

Date: December 15, 2017  
To: US Sailing Board members  
From: Bruce Burton, President  
Subject: December 2017 President's Report



Dear US Sailing Board members,

As we close in on the end of the year we have accomplished so much in 2017, with the ultimate achievement being the move from Portsmouth to Bristol, into a newly renovated building with the latest in technology and productivity tools for our employees. All Board members should be pleased to be a part of this major step in transforming US Sailing into a more responsive, relative and member centric organization.

### **Over the transom**

It has been very busy with lots of year end communication and travel. Here are some of the pertinent highlights from the month:

### **National Coaches Symposium**

It was an honor to attend this Symposium in support of Stu Gilfillen, Director of Education, and John Pearce, Youth Director, who hosted a three day National Coaches Symposium with the top Olympic, college and national coaches as presenters and attendees. The sessions were held at Shake a Leg marina in Coconut Grove, FL. The first day was "round table session" with approximately 20 of the best coaches in the country. Here are some highlights that could help all of us:

1. Encourage leaving the Optimist dinghy at an earlier age.
2. We want multiple sport athletes, who then later become dedicated to sailing.
3. There is no clear pathway to success in sailing.
4. There are "windows of trainability" where one learns certain skills best at a certain age.
5. It is very difficult to identify talent a young age.
6. 36% of junior sailors are girls. Where is the other 14%?
7. Get rid of cellphones.

### **Symposium**

The second and third days had 85 in attendance with a very motivating key note speaker-Josh Lifrak, Director of Mental Training of the Chicago Cubs. He helped them win their first World Series in 100+ years. Key takeaways:

1. "Create something bigger than yourself."
2. "There is not cookie cutter approach to people."
3. "Be something first-then do something."
4. What "C.U.B." means
  - a. Courage.
  - b. Urgency.
  - c. Believe
5. "Every player has an improvement plan."
6. "Focus on the process."
7. "Do simple better."
8. "Adversity reveals character."
9. "The Cubs scout character."



Other coach feedback:

1. Drones are the "must have tool."
2. Training to racing ratios
  - a. 5:1 for normal boats
  - b. 10:1 for skiffs
3. Issues with athletes must be solved immediately.

### **Meetings at US Sailing**

I was at US Sailing in Bristol this week to attend the staff Christmas/Holiday party with 1.5 days of meetings beforehand. Some comments:

### **Website**

We are developing a new website that incorporates the latest tools to allow easy revision and updates. We are significantly reducing our page count; for example US Offshore has reduced from over 100 pages to nearly 10. Beta release is at Sailing Leadership Forum Feb 1<sup>st</sup>. That will be an exciting announcement!

### **National Sailing Hall of Fame**

We are making very good progress on the discussion of alignment with the NSHOF. I presented our white paper shared with you during our last Board call to the HOF on Dec 4<sup>th</sup>. There was unanimous support from the NSHOF Board for further discussion with US Sailing. NSHOF President Jobson supports close alignment with US Sailing. US Sailing Board member Russ Lucas supported our virtual proposal and US Sailing Board member Tarasa Davis believes that Annapolis could be a good location for a permanent home.

Next meeting with for the NSHOF Board is January 8<sup>th</sup>, when decisions will be made on "bricks and mortar vs. virtual."

### **Olympic Sailing Committee (OSC)**

Brian Keane, Jack Gierhart, Malcolm Page, Jim Campbell, Meredith Brody and Kate Drummey have been working very hard on the budgets for 2018. We have significant budget gaps in revenue vs. expense. At this point we are working to close the gap, which is roughly \$1M. 2018 is a big year because of the combined World Championship in Aarhus, Denmark, with is the start of country qualifying. We will keep the Board posted on this.

### **Sailing World Cup-Miami**

World Sailing has continually increased the level of requirements for running the regatta, all of which add to cost. We are showing a \$225K loss, in part because commercial sponsorship has not come forward. Last year Sunbrella provided \$100k, which reduced the loss. Our contract renews for 2019, so we will evaluate the cost vs. benefit of hosting this regatta in the US and in Miami.

### **470W Training in Miami**

The US Sailing Women's 470 team hosted me to a training session and dinner at the US Sailing center in Coconut Grove. Mike Ingham (Paralympic Silver Medal Coach) showed off the team in a three boat tuning session. It was great to be with these young, skilled and enthusiastic women. It looks like 470W could have 3 to 4 dedicated teams right through 2020. Mike's wife, Delia, cooks for the women EVERY NIGHT and they have a team "training table" when they review the day and have their "chalk talks."

### **Over the Bow**

The major items in the next month will be:

1. NSHOF proposal January 8<sup>th</sup>.

2. Gulf Yachting Association meetings at Southern YC, New Orleans.
3. Sailing World Cup-Miami.
4. FTF Board meeting end of month.

Thank you for your continued support,

A handwritten signature in black ink, appearing to read 'Bruce J. Burton', with a stylized, cursive script.

Bruce J. Burton,  
President