

2024 Association Report – June

| Topics | Comments | Status | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|-----------|-------------|--------|------------|---------------------------|-----------|-----------|-----------|------------------|---------|---------|-----------|--------------------------------|---------|---------|----------|-----------------|--------|---------|----------|-----------------|---------|---------|----------|----------|--------|--------|----------|------------------|-------|--------|----------|------------------|---------|---------|----------|-------------|--------|--------|----------|-------------------------|--------|--------|----------|-----------|---------|---------|----------|--------------|-----|--------|----------|-----------|-----------|-----------|----------|-------|-----------|-----------|-------------|-------|
| Financial Metrics – Financials are based on May numbers. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Revenue/Cash | <ul style="list-style-type: none">Overall YTD Revenue/Cash \$5.09MM vs budget of \$5.59MM – \$499K/ (8.9%) missMembership Revenue \$855K vs budget of \$921K – (7.3%) missDonation Revenue \$338K vs budget of \$115K – exceeding budgetSponsorship Revenue \$1.14MM vs budget of \$1.31MM – (12.5%) miss<ul style="list-style-type: none">Driven by billed/outstanding Q1 & Q2 invoices.Program Revenue \$1.50MM vs budget of \$1.36MM – exceeding budgetInvestment Income \$117K vs budget of \$73K budget- 143% higher than budget, stronger fund performance than the previous 2 years.Retail Revenue \$307K vs budget of \$290K- 5.9% higher than budget driven by soft goods sales plus S&H | Yellow | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Expense | <p>Expenses \$5.48MM vs budget of \$6.58MM – (16.7%) below original spend projections. Main contributing categories outlined below:</p> <table><thead><tr><th></th><th>Actual</th><th>Budget</th><th>\$Variance</th></tr></thead><tbody><tr><td>Total Salaries & Benefits</td><td>2,365,450</td><td>2,697,051</td><td>(331,601)</td></tr><tr><td>Non Staff Travel</td><td>456,975</td><td>636,106</td><td>(179,130)</td></tr><tr><td>Staff Travel and Entertainment</td><td>166,042</td><td>248,421</td><td>(82,379)</td></tr><tr><td>Instructor Fees</td><td>79,392</td><td>153,677</td><td>(74,284)</td></tr><tr><td>Consulting Fees</td><td>212,751</td><td>284,943</td><td>(72,191)</td></tr><tr><td>Supplies</td><td>24,024</td><td>96,208</td><td>(72,185)</td></tr><tr><td>Software Support</td><td>6,339</td><td>65,615</td><td>(59,276)</td></tr><tr><td>Individual Grant</td><td>223,695</td><td>281,847</td><td>(58,152)</td></tr><tr><td>Web Hosting</td><td>11,990</td><td>46,134</td><td>(34,144)</td></tr><tr><td>Sponsorship Fulfillment</td><td>12,935</td><td>43,437</td><td>(30,501)</td></tr><tr><td>Insurance</td><td>111,990</td><td>140,246</td><td>(28,255)</td></tr><tr><td>Boat Storage</td><td>965</td><td>28,750</td><td>(27,786)</td></tr><tr><td>All Other</td><td>1,804,838</td><td>1,850,923</td><td>(46,088)</td></tr><tr><td>Total</td><td>5,477,386</td><td>6,573,358</td><td>(1,095,972)</td></tr></tbody></table> | | Actual | Budget | \$Variance | Total Salaries & Benefits | 2,365,450 | 2,697,051 | (331,601) | Non Staff Travel | 456,975 | 636,106 | (179,130) | Staff Travel and Entertainment | 166,042 | 248,421 | (82,379) | Instructor Fees | 79,392 | 153,677 | (74,284) | Consulting Fees | 212,751 | 284,943 | (72,191) | Supplies | 24,024 | 96,208 | (72,185) | Software Support | 6,339 | 65,615 | (59,276) | Individual Grant | 223,695 | 281,847 | (58,152) | Web Hosting | 11,990 | 46,134 | (34,144) | Sponsorship Fulfillment | 12,935 | 43,437 | (30,501) | Insurance | 111,990 | 140,246 | (28,255) | Boat Storage | 965 | 28,750 | (27,786) | All Other | 1,804,838 | 1,850,923 | (46,088) | Total | 5,477,386 | 6,573,358 | (1,095,972) | Green |
| | Actual | Budget | \$Variance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Salaries & Benefits | 2,365,450 | 2,697,051 | (331,601) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Non Staff Travel | 456,975 | 636,106 | (179,130) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Staff Travel and Entertainment | 166,042 | 248,421 | (82,379) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Instructor Fees | 79,392 | 153,677 | (74,284) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Supplies | 24,024 | 96,208 | (72,185) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Software Support | 6,339 | 65,615 | (59,276) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Individual Grant | 223,695 | 281,847 | (58,152) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Web Hosting | 11,990 | 46,134 | (34,144) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sponsorship Fulfillment | 12,935 | 43,437 | (30,501) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Insurance | 111,990 | 140,246 | (28,255) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Boat Storage | 965 | 28,750 | (27,786) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| All Other | 1,804,838 | 1,850,923 | (46,088) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 5,477,386 | 6,573,358 | (1,095,972) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Net | <p>Total net P&L cashflow (\$390K) vs budget of (\$986K) driven mainly by lower-than-expected salaries & benefits costs across many departments, as well as Staff T&E and non-staff travel. Some savings are timing-related, including Instructor Fees, Supplies, etc. This includes Consulting Fees and Insurance, which are on payment schedules. Additionally, some Olympic related expenses that were budgeted and unused have been reallocated to be used for Games-related expenses—expecting to see some of the savings related to those items used in the coming weeks.</p> | Yellow | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Membership | <ul style="list-style-type: none"> • Membership Director interviews continue. Looking to narrow to final candidate(s) by July 15. • June cash at \$235,184, 8th consecutive month over \$200k (best stretch in four years) • 2024 cash received to date is 7% higher than 2023 and 13% higher than the '21-23 3yr average. • Revenue through May, pacing 93% of budget and working with finance re a true-up post June actuals. • Olympic watch party kits to be sent to Organization members scheduled for the week of July 8th. |
| Fundraising: | <ul style="list-style-type: none"> • Secured new \$250k commitment from Schoonmaker Foundation for USST support and accelerated existing pledge payments from other donors. • Submitted 3 6- and 7-figure proposals to key donors for Olympic and Offshore Sailing support. • We are changing gift processing portals, letting us collect monthly and quarterly recurring donations – the best practice in the field. • Our team packaged fifty “watch party” boxes for our key Olympic donors with a note, poster, and other swag. • We refreshed existing major and principal gifts portfolios to continue qualification of new donor prospects. |
| Adult: | <ul style="list-style-type: none"> • As of the start of the Newport to Bermuda Race on Friday, June 21, 52 courses have been held with two more scheduled before month’s end. A total of 1737 In-Person certificates were issued by the US Sailing Adult Dept. As of June 30, with the majority of those being the International Offshore Certificates with Hands-On Training that Meet World Sailing Guidelines for Safety and Personal Survival. An additional 1697 certificates were issued for the completion of Online Safety at Sea Courses, some of which were prerequisites for the International Offshore Certificates. Four Host Organizers have already scheduled courses for the Fall 2024/Winter 2025 SAS season. • Two Adaptive Instructor Workshops ran in May to train 20 instructors, volunteers, and administrators in how to start and run a truly inclusive sailing program. The workshop for July 12-14 at New Orleans Community Sailing (LA) has been cancelled but a request for one in Newport Beach in Southern California in September is pending with dates and host facility being completed. • Adult Championship season is underway with the U.S. Multihull Championship in the books. The event was won by Francisco Figueroa and Faith Payne sailing Hobie 16s out of Dallas Corinthian YC. Winds ranged from 5- 18 knots in strength with consistency being the deciding factor in the event. The US Para Championships, embedded in the Independence Cup hosted by the Judd Goldman Adaptive Foundation, is next on July 25-28 on Lake Michigan in Chicago, IL with over 30 sailors already registered. • Championship event venues and dates are being completed. Hosts are being sought for the 2025, 2026 and 2027 calendars and the schedule is filling up fast. For 2025, US Sailing is seeking host clubs/orgs for the 50th Championship of Champions; the U.S. Singlehanded Championship; and the U.S. Para Championship. • The current 2024 schedule is as follows: <ul style="list-style-type: none"> ○ U.S. Para Championships-July 25-28 Judd Goldman Adaptive Sailing Foundation Chicago, Illinois, |

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| | <p>Nearly 40 sailors registered so far.</p> <ul style="list-style-type: none"> ○ U.S. Women's Match Racing-Aug. 2-4 Chicago YC, Chicago IL Sonars, ten teams (40 sailors) have been invited to sail ○ U.S. WingFoil Championship-Aug. 9-11 St. Francis YC, San Francisco, CA ○ U.S. Team Racing-Aug. 15-18 Severn Sailing Assn., Annapolis, MD Collegiate FJs, invitations to 24 teams have been issued for the 24 spots. There is a waiting list set. ○ U.S. Singlehanded Championship-Sept. 6-8 Richmond YC, Richmond, CA RS Aero ○ U.S. Adult Championship-Sept. 27-29 Detroit YC, Detroit, MI Flying Scots ○ U.S. Match Racing-Oct. 4-6 St. Francis YC San Francisco, CA J-22s ○ Championship of Champions-Oct. 4-6 Grande Maumelle Sailing Club, Little Rock, AR Y-Flyers |
| Youth: | <p>Youth Programs and Outreach:</p> <ul style="list-style-type: none"> • We have hired for the part-time, remote Youth Programs Associate role! Whitney Kent joined us May 1st and will also be working as the Program Director at Sheboygan Youth Sailing Center through the summer. • Community Sailing Committee met June 6th led by Chair Matthew Thompson (Wayzata, MN). Subcommittees have been tasked to support marketing, recruiting, governance, mission, accreditation, SEL, STEM, DEI, website, resources, symposia, and awards. • An Organizational Handbook (an update to the current Community Sailing Handbook - https://www.ussailing.org/wp-content/uploads/2018/01/Community-Sailing-HandbookComplete.doc.pdf - is being drafted by expert volunteers for tentative release Q1 2025; 2 of 10 chapters are complete. • The Reach Initiative (STEM) distributed 10 grants June 15th to 501(c)(3) youth sailing programs around the country. The 2023 Reach Impact is posted - https://www.ussailing.org/news/us-sailing-releases-2023-reach-impact-report/; and the press release was posted July 2 - https://www.ussailing.org/news/us-sailing-announces-2024-reach-youth-engagement-grant-recipients. Partnerships has collaborated to design colorful vinyl banners to send to each grantee this year with all sponsors displayed and Marketing is making the extra effort to reach out to local news sources for each center to share the press release nationwide. |

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| | <ul style="list-style-type: none"> We are revisiting the Community Sailing Center Accreditation Program process with clear communication around SafeSport updates and an annual attestation of the Guidelines as well as showcasing Member Org and Accredited Center benefits. <p>Youth Racing:</p> <ul style="list-style-type: none"> Three US Sailing Championships took place in June, kicking off the summer racing season: <ul style="list-style-type: none"> US Youth Championship: Results, photos, and recap US Junior Women's Championship: Results, photos, and recap US Youth Match Racing Championship: Results, photos and recap 14 youth athletes will represent US Sailing at the 2024 Youth World Championships, July 13-20 in Lake Garda, Italy. Sailors and US Sailing event coaches have been preparing since the Youth Worlds Qualifier regatta in March, including class-specific training camps in Fort Lauderdale, FL, Kaneohe, HI, Annapolis, MD, New Bedford, MA, and Bristol, RI. The 2024 USA Junior Olympic Sailing Festivals have kicked off with events in Ohio and Hawaii, with Texas, New Jersey, and Martha's Vineyard coming up next. All JO participants will receive limited edition 2024 Olympic Team posters celebrating the US Sailing Team athletes competing at the Games. 10 Coaches completed a pilot Coach Development program in May and June, including US Sailing staff, Youth Worlds event coaches, and committee members. The pilot program was led by specialists from the People Academy, and is being evaluated for growth as a part of an ongoing Coach Development program in the future. |
| Events: | <p>Paris 2024 Hospitality</p> <ul style="list-style-type: none"> We are looking forward to welcoming our hospitality guests to Marseille August 5-9. The Hospitality experience includes hotel accommodation and three days of VIP spectating. We still have one package available, please contact Katie Ouellette with interest: KatieOuellette@ussailing.org <p>Sailing Leadership Forum</p> <ul style="list-style-type: none"> Earlier in June Katie O and Sam Magee conducted a pre-planning visit to the SLF host hotel. With sizeable meeting space, on-water facilities, and ample sponsor/exhibitor space this hotel will be a great venue for SLF. The first draft budget is being completed with registration due to go live by mid-July. Our first keynote speaker has been confirmed and will be announced shortly. A friendly reminder to please scan your rolodex and share with Katie any connections you might have who would be a good fit for a speaking opportunity at SLF. <p>National Sailing Programs Symposium 2026</p> <ul style="list-style-type: none"> Site selection has concluded with a contract being put forward to the Board for a vote. |
| Offshore: | <p>The offshore office is half-way "certificate high season":</p> <ul style="list-style-type: none"> Newport to Bermuda finished last week. This was the first race officially scored with F-TCF, the weather forecast method that US Sailing has developed for those events that see it as a better way to deal with the vagaries of wind, tide, etc. Seas were rough and there was a good bit of "carnage" per the race chair. The organizers were very appreciative that their sailors took (required) US Sailing's Safety at Sea courses. They felt this certainly mitigated that carnage. |

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| | <ul style="list-style-type: none"> • The Chicago Mac and Bay View Mac races are coming up very quickly as is the Pac Cup race to Hawaii. As Bay View is celebrating the 100th running of their race, we have processed quite a few more certificates than is typical. • The application management database, overseen by Sydney and created by her dad, is in full use. This allows us to have a digital, organized understanding of the status of all certificate requests. • The ORC (Offshore Racing Congress) World Championships are getting closer, hosted by New York YC in September. Several US Sailing offshore personnel are involved in pulling this off including Matt Gallagher, Ed Cesare, and Head Measurer Chris Tutmark. |
| Race Administration: | <ul style="list-style-type: none"> • Race Administration courses and student registrations as of July 5 are running ahead of 2023 year-end totals, with many fall courses still to be added to the calendar. We have completed or scheduled 83 courses and enrolled 1,114 members, compared with 67 courses and 1,103 members in 2023. • The Race Administration committees have nominated seven officials for US Sailing's endorsement to World Sailing as international officials – two for International Judge, one for International Measurer, one for International Race Officer and three for International Umpire. World Sailing will announce appointments in November. • US Sailing is pleased that six US international officials will officiate at the Olympic sailing competition in Marseille: IJs/IUs Sandy Grosvenor and Kevin Hawkins; IM Dina Kowalyshyn; and IROs Becky Ashburn, Jeff Johnson, and Lynn Lynch. • World Sailing has posted The Racing Rules of Sailing for 2025-2028 on their website, and the link has been distributed to race officials. • A conference committee is reviewing the proposed US Prescriptions to the 2025-2028 RRS and will present these to the Board for approval soon. |
| Education: | <ul style="list-style-type: none"> • US Sailing signed an agreement with New Start Mobile, who will take over as our primary Learning Management System provider. This agreement will allow us to merge with other platforms that we're currently using (Canvas, Thinkific, Fresh Air Educators). The courses on "First Tack" (Safety at Sea, Level 1 Online and Teaching and Coaching Fundamentals Online) will all be moved over in the next thirty days with Race Administration courses being the next focus. • We're pleased to welcome Zeth Morgan to the team. Zeth joined as an Education Coordinator in late May and jumped right, handling the course management for areas A-B-C and E. Thanks to Peri Burns and Andi Barton for helping her get up to speed. • The 2025 project queue is already being discussed with the development of both an online and in-person measurer training program being one of the projects that will be a priority. |

- **YOUTH COURSE METRICS (through June 30, 2024)**

| | YTD | # to meet goal | 2024 goals | % complete |
|---------------------------------------|------|----------------|------------|------------|
| SMALLBOAT | | | | |
| <i>Sailing Counselor</i> | | | | |
| SCHEDULED TO DATE | 13 | 2 | 15 | 87% |
| Courses held | 10 | 5 | 15 | 67% |
| Registrants | 85 | 65 | 150 | 57% |
| <i>Level 1 Instructor</i> | | | | |
| Online Course Certifications Issued | 1429 | 271 | 1700 | 84% |
| Online Course Registrations | 1653 | 47 | 1700 | 97% |
| SCHEDULED TO DATE | 180 | -25 | 155 | 116% |
| 3 Day In-Person Courses | 167 | -12 | 155 | 108% |
| Course attendees | 1563 | -13 | 1550 | 101% |
| <i>Level 2 Instructor</i> | | | | |
| SCHEDULED TO DATE | 17 | -3 | 14 | 121% |
| Courses held | 15 | -1 | 14 | 107% |
| Course attendees | 152 | -12 | 140 | 109% |
| <i>Level 3 Head Instructor</i> | | | | |
| SCHEDULED TO DATE | 3 | 1 | 4 | 75% |
| Courses held | 1 | 39 | 40 | 3% |
| Course attendees | 10 | 38 | 48 | 21% |
| <i>Level 3 Coach</i> | | | | |
| SCHEDULED TO DATE | 2 | -1 | 1 | 200% |
| Courses held | 0 | 1 | 1 | 0% |
| Course attendees | 0 | 10 | 10 | 0% |
| REACH | | | | |
| <i>Instructor Courses</i> | | | | |
| SCHEDULED TO DATE | 5 | 0 | 5 | 100% |
| Courses held | 3 | 2 | 5 | 60% |
| Course attendees | 29 | 21 | 50 | 58% |

• ADULT COURSE METRICS (through June 30, 2024)

| | YTD | # to meet goal | 2024 goals | % complete |
|--|-----|----------------|------------|------------|
| KEELBOAT | | | | |
| <i>Basic Keelboat Instructor courses</i> | | | | |
| SCHEDULED TO DATE | 26 | -1 | 25 | 104% |
| Courses held | 20 | 5 | 25 | 80% |
| Course attendees | 92 | 23 | 115 | 80% |
| <i>Cruising/CoNav Instructor courses</i> | | | | |
| SCHEDULED TO DATE | 5 | -3 | 2 | 250% |
| Courses held | 4 | -2 | 2 | 200% |
| Course attendees | 12 | -5 | 7 | 171% |
| <i>Cruising Powerboat Instructor courses</i> | | | | |
| SCHEDULED TO DATE | 7 | -5 | 2 | 350% |
| Courses held | 5 | -3 | 2 | 250% |
| Course attendees | 19 | -11 | 8 | 238% |
| <i>ALL OTHER KB Instructor Courses</i> | | | | |
| SCHEDULED TO DATE | 4 | -3 | 1 | 400% |
| Courses held | 2 | -1 | 1 | 200% |
| Course attendees | 9 | -3 | 6 | 150% |
| <i>Basic Keelboat courses</i> | | | | |
| Certifications issued | 494 | 2006 | 2500 | 20% |
| <i>Basic Cruising courses</i> | | | | |
| Certifications Issued | 282 | 868 | 1150 | 25% |
| <i>Bareboat Cruising courses</i> | | | | |
| Certifications Issued | 251 | 649 | 900 | 28% |
| <i>Basic Power Cruising</i> | | | | |
| Certifications Issued | 108 | 292 | 400 | 27% |
| <i>Inshore Power Cruising</i> | | | | |
| Certifications Issued | 75 | 100 | 175 | 43% |
| <i>Night Ops Certificates</i> | | | | |
| Certifications Issued | 52 | 48 | 100 | 52% |
| POWERBOAT | | | | |
| <i>SPBH Instructor Courses</i> | | | | |
| SCHEDULED TO DATE | 10 | -2 | 8 | 125% |
| Courses held | 6 | 2 | 8 | 75% |
| Course attendees | 40 | 8 | 48 | 83% |
| <i>Safety and Rescue Boat instructor</i> | | | | |
| Courses held | 0 | 1 | 1 | 0% |
| Course attendees | 0 | 6 | 6 | 0% |
| <i>Safe Powerboat Handling Student</i> | | | | |
| Certifications Issued | 209 | 1041 | 1250 | 17% |
| ADAPTIVE | | | | |
| <i>Instructor Courses</i> | | | | |
| SCHEDULED TO DATE | 4 | -2 | 2 | 200% |
| Courses held | 2 | 0 | 2 | 100% |
| Course attendees | 20 | -8 | 12 | 167% |

USST & ODP:

- Continued optimization of the Marseille Training Base for Team USA Pre-Olympic Training:
 - Rowing Machine
 - Static Bike Trainer
 - Additional Computer Monitors to facilitate De/Re-Briefs

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| | <ul style="list-style-type: none"> ○ Ice Baths with /Temperature Regulator and Water Filter ○ Optimized storage solutions, racking and boxes to keep Olympic Equipment protected and safe. ● Pre-Olympic Onsite Support: <ul style="list-style-type: none"> ○ High Performance Director (Marcus Lynch) onsite in Marseille for the majority of Pre-Olympic Training <ul style="list-style-type: none"> ▪ Supporting training plans ▪ Optimizing the team environment ▪ Answering and supporting athlete and coach questions ▪ Facilitation of Support Team discussion and collaboration ○ Physical Therapist onsite for the majority of Pre-Olympic Training ○ Data analyst onsite for most pre-Olympic training to facilitate daily data driven debriefs. <ul style="list-style-type: none"> ▪ Creation of winning lanes document, using all available tracked races from the Olympic Venue. ○ Daily Met forecasts for all Pre-Olympic Training <ul style="list-style-type: none"> ▪ Creation of platform for daily activity logs for all Athletes and Coaches to put their notes on course areas and operate in a collaborative manner. ○ Drone Pilot onsite to support Training Regatta and Venue Recon ○ Test run of private Chef for Olympic food and nutrition. ○ Nutritionist on site to prepare for the Olympic period. ○ Olympic Operations Manager onsite for 1 week to prepare for the competition period. ● Delivered many online team calls, to keep all athletes, coaches, and support staff up to date with the most relevant and latest information. ● Hosted frequent discipline calls with the Athletes, their coach and Marcus/Sally <ul style="list-style-type: none"> ○ Goals to keep checking in with progress, receive athlete feedback and ensure that we are proving the level of support they need. ● Hosted numerous team BBQs at the Coaches house to develop familiarity with the Olympic Team and facilitate casual knowledge transfer. ● ODP Activity (Rosie Chapman): <ul style="list-style-type: none"> ○ Hosted an FX recruitment and introduction camp, very well attended. ○ Hosted an ILCA 6 training camp to identify talent and support the creation of this discipline's training plans. ○ Requested expressions of interest online for sailors to reach out with their ambitions to join the Olympic Pathway <ul style="list-style-type: none"> ▪ Directly contacting the individuals on this list to discuss potential routes forward |
| Marketing & Communication | <ul style="list-style-type: none"> ● Carol Lin Vieira (Director of Marketing Communications) started on May 28th and has already had an impact, note the below. ● Eliza Garry (Manager of MarComm) also started on May 28th and has quickly led our coverage/communications outreach. ● Added Newsroom header to home page and developed a weekly US Sailing News Roundup distribution to stakeholders. ● Generated an uptick in media coverage of US Sailing and industry events by establishing an in-house newsroom. This newsroom functions as our own media outlet, producing |

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| | <p>editorial stories, event roundups, and prompt announcements, resulting in expanded reach and visibility for the organization and sailing community.</p> <ul style="list-style-type: none"> • Pitched stories to media outlets across sailing, sports, local publications, and trade publications for Olympics updates, partnership announcements, and event coverage. • Olympics Preparation- hosted a members-only Town Hall with Marcus Lynch & Sally Barkow on June 26 to give updates on how the Team is gearing up for Marseille. Additionally, we are in full Olympics mode preparing the website and social channels to populate with the latest information and trackers. • Produced a two-day livestream of the Rose Cup at Corinthian Yacht Club in Marblehead, MA garnering 2K viewers and counting. • Rolling out Monday.com with the Marketing Team to improve workflow and enhance project management collaboration. • Developing an overall editorial calendar to feature various US Sailing departments and effort |
| Business Development: | <ul style="list-style-type: none"> • Signed two new partners, InGenius Prep and Revo (Sunglasses) to our roster. 16 new partnerships since Feb '23 • Renewed Yeti for three more years • Continued preparation about the LA team base opportunity-naming rights • Updated sales presentation with overall US Sailing Wasserman data and detailed insights into four categories (Banking, Auto, CPG & Tech) • Finalized agreement with SRS for rate card/asset value analysis -KO call scheduled for 6/19 |
| Partnership Marketing: | <ul style="list-style-type: none"> • Coming off successful activations at Youth Champs, Jr Women's and Youth Match Racing with Polar Beverages, SouthCoast Wind, Gill and New England Ropes. • Implementing partner activations at Junior Olympic Festivals this year featuring GoPro Ambassador for a day, InGenius Prep presentations, Harken Derm sunscreen sampling and Polar Beverage sampling • Hired Quintin Pelzel, partnership marketing coordinator, to take on content and digital marketing partner related tasks from Michael Griffin, Lexi Pline and Allison Chenard. Quintin will start at 7.15. • Rolex Yachtsman and Yachtswomen of the Year Nominations opened June 18. • Year-to-date partner recaps in progress |
| IT | <ul style="list-style-type: none"> • Instituted transaction logging for our integration with Thinkific to troubleshoot possible enrollment failures. • Enhanced access to digital publications for registrants of a Basic Keelboat Instructor Course via Yudu integration. • Building a collaborative development environment with Raw Digital, coding SailorBase enhancements pointing to prototyping Azure database instance. • Continuing database consolidation by stripping all replication objects from our Roses database backup so it can be migrated to Azure. • Onboarded six new employees with equipment and training. • Reconfigured our phone system's auto-attendant. |

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| HR/DEI/Store | <p>HR:</p> <ul style="list-style-type: none"> • New platform AirMason to house updated version of the employee handbook. • Beginning audit of current Employee Handbook, planning to release an updated version January 2025 • Organized and enjoyed staff outings. • Working with Bennie, our benefit broker, on benefits strategic planning and roll out in the fall. • Hired and onboarding new staff - Whitney Kent, Carol Lin Vieira, Eliza Garry, Michael Carlone, Zeth Morgan <p>DEI:</p> <ul style="list-style-type: none"> • Relational meeting with Minneapolis Sailing Center Board Member. discussing areas for collaboration and connection • Celebrated Pride month with an informational post on Instagram and added 27 new products to the Swag Store with the US Sailing and US Sailing Team Pride Burgee designs. • Celebrated Juneteenth with an informational post on Instagram and office closure <p>Store:</p> <ul style="list-style-type: none"> • Completed Q2 Inventory on 7/1. • Hired, onboarded, and trained new store employee, Michael Carlone. • Collaborated with the Marketing and Membership departments to create a member exclusive YETI for the Olympics and prepping new print on demand styles for the Swag Store. • Working with the Education Dept to solve frequent customer service challenges related course materials and improve existing processes. |
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