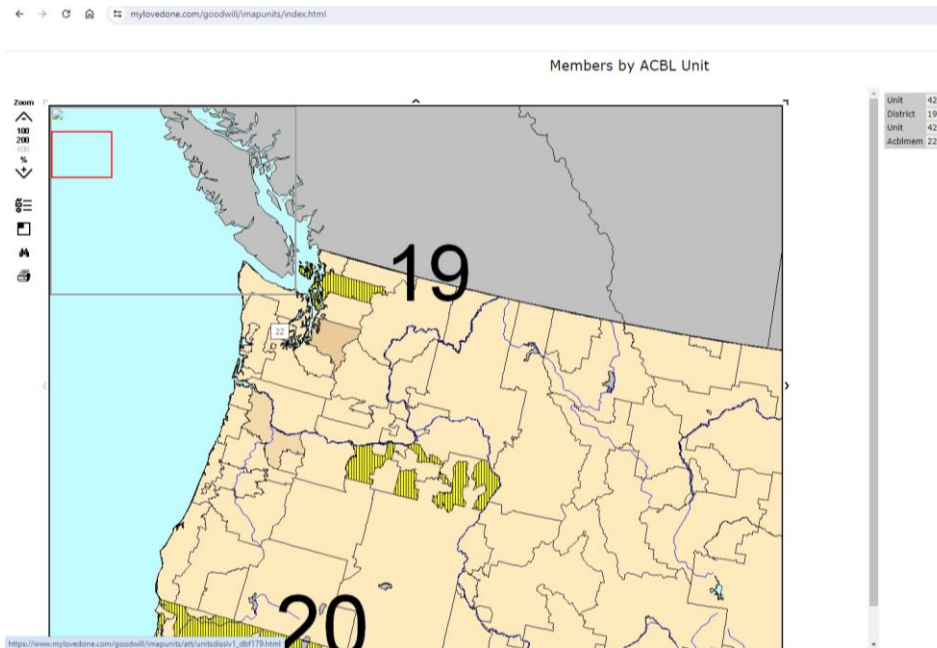


Notice:

- At the southwest corner of District 19, southern coastal Washington, there are yellow stripes that extend significantly beyond the cross-hatched pattern.
Referring back to the map, on the left in the previous screenshot, we see that a portion of Unit 428 has been excluded from the county containing much of that Unit. Check back using the previous clickable map (screenshot below) to see that there are 22 ACBL members in Unit 428.



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What we do not know, is if any of those 22 members live in ZIP Codes within the yellow stripes only region of District 19. If they do, then they would miss out on any information targeted to the counties within District 19. Field information from the District Director for that District could fill in the information gap.

- Along the southern border of Washington (with Oregon), there is a large segment of county area in Oregon that is not part of ACBL District 19 (red stripes only). Yet that county (possibly more than one) does contain ZIP Codes that are part of District 19. When looking at the map directly above, we see that the red stripe only parts are in fact regions for which there is no data in the ACBL database. Again, a District Director might be helpful in determining why this situation is the case. Are there protected lands of some sort there?

Although these matters may, in some sense seem ‘small’, any time there is the potential



for disagreement or dissension, caused for example by lack of good and effective communication, it is worth investigating; goodwill can be fostered by getting people of differing viewpoints to come together and at least agree on basic common elements that might involve boundaries and such. They are worth addressing and correcting as an important part of ‘Goodwill Planning’!

This one example suggests how map evidence can introduce analysis that might otherwise go unnoticed. Maps are more than attractive text enhancements, although they may also be that: they can be powerful analytical tools that guide research. Such guidance is particularly powerful when the maps are interactive, as are the clickable maps shown above. Interactive maps come in many formats. Even maps that appear not to be interactive, at least from the user vantage point may in fact have an interactive component in how they are made. That is, they may be dynamic, as opposed to static: with static maps, one change forces an entirely new map to be made to represent the change along with the existing data. Conventional maps are static. Digital maps are dynamic, and internally interactive: computerized map boundary files interact with an underlying database. A change in one forces a change in the other. Dynamic maps, whether or not they are directly interactive with users, are really the only way to go to extract the power of the evidence of maps.

A thoughtful reader will have realized that the maps here are out of date. But they are all dynamic and the concepts they illustrate endure. These are maps that could be updated (with some effort because they are 15 years out of date). So, one important note they offer is to teach the reader how to use maps as analytical tools; another is to



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offer a challenge to the ACBL to integrate a strong mapping component into their IT program—the online mapping software is far easier to use than the computer-based software of 15 years ago and it is far cheaper, with some of it available for free—no need to hire an expensive mapping expert. The evidence of these maps offers a glimpse into the future of interactive mapping analysis...all that's needed is for interested parties to respond!