

October 19, 2020



## President's Report

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Good evening. This is an update on activities I have been part of since our last meeting on September 21<sup>st</sup>. My sailing season culminated racing on Narragansett Bay in the NYYC Race Week and Annual Regatta. Congratulations to NYYC for making these events happen and to Bill Ruh, our board member, and his partner, Drew Freides in their IC37 for their victory at the NYYC Annual regatta which served as the IC37 National Championship. It was great to see the participation at the tail end of the season despite all the challenges we have faced this sailing season.

### World Sailing

Away from being on the water, I have been involved in the World Sailing election campaigning as a VP candidate as well as communicating with our delegation about the meetings that have already started. The meetings normally held in person during one week are being spread out over three and are available to view over World Sailing's YouTube channel.

The election update has been publicized and we will listen further and regroup with our delegation regarding the next vote for President. The results of the President and Vice-Presidents will be announced at World Sailing's AGM on the 1<sup>st</sup> of November.

### USOPC Assembly

As Jack noted in his report, I also attended the USOPC Assembly meetings October 7-9 as the Board Chair at the NGB Council. Jack was formally acknowledged for his 10 years in his role leading US Sailing and being part of that group. Through Jack, Sailing has contributed positively to his colleagues from other sports and learned from them as well. Jack also serves on the USOPC Nominating Committee.

We heard updates from the Center for Safe Sport and a discussion amongst all the NGBs about the payment structure that supports this work. As I have mentioned before, I always find these opportunities to be inspirational being part of the Olympic movement and the chance to learn from others in sport. As Jack and I reflect on our relative position within the 55 National Governing Bodies that USOPC interfaces with, US Sailing has been fortunate to only experience 10% drop in membership #'s and slightly better revenue than last year. Our membership has stepped up in numerous ways supporting us with contributing membership dollars. Many sports are heavily reliant on events to drive their membership numbers and dollars.

### Project Pinnacle

Last week the steering committee for Project Pinnacle had a useful session with the McKinsey group focused on building our Olympic program 8-year plan. The approach taken by the team from McKinsey together with Paul Cayard is collaborative with the core 4 validating much of their planning activity while analyzing future opportunities. We look forward to sharing with the Board in the near future.





### **US Sailing Center Miami Board**

On receiving Bruce Burton's resignation from the US Sailing Center Miami's Board the ExCom has appointed Fred Hagedorn to serve as our Board liaison on their Board. Thank you to Bruce for serving in this role the last 2 years and for Fred agreeing to take this on.

### **Offshore Committee**

I attended a meeting led by Offshore Committee Chair, Matt Gallagher reaching out to major event organizers. Thank you to Matt for the opportunity for Jack and I to share more fully with this group the value that US Sailing brings to event organizers and sailors who race under handicap ratings. In our efforts to encourage this group of sailors to support the sport as members of US Sailing it is clear that we have the opportunity to better articulate the member value proposition. One topic raised in this conversation was the suggestion to better connect with our Yacht Clubs and consider a Yacht Club specific outreach similar to what was done a number of years ago.

### **Looking ahead**

We have the Annual Meeting in early November and we will be welcoming a greater athlete voice. We have plans to onboard our new members. We welcome Maggie Shea and Judge Ryan to the call tonight. We want to make sure they are prepared and equipped to understand their role to look at the whole sport and the breadth of the responsibility they are part of as a Board. This will require a commitment to listen and learn. be informed, read the papers, ask the questions as all our board members do.

This has been an extraordinary year that has taxed our staff above and beyond what we ever contemplated. On behalf of the Board I'd like to thank the entire staff for their adaptability and efforts to grasp new opportunities and to deliver stability in our finances. We are pleased to be able to restore salaries and appreciative of the sacrifices that all staff has made. We will also get a preview of priorities for 2021. I would like to thank all the work behind the scenes that Board members have been part of. We look forward to hearing tonight more from Charlie Arms and thank her for her work on the Race Admin project- a great example of thoughtful engagement and useful research.

Sincerely,

A handwritten signature in black ink that reads "Cory Sertl". The signature is fluid and cursive, with the first name "Cory" being larger and more prominent than the last name "Sertl".

Cory Sertl

