

Date: April 21, 2018
To: US Sailing Board members
From: Bruce Burton, President
Subject: April 2018 President's Report

Dear US Sailing Board members,

Please consider this my report for the past month. I look forward to the sailing season starting in Detroit in May, having moved the Etchells from Florida in March.

In general, this month I have been supporting major strategic efforts being undertaken by the association, as described below.

Over the Transom Charleston Race Week

Board and Olympic Sailing Committee members sailed in and visited Charleston Race Week, April 13-15. The regatta opened on the anniversary of the bombardment of Fort Sumter.

US SAILING is a Patron sponsor of the regatta and we had great visibility in signage and in the program. We hosted the US Sailing "Buzz Bar" which is a free coffee bar on the way out to the docks, so all the sailors could get a "caffeine buzz" on the way to their boats. Cory, Jack, I, and staff greeted sailors at the Buzz Bar each morning. It was fulfilling to chat with everyone. Good feedback and not too much complaining, if at all. Georgia McDonald was there representing US SAILING Foundation and made many important contacts and renewed relationships.

Board members Bruce Burton, Cory Sertl, Jack Gierhart and Malcolm Page were there, along with OSC members Brian Keane, Peter Duncan and Steve Benjamin. Peter and Steve won the J70 and ORC-A, respectively.

Alan Block (ex-employee of *Sailing Anarchy*) interviewed Malcolm Page about the US Sailing Team. Alan kept it positive and light and Malcolm made our points of teamwork, performance excellence, technical advantages, along with encouraging people to support the team by being a fan and contributing financially when possible. Hats off to Mal for attending with his busy schedule.

The regatta hosted a "Pro-Am" exhibition Saturday night off the beach in J22's. Greg Fisher, CofC head coach, was the PRO and organizer. There were 9 competitors with one College of Charleston and two high school sailors as crew for the "professionals." I represented the Board of US SAILING and Steve Benjamin represented the OSC, along with many other constituencies. I am happy to report that I won the first and third races and Steve won the second, so



Burton, Terhune, Benjamin and Craig Leweck (from Scuttlebutt)

OSC members won all three races. Allan Terhune won, Steve was second and I was third in the exhibition regatta (I needed a throw-out!). Thanks to Randy Draftz and Greg Fisher for organizing this and to College of Charleston for supplying the crew and boats.

Sailing World Cup-Miami

We are making good headway with Cory Sertl and Jack Gierhart leading this effort to reduce the regatta deficit without affecting the quality of the event. For us to achieve the desired reduction World Sailing must provide relief of some of the existing contractual requirements. Cory and Jack will provide more detail on this and it is important for you to know that they have my complete support. The Board should also know that if we are unable to obtain the necessary contractual relief from WS, then we will consider either changing venues or leaving the WS relationship. Our sailors and association are the first priorities.

Olympic Sailing Committee (OSC) Fundraising and Sponsorship

As reported last month, we are making very good progress on building systems for revenue generation from the bottom of the pyramid (small gifts) to the top (large gifts). The Etchells class has commitments of over \$85K to date, with a goal of \$300K from all One Design classes. Jim Campbell will provide more detail on this.

We do have Value in Kind (VIK) relationships and have yet to secure a large corporate sponsor. We are making headway and will provide a report next month to the Board on this.

Sailing World Cup-Hyeres

You may view results on this link:

<https://www.manage2sail.com/en-US/event/71c3d3a9-60fc-4465-816d-4b474c3ef34b#!/results?classId=c0d521da-241c-4603-8ec9-85a23cebd294>

Andy Kostanecki

Andy was the chairman of the Olympic Yachting Committee in 1988 and led a very successful team to Pusan, Korea, which Cory Sertl sailed on. Andy and I met for lunch on April 4 and he recollected on what made the team so successful. Below are a few of his quotations from the day that you may find interesting:

"...there is a secret to every boat and you must find it"

"...institutionalization of the sport is a major problem"

"...we need 'tricks'"

"...the BRITS are ornery, which makes them good."

"...the successful sailors are the OUTLIERS...think Caleb Paine"

"...we must return to having youth sail with AND AGAINST adults"



Andy has stage 4 lung cancer, is fighting it off well and is in great, positive spirits.

World Sailing

Kim Andersen and I have had two calls to discuss US Sailing SWC-Miami. I believe we are making good headway as reported above.

Over the Bow

Our list of important subjects remains the same as last month with a few new ones:

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.
4. Volvo stopover in Newport.
5. OSC FTF meeting May 21at US SAILING in Bristol, RI.
6. Review of US Sailing Centers. We will inventory our relationships and report back to the Board. Information on this effort will be supplied under separate cover.

Thank you for your continued support,

A handwritten signature in dark ink, appearing to be 'Bruce J. Burton', written over a light gray rectangular background.

Bruce J. Burton,
President