

Date: April 17, 2017
To: USS Board members
From: Bruce Burton, President
Subject: April 2017 President's Report Revision A

Dear USS Board members,

We are preparing for our Atlanta Face to Face (FtF) Board meeting with many other important items being attended to in the meantime. In part the month was very intensive with family spring breaks and visits to Florida, which interrupted my US Sailing workflow cadence-so it is back to work now. As you will see, I am shifting from tasks completed mode to tasks to be completed mode (transom vs. bow).

Over the transom (for the most part)

Staff Hiring-Jim Campbell

I am very excited to report that on April 1, Jim Campbell started as our Chief Business Officer of Olympic Sailing. As you remember from the OSC presentation in Austin, our Olympic Resource Bank (Ring 3-ORB) is responsible for all resources necessary to win gold medals. This means he must secure the necessary people, facilities, money, strategic relationships, etc. that the Olympic Leadership Team (Ring 2-OLT) specifies as being required for success. In short, Malcolm specifies what he needs and Jim secures it. Along with Malcolm and Jack, Jim will work closely with Georgia McDonald (USSF Director of Development) and Brian Keane (ORB Chairman) to develop the structure.

We have taken Josh Adams' job as Managing Director and divided it into two: performance excellence and the resources necessary to support excellent performance. Malcolm handles the performance and Jim handles the resources. That's the easy way to think about all of this. They are partners, each with their own very big responsibilities.

Jim will be using his success as a business process and team builder to build our ORB at US Sailing. I am so pleased to have another highly qualified and seasoned professional join our ranks, who will in four years' time help us take large strides towards our performance goals on the Olympic racecourse.

FLA and MD bills

Both Florida and Maryland have proposed legislation that would have deleterious impact on our sport. Each State legislature had proposed legislation that would outlaw our sailors from operating their boats as they current do. In Florida, they wanted to prohibit operation of a powerboat with an engine larger than 10hp or 10ft to anyone under the age of 16. In Maryland, they wanted to outlaw operation of a watercraft when your body was outside of the gunwale.

Thanks to the hard work and professionalism of Jim Muldoon, James Appel, Peter Commette, Ted Morley, Craig Leweck, Douglas Broeker, Hal Gilreath, Ray Williams, Jack Gierhart and many others, significant progress has been made in both States and it is proving much more doubtful that we will be significantly impacted. Stay tuned.

World Sailing**Meeting with CCYC**

Cory Sertl, Gary Jobson and Jack Gierhart worked tirelessly over the past 6 weeks and saved the regatta and relationship between WS and CCYC. The contract was signed over this weekend.

Leading up to this successful resolution of our conflicts with WS, I met with Corpus Christi members Sandi Carl (regatta chair) on April 1 and Craig Henderson (Vice Commodore) on April 2. It was the first time that I had been to CCYC. The purpose of my meetings with each of them was to gain further understanding of the negotiation status and terms of disagreement and provide support from USS to their efforts. CCYC had legitimate claims and Jack Gierhart worked with them to resolve those as best we could with WS. Jack took the lead as the negotiator because he had negotiated with WS for the SWC-Miami and we hoped that WS and CCYC would accept these terms that we previously agreed to. Both Cory and Jack can provide more details-I want the Board to know that I provided support as necessary during the effort.

I am very pleased with the way that Jack pulled all of this together for a successful resolution.

Call with Kim Andersen

Subsequent to the meetings with Sandi Carl and Craig Henderson, I had a call on April 4 with Kim Andersen, President of World Sailing. The purpose of the call was to discuss the contractual status with CCYC and he asked if CCYC was planning on withdrawing their bid to host the regatta. I told him that if WS would agree to moderate the onerous terms (e.g. limitation on sponsorships, unreasonable termination liability, impossible liability releases, etc.) that they will gladly host the regatta. I told Kim that Jack G. will help CCYC work with Andy Hunt to resolve the contractual conflicts to the best of our ability.

After we discussed CCYC, Kim and I spoke about how WS could work better with the MNAs, like he promoted in his election manifesto. WS works differently than USS. At USS we promote partnership with our volunteers, staff and clubs. At WS, the volunteers do not have the same ability or authority to influence contracts and the relationship that the organization has with the clubs. This is very frustrating for our US contingent at WS because the "cannot just fix the problem" like they could at USS.

All of should thank Cory Sertl, Gary Jobson, Jack Gierhart and the whole team at Corpus Christi Yacht Club for persevering through this. 90% of the conflict was unnecessary, in my mind.

Rule book

Jack is making progress with Andy Hunt on the digital rule book rights. We have both short and long term approaches to this. Jack will provide an update when asked to do so.

Over the Bow

Preparations for Atlanta

We are doing well. Tarasa Davis is our facilitator and has provided us homework for our strategic planning. Please submit it on time-April 17th. Steve Freitas is providing Cory support on our SWOT analysis and to me on our product and service evaluation criteria (The Filter).

IOC Visit to Long Beach

The IOC will be in Los Angeles evaluating LA for the 2024 Olympic Games May 11th. JJ Fetter and I plan on supporting the US Long Beach delegation that day.

Athlete/Staff/Visitor entries into the US

In my call with Kim Andersen he mentioned continuing and amplifying concerns about athlete, staff and visitor entry into the US for World Sailing events: SWC-Miami, Youth Worlds 2018 and the World Conference in 2018 scheduled for Sarasota. Cory has brought these concerns to me previously and Kim's has catalyzed me to take action.

I am working with Jack and Cory to develop a team to address these concerns. We have no objective evidence that there is a problem at this time, so now is the time to act-before there is one. We intend to work with the USOC, Jim Muldoon and others to form a small team of subject matter experts who can help ensure that we have the highest probability of entry of foreign sailors, staff and visitors to attend our events.

Cash Flow at USS

In the 6 years that I have been on the Board we have had periodic cash flow issues because of the cyclicity of our dues collections. Because we have lost significant Olympic sponsors we are experiencing a cash crunch and Jack is working through it. It's not a comfortable situation to be in and it points to the fact that we have never had a financially sustainable/viable Olympic funding program. Our planning will resolve these issues, which will take time.

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