

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

Dear USS Board members,

Please find below my report to you and the Association on my efforts during and after our Face to Face meeting in Atlanta.

Over the transom Meetings in Atlanta

We had excellent meetings in Atlanta with many thanks owed to Cory Sertl, Martine Zurinkas, Tarasa Davis, Steve Freitas, Jack Gierhart, Katie Ouellette, Malcolm Page, Jim Campbell, Betsy Allison and John Pearce for their big efforts in preparing for the meeting. It was important that Georgia McDonald, Lauren Cotta and Dan Cooney were there in support of the channels of customer connect. See the attachment.

Rarely do we take a step back to review where we are and where we should be going. Most often we are 100% "focused on the telltales" when we should periodically "check the compass and look upwind" for the next change in wind direction. That is what we did in Atlanta; we took time to check where we are on the course to see if we should stay the course or tack.

Here are the important items I took away from Atlanta, where we focused on strategic planning, led so capably by Tarasa Davis:

- **The SWOT Analysis led by Cory helped me understand the broad view that our Board has when looking at USS from the outside and inside.**
- **The survey confirmed that we need to improve our products and services, along with our reputation in the marketplace. The way that I see our net promoter score of 10 is ONLY UPSIDE!**
- **We need to communicate where USS is headed to our members. The Blog initiated last week can be a channel to help with that. Thanks Dan Cooney!**
- **Over 400,000 students went through the REACH program in the past 5 years!**
- **There are 1,400 new Level I instructors every year.**
- **Pathways are needed for sailors and coaches in our sport to retain our talent.**
- **We have "Customer Connect" and now we need "Volunteer Connect."**
- **The Annual Conference needs a complete overhaul.**

Thank you, Board members, for taking the time and spending the money to travel to Atlanta. Our meetings were productive and interesting.

Visit to Portsmouth May 2 through May 5

I had four good days in the headquarters office and met with many of our staff over the course of my visit. Here are the high points of my visits:

- **The staff and organization has the most positive attitude since I started visiting four years ago. Everyone is excited about the move to Roger Williams Univ.**
- **Our staff is more committed to providing a better customer experience than before. The customer connect model and coaching has helped immensely. Kudos for Jack and the staff for taking this on.**
- **We need to publish planning documents early and not change schedules. This was a consistent message from many areas when it comes to regattas, classes, meetings, etc.**
- **We need to continually simplify what we are doing to improve the customer experience.**
- **We do not utilize our volunteer resources well as we could (we need committee and volunteer connect).**
- **We are in the busy season for many of the departments - don't give new work if we can help it!**
- **Offshore is going great - SAP is working very well.**
- **Opportunity to grow rating certificates in Florida, Texas and Pacific Northwest.**

We had an "all hands luncheon" May 4 where Jack Gierhart provided an overview of our Atlanta meetings and touched the highpoints of the presentations. I provided an abbreviated presentation on "The Filter" that was well received. Jack, you have 100% staff support to dump the products and services that do not make sense!

During the all hands meeting I took the time to explain to the entire staff that my current focus is to help Jack, Malcolm, Jim and Brian Keane launch our new Olympic plans. My focus on this is not to say that other areas of USS are not as important - they are. We are doing so well in other areas that Olympics is an area that is organizationally threatening, so I must attend to it. They understood and all offered to support in every way that they can. Jack is building a collaborative team whose members will help anyone who needs it-all good.

Blog

Our marketing team has a new weekly Blog and I kicked it off last week talking about leadership. Please read it when you can-it will help you understand the leadership mode I am in.

<http://ussailing.blog/answer-the-leadership-call/>

Over the Bow

Revenue generation is the key issue now for the organization so I am focused on that. I will tell you more about it in my OSC report.

Please contact me if you would like to discuss this report, or any other issues of concern.

Thank you for your continued support,



Bruce J. Burton,
President

Attached: Customer Connect Model to remind all of us how we are organized internally

