

To: Joan Levy Gerard
From: Sandy and Bill Arlinghaus (written by Sandy)
Sunday, January 22, 2012

**MyHeart/YourHeart World Youth Congress:
Bridge to a Better World**
The University of Michigan
Ann Arbor, MI USA
Summer, 2013.

Dear Joan,

After considerable effort looking around at various locales within The University of Michigan (UM) and also at other nearby universities, I have come to a number of conclusions. As we know from running a recent NABC in Detroit, money can buy a lot. But, you do not have a lot to spend. ([Link](#) to 2nd World Youth Congress, held in 2011 in Croatia).

As you know, Bill and I have been working with a group within UM involved in a wonderful project to recycle pacemakers from developing nations to others in need. Dr. Kim Eagle (Clinical Director, University of Michigan Cardiovascular Center) and Dr. Thomas Crawford (Pacemaker expert within UM CVC) are in charge of the project. It is their idea and their project (along with Dr. Timir Baman). The name of the project is "MyHeart/YourHeart." It is a non-profit group within the university (in fact, Bill donated his \$1,000 annual ACBL gift to them as a non-profit this past year).

You have no doubt seen articles in both the ACBL Bulletin (this past November, 2011) and in the Western Conference Forum, September 2011. They describe some efforts to get the word out about this widespread humanitarian project that might save as many as 1 to 2 million lives annually. However, that word has gone, so far, only to the bridge community in North America. There is particular merit in getting the word out to the world of bridge because bridge players, as a group, are older and fairly well-off. The density of pacemakers in the group is no doubt greater than in a corresponding group with a younger average age. Furthermore, because the group is wealthier than the average, they are likely to have good quality medical care and devices. They are a target group for pacemaker donations.

Now, further media coverage, in the global world of bridge might be possible in some sort of collaborative affair. If the WBF would agree to assign naming rights of the forthcoming World event proposed in Ann Arbor, to MyHeart/YourHeart, I have assurance from them that they would try to get the event into a "university-affiliated" event so that the WBF might not have to pay for any rental for rooms in which bridge is played. There is one venue on the campus that permits such activity: Palmer Commons, in the heart of central/medical campus.

Beyond the "naming rights" for "playing room fees" swap (of about 10,000 USD value), we would hope that the following might also come about:

1. That the name of MyHeart/YourHeart would appear in all publicity before, during, and after the tournament.
2. That the web address and a paragraph describing the project accompany any materials sent out to the players or in any publicity before, during, or after the tournament:
<http://www.myheartyourheart.org/>
3. That there be opportunity for the lead doctors to meet with lead WBF officials in order to see if any continuing opportunity might exist for further development of the fine connection established in Ann Arbor (might include ideas such as opportunity to create centers abroad for pacemaker processing, opportunity to extend non-US national ties into developing areas of the world, and so forth).

Here is what I know so far. I think it should indicate that this event is clearly possible at this locale. There are a number of links embedded in the file.

1. I believe it best to host at UM:
 - a. Because the university is well-known and has international character
 - b. Because the entire event would easily be self-contained on a single campus
 - c. Because the university has an excellent free bus service that would assist in moving players and officials safely around the campus and around town.
2. I prefer Ann Arbor (AA), where UM is located, to other nearby locales, again for a variety of reasons. Life is easy here and things tend to work well. AA has won many awards. It has a long and rich history of doing so. [Link](#) to a list of awards from the City of Ann Arbor website. A sample of a few of them suggests why a World Youth University Championship would fit in well here.
 - a. Smartest Big Cities (No. 1) - Bizjournals.com, 2011 list
 - b. Best Digital City (No. 5) for [use of technology](#) to create a seamless environment between government and citizens - eRepublic's Center for Digital Government and Digital Communities Magazine, 2011
 - c. 25 Best Cities for an Active Retirement (No. 6) - Forbes.com, 2011 list
 - d. All-America City Award Finalist - National Civic League, 2011
 - e. Healthiest Hometown in America. AARP, 2008.
 - f. Top College Sports Town, Number 1. Forbes Magazine, 2010.
 - g. Top Ten Cities to Raise a Family. Kiplinger.com, 2010.
 - h. The Ten Brainiest Places to Retire. US News and World Report, 2008.
 - i. 2010, 14 such awards; 2009, 17 such awards; 2008, 18 such awards; 2007 and earlier, a variety.
3. At UM there are many possibilities. When we held the WBF World Juniors at UM in 1991, the playing areas were hosted in the Michigan Union which is a grand old building with much character. Naturally, it is also in great demand. The amounts charged for use have risen over the years. In 2010, they hosted a large event in celebration of the 50th Anniversary of the founding of the Peace Corps, which John F. Kennedy founded on the steps of the Michigan Union. It is a building with interesting associations and I believe that those associations spill over and fan out to the rest of campus and to AA,

helping to instill both with a sense of altruism and international interest. The Union has become quite expensive, so I would suggest that we look elsewhere for playing rooms.

4. **Best suggestion: Palmer Commons, no charge for UM affiliated events, which we would be if the WBF will go for naming rights plus. Palmer Commons is housed in the new Life Sciences Institute on Central Campus. This looks very attractive, but we need to check it out physically. I have attended a conference that met there, in part. It was fine. The building is modern so the infrastructure seems to work well (lighting, air conditioning, and so forth).**
 - a. Palmer Commons. See linked materials:
 - i. [Link](#) to home page
 - ii. [Link](#) to Facility Information (contains links to useful pdfs)
 - iii. [Link](#) to pdf on room rentals
 - b. It appears that we do not need to use University Catering in this site. [Glass House Café](#) (more reasonable) enjoys [preferred caterer](#) status there. Also, they have arrangements with a number of local places (including a pizza place). They require a small fee when ordering from outside. If using Glass House, china and so forth are included.
 - c. Palmer Commons—here, we can bring in Pizza from a local pizza place that they have an arrangement with. [Link](#) to Catering Partners. Look at Pizza House.
5. Other UM possibilities at UM are as follows, but there would be room use fees for all; we would be a Class C event (without the MyHeart/YourHeart connection we would be a Class D event). No one of these possibilities appears anywhere near as good as Palmer Commons; they are listed here to illustrate what else is available and what else we considered.
 - a. Michigan Union, here, we may be tied into using [UM catering](#).
 - i. [Link](#) to pdf showing rooms and capacities
 - ii. [Link](#) to pdf showing rates
 - iii. [Link](#) to Menu
 - iv. [Link](#) to Meeting Room Info
 - b. Michigan League, a building similar to the Union. Again, availability is a problem, at least for regular daily use.
 - c. here, we may be tied into using [UM catering](#).
 - i. [Link](#) to pdf showing rooms and capacities
 - ii. [Link](#) to pdf showing rates
 - iii. [Link](#) to Menu
 - iv. [Link](#) to Meeting Room Info

- d. Pierpont Commons, North Campus, here, we may be tied into using [UM catering](#). All rooms other than the dining area on the first level; the Cafe must remain open to the public except for short special events. This building is the heart of north campus, the engineering campus. It appears to have modern systems that work well, and it also appears durable as generations of young, focused, engineering students have enjoyed using it and its various amenities. See linked materials:
 - i. [Link](#) to Meeting Room Info
 - ii. [Link](#) to pdf showing rooms and capacities
 - iii. [Link](#) to pdf showing rates
 - e. Towsley Center Commons on the Medical Campus. [Link](#) to home page.
 - f. Rackham Building: a building similar to the Union. The entire fourth floor, minus the Amphitheater could be an extremely attractive site. As with other of the older facilities, availability might be an issue. Also, there are many beautiful antiques in the place and these cannot be moved. There may be conditions associated with the building that might not mix well with young, exuberant, focused bridge players. See linked materials:
 - i. [Link](#) to material about the building
 - ii. [Link](#) to rental rates, note 4th floor facilities other than Amphitheater.
 - g. Power Center for the Performing Arts: Lobby area might be interesting but we might need to rent the whole building just to make sure we keep out any concerts and such. Power Center Lobby (a School of Music building), there appears to be no requirement to use University Catering here.
 - i. [Link](#) to material about the building
 - ii. [Link](#) to rental rates (for the whole place, primarily)
- 6. UM site selection for more formal events (with rental fees to be paid by WBF as applicable) with MyHeart/YourHeart folks invited:**
- a. ***Top pick:*** apse in the [University of Michigan Museum of Art](#). Here, we might choose to use Glass House Catering as they enjoy [preferred caterer](#) status at this venue. I will check this out with a top contact at the Museum who has been helpful in numerous ways in the past.
 - b. Michigan Union, Ballroom, here, we may be tied into using [UM catering](#).
 - c. Michigan League, Ballroom, here, we may be tied into using [UM catering](#).
 - d. Rackham, Assembly Hall, 4th Floor.
7. UM Residence Halls for the events. There are many; two buildings are being renovated, so we need to get going with housing on this. It appears there are rooms to house the group, perhaps all in one place, perhaps not all in one place. All rooms have shared bathrooms; some are air-conditioned (all playing sites have a/c). Some require payment for meal plans; others do not. Listed below is the pricing for rooms, as of 2010 (expect more in 2012):

- a. Air Conditioned Space, no meals required:
Single: \$66.35 per night
Double: \$81.70 per night
 - b. Non-Air Conditioned space, meals required:
Single: \$73.95 per night, includes breakfast, lunch & dinner
Double: \$114.10 per night, includes breakfast, lunch & dinner
 - c. Administrative Fee: \$3.75 per person processing fee
 - d. You may wish to have something better for officials; consider
 - i. the “[Inn at the League](#)”?
 - ii. off campus at the nearby continental [Belltower Hotel](#)? Not cheap, but nice.
8. Extra:
- a. Rooms for scoring, caddies, or such required, in addition to playing areas?
 - b. Need for water, coffee, and such in or near the playing areas?
 - c. Need for hospitality in addition to meals? Mid-morning or mid-afternoon snacks at the playing site?
 - d. Need solid ballpark numbers of people coming for housing and other purposes; I have been using 175, with 35 teams—so 35 times 4, plus one extra per team. Is that enough? Also include WBF dignitaries...?
 - e. Tours and such? Suggest a tour of the Cardiovascular Center. Their atrium and outdoor garden areas are particularly attractive. We could arrange a program of morning tours around town to places such as: full campus tour with campus guide; tour of athletic campus; tour of Gerald R. Ford Library (the Presidential Library, but not the Presidential Museum, is housed here); tour of other libraries perhaps (Law Library, Map Library, 3D Laboratory)...and so forth. For the Juniors we had a nice picnic on the scenic Huron River in one of the award-winning parks. Any number of things are possible here.
 - f. We need to nail these things down early in the new year so that I can get the requisite number of volunteers to help with them; first, though, other things!
9. General. The University, and Ann Arbor offer a terrific venue for events. The city is quite safe, generally (but of course not “perfectly” safe). Things to watch out for involve smoking and drugs. UM is a completely smoke-free environment. No smoking anywhere (infractions may lead to expulsion of the entire group). The penalties are not monetary; they are far more severe. Same is true with drugs; the City of Ann Arbor is well-known for its lax slap on the wrist for marijuana users; the State, however, treats the sale of such as a capital offense: a very serious matter. Advice always to student groups is to stay away from such things, altogether, and to not be deceived by “gossip” they might hear. Drinking age is 21; the Ann Arbor Police Department is vigilant about enforcement, as is the UM.