

Date: July 24, 2017
To: USS Board members
From: Bruce Burton, President
Subject: July 2017 President's Report Revision B

Dear USS Board members,

Summer racing is in full swing and I hope that all of you have been able to spend time on the water. This is my monthly report to you on my activities, thoughts and concerns.

Over the transom

This month I have focused on working with Jack Gierhart on our many initiatives and have/will spend 4 days at the USS offices in Portsmouth before returning to Detroit. Our VP Cory Sertl and Secretary, Martine Zurinkas have also been spending time in the office meeting with our staff members. In short, your executive leadership is actively engaged with our staff working on the behalf of all of the sailors in the US.

I am pleased to report that I have been able to sail the Etchells, winning the Great Lakes Championship in Detroit in early July, raced at Watch Hill YC in a Wednesday night race with Bob Prosser (3rd) in WH 15's and raced with Jack Gierhart on his J80 in two races at Beverly YC (two bullets).

Olympic Sailing Committee (OSC)

The OSC continues to meet bi-weekly with nearly 100% attendance at our meetings. Board member JJ Fetter leads our selection committee and they have just completed the selection of the 2017 Youth World Team to represent the US in Sanya, China this year.

We are making great progress under Malcolm Page's leadership in building out our 5-ring strategy by hiring our new Technical Director who comes from a many gold medal program and will be one of our "unfair advantages" for 2020. You may remember from our Austin presentation that Ring 4 is the Innovation, Research and Development (IR&D) ring, a need that we have been woefully lacking over the past two or three quads. We will not publically share his name to maintain our competitive advantage. He has a PHD and specializes in Innovation, research and development, expertise in Olympic level sailing, elite level sports performance analytics, sports physiology, strength and conditioning.

We have received a very generous contribution through the USOC for support of IR&D of \$500,000 that will help support our IR&D efforts.

Delaware Incorporation

Jack and I met with Kevin Keogh on the subject of Delaware incorporation for USS. We have discussed this in the past and it makes legal and financial sense to change our state of incorporation from New York to Delaware. The highlights of the discussion were:

- We should have members of a NY law firm on the legal committee who have DE experience.
- It should take 6 months to a year to complete the process.

- The NY Attorney General's office has to review our change in incorporation status.
- This is an opportunity for us to complete the revisions and corrections in our By-Laws.
- Rough order of magnitude of cost for the entire process is \$20K-\$35K.

We will prepare a Board Action Request (BAR) to this effect and request BOD approval.

Adult Sailing

Jack and I met with Betsy Alison and we are making great strides with our adult programming, championships and outreach. As previously reported, Nancy Mazzulli is now working for Betsy with support from a summer intern (Ava). Betsy reports that Nancy is really stepping up in the championship area and she also reports that we need to be watchful of women's keelboat and women's match race championships for attendance and support. Other highlights of the meeting:

- We have an intern from Roger William helping Nancy with Adaptive Sailing.
- Adaptive Worlds are in Cheboygan, WI August 2018.
- Betsy recommends that we have a national Adaptive Team.
- We typically have 15-16 keelboat courses per year and this year we have had 30, which have not translated into additional product sales.
- We have had inventory problems with stickers that are shipped upon completion of the keelboat course. Betsy is working on this inventory control/fulfilment problem with Lauren Cotta.
- Betsy recommend that we have new employee training and orientation from an experienced USS staff member. This will reduce learning curve time significantly, in her opinion.

Office move to Roger Williams

The vast majority of our staff are excited and positive about our move to Bristol. I plan on visiting the new office prior to our Board meeting Monday night. All reports indicate that everything is going as planned and I will verify those reports with my visit. Our relationship with Roger Williams is excellent and the construction has proceeded on schedule. Hats off to Lauren Cotta and the team who are working on this.

Fun Stuff

Regan Traub hosted a dinner at Watch Hill YC for Jane and me with the Schoonmakers and Prossers July 21st. We met for cocktails at the Prosser's beforehand where I presented Ding Schoonmaker with his President's Club burgee.



Over the Bow

I will participate in our strategic planning efforts, spearheaded by Board member Tarasa Davis in Atlanta, at NYYC in Newport, RI on July 25 and 26. My presence supports the general effort; specifically my interest in "The Filter" project that will allow USS to become more focused on the key things that drive member satisfaction and retention, along with financial performance.

Thank you for your continued support,

A handwritten signature in black ink, appearing to read "Bruce J. Burton".

Bruce J. Burton,
President