

Date: October 6, 2018  
To: USS Board members  
From: Bruce Burton, President  
Subject: October 2018 President's Report

Dear USS Board members,

This is my final report to you as President of US Sailing. It has been an honor and privilege to serve our sport with you on the Board. My report will be brief, as we have much to cover in our meeting in San Francisco.

## **Over the Transom**

### **US Offshore**

Ron White and I will provide a report at the Board meeting in SF updating you on the status of discussions with Organizing Authorities and Rule Owners.

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

We have had two OSC calls since our last Board call. Highlights of these calls are:

- Corporate Sales and Marketing: Peter Glass has really started well at US Sailing and is contacting many of our past corporate partners and potential new partners. There is a focus on developing relationships that will make World Cup Miami a sustainable business.
- Greg Fisher is diving in and working closely with Jack and Malcolm on the business side of our program. In my new full time role with the OSC I will be working closely with Greg to develop and document our business plan, which will describe how we will implement our High Performance Plan. This is a very big task, and we start on it Oct 16<sup>th</sup> in Charleston.
- We have a subcommittee that is focused on fundraising, which has been latent over the summer sailing season. We are full speed ahead from this point onward.
- The next OSC Face to Face meeting will be Thursday November 29<sup>th</sup> in Coconut Grove, FL.
- Any Board member who wishes to join our calls is welcome to. Please contact Meredith Brody or me and we will include you.

### **Over the Bow**

It will be an honor to serve on the OSC as its chairman through the Olympics in 2020. I serve at the pleasure of the President, with your confirmation, and very much appreciate the faith she and you have in me in this important role.

### **Summary Thoughts**

We have completed a number of significant projects during my term as Vice President and President of US Sailing. My background as an engineer and businessman is to build sustainable systems (businesses) that deliver products to customers that are of the highest quality, which promotes customer loyalty and satisfaction. To do that, the business must have the right employees (and volunteers) working in the right space, all doing the right things in the right ways to make it successful.

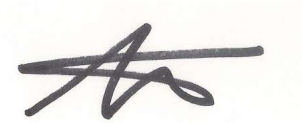
I cannot say how satisfying it has been working with Cory Sertl, Martine Zurinskas and Steve Freitas as officers of the Board. They have supported me 100% in my vision of modernizing how we work within US Sailing so that we can provide better service to our members. We have had a deliberate "inside focus" on how we work internally at US Sailing for the past three years, improving our staff, processes and facilities so that we can now have an "outside focus" on our members, leadership volunteers, clubs and business partners. No one is better than Cory to lead that outside focus! Thank you Cory, Martine and Steve for all of the support you have provided me.

Jack Gierhart and the entire staff have worked very, very hard to improve our organization. Congratulations to Jack for having the foresight and courage to pursue organizational change, both with the staff and building. Change is difficult, as it is much easier to maintain something than completely renovate it-and much less expensive! Jack and I work very well together and I am grateful for his temperament and support of my presidency.

Cory and the Board have developed a superior Strategic Plan that will take US Sailing to the next level and I look forward to the implementation of it, which has already started.

Thank you for including me in the leadership of our sport, and therefore I remain,

Gratefully yours



Bruce J. Burton,  
President

**THE PAST!**



**THE FUTURE!**

