

Date: January 18, 2017  
To: USS Board members  
From: Bruce Burton, President  
Subject: January President's Report



Dear USS Board members,

We completed our 2016 successfully with many major initiatives either in process or completed. The report below informs you on what I am working on and shares any concerns that I have going into the New Year.

### **Over the transom**

#### **Malcolm Page**

Malcolm's first day on the job was January 1, 2017 and he had his first meetings in Miami on January 2<sup>nd</sup>. His report will provide you the details of his efforts and the Olympic Sailing Committee (OSC) report will provide more detail on what we are doing regarding the Olympics. I will discuss this with you during the executive session on our Board call January 23<sup>rd</sup>.

#### **Olympic Sailing Committee**

The report of the OSC is provided separately. A significant amount of my time has been spent on these efforts.

#### **World Sailing**

1. Committee Chairs: Gary Jobson has been successful with having Americans retain chairmanships at World Sailing and he will report this during our meeting, his time permitting. Our volunteers have done a wonderful job at their posts in support of World Sailing, which certainly has made Gary's job easier in requesting these appointments.
2. Royalties on Rulebooks: For the past few quadrennials WS has been moving toward a more aggressive stance on the collection of royalties for both printed and digital rulebooks. Jack Gierhart and Andy Hunt (ED of WS) are at philosophical differences on this subject and we are unable to accept the proposed WS royalty provisions. I agree with Jack, in that WS already collects enough fees from us, they have not charged for this before, so this is another way to improve their income by moving away from the precedent of sharing rulebook IP at no charge. After all, we are paying for it once (through our annual payments to WS), why do we have to pay for it twice (by adding a royalty)?

I have asked Jack to step away from this with Andy so that the USS Board and the Board of WS come to an agreement. This is a policy matter and Executive Directors should not be involved in developing policy between themselves without involving their respective Boards. If any Board member disagrees with this position, I would like to know why.

3. World Sailing Headquarters: the offices of WS will be relocating-more news on that from Gary.

#### **National Conference (NC) and NSPS**

The staff is fully engaged in preparations for the yearly conference. Please make sure that you have your reservations in for a room and the conference registration. Most of all, please encourage your RSA members to attend. Our registrations are down for the NC and the registrations are solid for the National Sailing Programs Symposium (NSPS) held the three days after the NC.



We have two awards dinners: NC on Wednesday evening Feb 15<sup>th</sup> and the Community Sailing and Training Awards Celebration on Thursday evening Feb 16<sup>th</sup>.

I will be hosting the Past Presidents of USS to a luncheon on Thursday the 16<sup>th</sup>.

Jim Walsh and Martine Zurinkas had a WebEx conference January 9<sup>th</sup> with the Regional Sailing Associations (RSAs) to 1) encourage attendance at the meeting and 2) learn why we are seeing a steady decline year over year in our NC attendance. Jim and Martine will report on that separately.

### **Over the Bow**

These are the important initiatives that we need to keep in front of us for 2017. Jack has his list and this is my list. There is significant overlap in our lists.

1. Complete the restructuring of the OSC with structure, policies and people required for success.
2. Motivate the Board to engage with our key volunteers to keep everyone focused on providing great service to our membership.
  - a. Reinvigorate our volunteer ranks.
  - b. Improve communication with USS volunteer leadership and our members.
3. Properly implement Customer Connect with our staff and volunteers. This initiative with the staff should significantly improve our staff's effectiveness and improve the quality of our products and services provided to our membership. Steadfastness in this is important from the Board. The board must reinforce the message that this is very important to us.
4. Complete our move to Roger Williams in the fall. Ensure that the facilities meet our requirements and that the staff are constantly reassured through the process.
5. Work on revenue generation through improved effectiveness of our leadership. We have the opportunity to hire talented people who will allow Jack to focus on strategic relationships that will help generate revenue.
6. Launch the USSF with new volunteer leadership on the trustee side. We have strong leadership on the governance side with Dave Rosecrans at the helm.
7. Improve the effectiveness of our annual meeting, which is waning over the past few years. Discussion required on this with the Board - I need your help and ideas.

Thank you for your continued support,



Bruce J. Burton,  
President

OSC Report provided separately