

Date: September 15, 2017
To: USS Board members
From: Bruce Burton, President
Subject: September 2017 President's Report

Dear USS Board members,

It certainly seems that Board members spend more time working on sailing as a sport than enjoying time on the water competing or cruising. Thank you for making the choice of leading and improving our sport for the benefit of all sailors in the US and giving up your time on the water. My abbreviated season was productive with first and second places in the two Etchells regattas sailed in the Midwest, along with winning our PHRF Tuesday night series. I envy Tom Hubbell, my predecessor, who sailed over 80 Thistle races his last year as president of USS! My goal for next year: 40 races (this year was 31).

Over the transom

Office Move to RWU, Bristol, RI

Jack Gierhart will provide the details on this huge effort. Jack and Lauren Cotta, supported by the entire staff deserve a standing ovation for their efforts in securing and finishing our new facility. Thank you!

Everyone at Roger Williams has been so helpful and supportive of our move to their campus. We have started our partnership with them very well. We could not be more pleased with RWU and I look forward to seeing the finished product next week, when I visit the offices and attend the National Sailing Hall of Fame Induction Ceremonies at NYYC, Newport. (The offices looked great in August when I visited to survey the progress at that time.)

Olympic Sailing Committee (OSC)

IR&D

We are making great progress on our 5-Ring plan, building out the staffing with two great hires on the technology side of our efforts. You will recollect that Ring 4 is Innovation, Research and Design (IR&D), which we never formalized in previous quadrennials. The IR&D will lead and support technical innovation that provides "a competitive edge" to our athletes. This effort will also capture "Intellectual Property" (IP) for the Team. Currently, when an athlete or coach quits or retires from the team, their knowledge is lost. The IR&D team will develop processes to capture all IP so that it can be shared with future generations of sailors. In short, we will "stop paying for the same ground twice or thrice."

Funding

On the funding side, we have exceeded the Medalist pledges (\$25K, \$50K, \$100K) from the entire 2016 quadrennial (already!) and we are just scratching the surface. Brian Keane, Jim Campbell and Georgia McDonald are starting to roll and Jack Gierhart is spending more time supporting their efforts. Would I like to be further along? Absolutely yes. Am I pleased with our progress to date and the way the team is coming together? Absolutely yes.

This is the good news. The bad news is that our cash flow is bad and we are addressing this problem.

Jack and Georgia will be making plans and proposing the same to the Board (in the near future) for the expansion of our professional development (fundraising) team. Jack and Georgia firmly believe that "it is a numbers game" so that if we want to raise more money, then we need more people doing just that. As Board members please consider this direction as it is part of our forthcoming strategy presentation, to be discussed in detail in our October meeting.

Commercial Sponsorship

We contracted with Degan Media to secure Commercial Contracts to support US Sailing and the US Sailing Team. The goal is \$4M for the quadrennial.

Athletes

We need more athletes competing for Olympic berths. We are building a superior system and we need talent to develop. Please encourage young sailors to consider the Olympic pathway. Interested college age sailors should reach out to Malcolm Page to discuss the commitment.

Strategic Planning-Newport, RI July 25 and 26

The Board will review and approve the results of the Strategic Planning efforts, which started in April in Atlanta. A few notes for me:

1. We had a good, diverse group with varied levels of experience with USS.
2. Brian Dorval did an excellent job leading us-thorough and unbiased.
3. Everyone was engaged and had a voice-no overt agendas were observed.
4. We broke into groups frequently and discouraged working with same people for each group.
5. We used a "fair process"
 - a. Engage-all the constituents
 - b. Educate-The Why
 - c. Expectation-Clarity of outcome

US Sailing Foundation

We had a Foundation call early August; Georgia will report on the Foundation elsewhere. My comment to the Board is that I really like the way that we are approaching this. Some observations:

1. We need to become partners with more organizations in our sport, to our mutual benefit.
2. "It is not about us, it is about them" meaning our sailors, our sport and our partners.
3. We need to connect to Community Sailing organizations also.
4. The Foundation and the trustees can be leaders in the sport-can help shape the sport's future through their leadership.

Over the Bow

Herreshoff and President's Award Nominations.

Please provide me with your nominations for the Herreshoff and President's awards.

The Herreshoff is given for outstanding contributions to the sport of sailing.

The President's award for to those who have contributed above and beyond to the support and advancement of US Sailing and the sport of sailing.

NSHOF Induction

The National Sailing Hall of Fame has its induction at NYYC in Newport this month (Sept 24th). I will attend (instead of the Etchells Worlds) to represent USS and will have two opportunities to speak. Jack and I will meet with Gary Jobson (President) and Lee Tawney (Executive Director) on Monday Sept 25th for our annual meeting to discuss our organization's strategic interests and alignment. Jack and I will report to you on this in October.

NYYC Olympic Briefing

The New York Yacht Club is hosting an information meeting on October 5th to introduce our Sailing Team leadership to the club. I plan on attending. Caleb Paine will be there, along with Malcom and Jim Campbell, and other OSC members as available.

USS Board meeting in Bristol

We have our annual meeting in Bristol October 19th and 20th. Martine, Katie O, Jack and I are planning this at this time. Please plan on arriving Wednesday the 18th when we will meet in the evening to kick things off. The evening of the 19th will be the ribbon cutting for the new offices. If you can, stay around through Saturday for activities at RW sailing center. More on that from Jack.

OSC Meeting in Colorado Springs

The OSC will meet on November 13th and 14th at the US Olympic Committee headquarters to discuss strategy and governance of our Olympic Sailing Team. I feel it very important that the OSC learns "best practices" from the most successful sports. We should have good attendance at the meeting and will have dinner with the athletes on November 13th.

Thank you for your continued support,



Bruce J. Burton,
President