

Date: March 22, 2018
To: USS Board members
From: Bruce Burton, President
Subject: March 2018 President's Report

Dear USS Board members,

Our Board members and sailors in New England have had a rough month, with March coming in like a lion and leaving like a lion. Hopefully their weather will not delay launch this spring.

Over the Transom

John Pearce

March was filled with many strategic initiatives and one trip back to cold Detroit to support our John Pearce, Youth Director, at the first stop of his Michigan/Ohio Great Lakes tour of important youth programs/clubs in the Midwest.

I hosted a pre-seminar dinner at Bayview YC (my home club) for 10 of Detroit's most active and interested youth programs. John fielded questions and he gave the program leaders inside track information, with lots of back and forth dialogue. The program leaders and John all learned a lot and many good communication channels were opened.

After the dinner John held a seminar for about 50 members, including junior sailors from many clubs. John talked about our initiatives and pressed that we need to encourage youth to become "athletes first, sailors second." That certainly flies in the face of conventional wisdom and is proven out by studies that the USOC and others have conducted.

Rolex YofY Awards

US Sailing hosted the Rolex 2017 Yachtsman and Yachtswoman of the year awards at New York Yacht Club in NYC on Feb 28th. Erika Reineke and Com. Peter Duncan gave compelling speeches that moved the audience. Board members Cory Sertl, Gary Gilbert, Jim Walsh, Jack Gierhart, and Malcolm Page were present and supporting the event. Cory had a great address and Gary Jobson was our MC and prepared the videos on the winners. Nice job Gary-many thanks. My thanks to Jake Fish for preparing my remarks-Jake does a wonderful job supporting our events and media relationships.

Olympic Sailing Committee (OSC)

Malcolm Page is focusing on performance development and his report will reflect those efforts. I am working closely with Brian Keane, Chairman of the ORB, and Jim Campbell, Chief Business Officer, on revenue generation. Jim has briefed the Board on the various initiatives and they are starting to bear fruit. I am personally involved in raising money through the Etchells class, being supported by Steve Benjamin and Com. Peter Duncan. We are having an Etchells/J70 class challenge to see who



will raise more money for the US Sailing Team. We kicked it off at the Etchells Midwinters in Miami the beginning of March.

The Board approved the OSC's recommended Event Proposal for the 2024 Olympics. I know that it was an urgent request and am thankful for your approval on a short notice basis. The IOC wants sports that will show well on TV-just look at the changes in skiing. Very little traditional skiing TV coverage compared to all of the snowboarding on jumps and half pipes. The key here is that it is not about the equipment, it is about the event, and our 2024 proposal was created with that forethought in mind.

World Sailing

We sent a letter to Kim Andersen, World Sailing President, listing our concerns about our relationship. I followed up with Kim on a phone call two days later. We can discuss this in Executive Session at the end of our Board call.

Over the Bow

Our list of important subjects remains the same as last month:

1. Sailing World Cup-Miami financial evaluation and planning.
2. Chief Marketing Officer hire-Jack will lead this. This will take a few months.
3. Support revenue generation planning and execution.

Thank you for your continued support,



Bruce J. Burton,
President