

## 2025 Association Report – April

Topics	Comments	Status Please Code Green, Yellow, or Red																																								
Financial Metrics – Financials are based on January numbers.																																										
Revenue/ Cash	<p>Overall YTD Revenue \$855k vs budget of \$461k – \$394 k/86.0% over budget</p> <ul style="list-style-type: none"><li>USOC Funding \$137k vs \$0 Budget for the month of Jan</li><li>Membership Revenue \$175k vs budget of \$164k – 7% over budget</li><li>Donation Revenue \$55k vs budget of \$23k – 144% exceeding budget</li><li>Contributions with Restrictions \$29k over budget</li><li>Sponsorship Revenue \$78k vs budget of \$79k – on budget</li><li>Program Revenue \$157k vs budget of \$126k– 24% exceeding budget</li><li>Fee Rev \$15k over budget, Certificate Revalidation \$6k over budget</li><li>Investment Income \$85K vs budget of \$13K- 556% higher than budget, stronger fund performance than anticipated.</li><li>Retail Revenue \$65K vs budget of \$39K – 65% over budget</li><li>Publication Rev \$21k over budget, Soft Goods \$8k over Budget</li></ul>	Green																																								
Expense	<p>Expenses \$1.06MM vs budget of \$761k- 39% over original spend projections. Main contributing categories outlined below:</p> <table><tr><th>Expenses 1/31/2025</th><th>Actual</th><th>Budget</th><th>Variance (over)/under Budget</th></tr><tr><td>Total Salaries and Benefits</td><td>\$ 585,046</td><td>\$406,070</td><td>\$ (178,976)</td></tr><tr><td>Non Staff Travel</td><td>55,523</td><td>29,708</td><td>(25,815)</td></tr><tr><td>Coaching Fees</td><td>60,941</td><td>15,500</td><td>(45,441)</td></tr><tr><td>Consulting Fees</td><td>54,484</td><td>38,177</td><td>(16,307)</td></tr><tr><td>Meetings and Events</td><td>27,544</td><td>4,981</td><td>(22,563)</td></tr><tr><td>Sponsorship Fulfullment</td><td>829</td><td>8,833</td><td>8,004</td></tr><tr><td>Insurance</td><td>24,415</td><td>1,663</td><td>(22,752)</td></tr><tr><td>All Other</td><td>251,207</td><td>255,865</td><td>4,658</td></tr><tr><td>Total</td><td>\$ 1,059,989</td><td>\$ 760,797</td><td>\$ (299,192)</td></tr></table>	Expenses 1/31/2025	Actual	Budget	Variance (over)/under Budget	Total Salaries and Benefits	\$ 585,046	\$406,070	\$ (178,976)	Non Staff Travel	55,523	29,708	(25,815)	Coaching Fees	60,941	15,500	(45,441)	Consulting Fees	54,484	38,177	(16,307)	Meetings and Events	27,544	4,981	(22,563)	Sponsorship Fulfullment	829	8,833	8,004	Insurance	24,415	1,663	(22,752)	All Other	251,207	255,865	4,658	Total	\$ 1,059,989	\$ 760,797	\$ (299,192)	Yellow
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<b>Net</b>	Net P&L is (\$204k) vs budget of (\$299k) driven mainly by Higher than expected revenue offset by higher-than-expected salaries & benefits costs across many departments, as well as higher-than-anticipated non-staff travel, coaching fees and consulting fees. Some additional expenses are timing-related, including Insurance, Meetings & Events, etc.	<b>Yellow</b>
<b>Membership</b>	<ul style="list-style-type: none"> <li>• Org. invoicing continues; to date we have 1,226 paid organizations bringing in a total of \$369,500. Another email to lapsed organization members is going out by the end of March.</li> <li>• The auto renewal process has been completed and is now in place. Members will be automatically enrolled in auto renew unless they opt out at point of purchase. The membership team is actively monitoring the financial ramifications of this change and expects to see the results in the coming months.</li> <li>• The deck outlining individual email timelines for different membership groups has been completed and is ready to be presented to other departments.</li> <li>• Banner development is still currently underway. We are actively working through the process of procuring the banners and shipping them out to Premium Org. Members. I imagine these banners should be in the hands of our Premium Org. Members by the middle/end of Q2, right before the start of the Northeast sailing season.</li> <li>• Initial discussions have begun regarding the creation of a racing &amp; one design tier of membership/membership add on. This membership option would better serve the needs of the one design community and would likely significantly boost the number of US Sailing one design members. This is still in its infancy, more updates to come.</li> </ul>	
<b>Fundraising</b>	<ul style="list-style-type: none"> <li>• Annual giving started off the year in a strong manner with more than \$100k of support from smaller gifts in Jan/Feb</li> <li>• Two significant proposals were presented in February: <ul style="list-style-type: none"> <li>○ One gift (received 3/28) for Technology Support for the USST, ODP and Youth Team at \$150k this year</li> <li>○ One favorable extended conversation around a \$500k ask to support the Women's Coaching Pathway, which was originally funded by a grant from Mary Lattimore. The prospects are not going to do the full 500, but do think likely closure in the 200-250k range</li> </ul> </li> <li>• We are working on the early parts of a Yacht Club Foundation convening this fall, likely in Annapolis. The goal is to have YC foundations engage with US Sailing in a productive and aligned way that supports athlete needs w/o redundant or conflicting efforts.</li> <li>• With the leadership of Board Member Bob Kottler, a development committee/task force was launched to advance our fundraising initiatives and to generate new and additional prospects.</li> <li>• We imported nearly 5000 new prospects into the fundraising database and have started to screen additional contacts using our screening tools.</li> <li>• We delivered a comprehensive report to the Schoonmaker Foundation. The Burnham Fund report and our 2024 Gratitude Report are completed and nearly ready for distribution.</li> <li>• We are ready for the Spring Appeal, to be sent to email/snail mail inboxes in April.</li> <li>• Private Foundation Grants have developed some traction in support of the Youth Education space. This is a good opportunity for programmatic funding across the Org.</li> </ul>	

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<b>Adult</b>	<ul style="list-style-type: none"> <li>As of March 23, 14 in-person Safety at Sea courses have been held with 449 certificates issued by the office. Online course completion is robust.</li> <li>Since Jan 1, 26 instructor courses have been scheduled in all Keelboat and Powerboat disciplines. Typically, we have approximately 30 combined courses annually, so this is a great start.</li> <li>Karen Davidson created a self-help feature that is live for people looking for any sailing instructor course, Adult or Youth. It is based on a visual map with direct links to register for each course. This tool will expedite registrations particularly for small boat courses. <a href="https://www.google.com/maps/d/u/0/viewer?mid=1Hgh9BJJsZxuBoIG_qP-EBE_OzRfPM&amp;femb=1&amp;ll=40.44104928951964%2C-98.0655983&amp;z=">https://www.google.com/maps/d/u/0/viewer?mid=1Hgh9BJJsZxuBoIG_qP-EBE_OzRfPM&amp;femb=1&amp;ll=40.44104928951964%2C-98.0655983&amp;z=</a></li> <li>NORs have been posted for almost all of the US Sailing Championships using revised templates in compliance with the new rules.</li> <li>Selection procedures have been posted, and applications open for several World Sailing Championships: <ul style="list-style-type: none"> <li>Team Racing Worlds</li> <li>Youth Match Racing Worlds</li> <li>Offshore Double handed World Championship</li> </ul> </li> </ul>
<b>Youth</b>	<p><b>Youth Programs and Outreach:</b></p> <ul style="list-style-type: none"> <li>Prioritizing learn-to-sail/community sailing Education projects to include creation of long-term roadmap, funding opportunities, and data collection that align with USS strategic plan for Small Boat programs, Reach Initiative, and Skill Up App.</li> <li>10 of 10 chapters of content has been submitted by the Community Sailing Committee volunteers for the update Organizational Handbook; 5 of 10 chapters have been formatted and edited into one voice by US Sailing Staff.</li> <li>The 2025 Reach (STEM) Youth Engagement Grant Application is open until April 4<sup>th</sup>; selection committee will choose 10 grantees from around the country by April 30<sup>th</sup>; and the 2024 Reach Initiative Impact Report is available.</li> <li>Community Sailing Committee, led by Chair Matthew Thompson (Wayzata, MN), has already met 2 times this year (in person at SLF and virtually) – a Letter from the Chair and Annual Report are available.</li> <li>We welcome 2 new Accredited Community Sailing Centers (Gorge Junior Sailing in OR &amp; Community Sailing School Foundation in MI); with one pending application from Sail Newport.</li> <li>Working closely with Philanthropy, we have submitted grants to support our current Youth Programs portfolio – and have received \$2,000 from BankNewport for Reach publications to be sent to RI youth sailing programs – and have 2 more pending grants.</li> </ul> <p><b>Youth Racing:</b></p> <ul style="list-style-type: none"> <li>US Sailing Youth National Team qualifying took place at class Midwinter Championship East and West regattas for the ILCA 6, 420, 29er, and Nacra15 classes, and via application for the Formula Kite and iQFOiL classes. 69 sailors earned an invitation to join the inaugural team and are registering for training camps and world championships coaching. For more information: <a href="https://www.ussailing.org/teams/youthteam/">https://www.ussailing.org/teams/youthteam/</a></li> <li>U.S Youth Championship will be held in October in Fort Lauderdale, FL, and will serve as the qualifier for the Youth World Championship which will be held in December in Portugal. Up to 16 athletes across 6 classes will represent the USA at the Youth Worlds.</li> </ul>

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	<p>For more information: <a href="https://www.ussailing.org/news/us-sailing-releases-details-on-2025-u-s-youth-championship-and-youth-sailing-world-championship-selection/">https://www.ussailing.org/news/us-sailing-releases-details-on-2025-u-s-youth-championship-and-youth-sailing-world-championship-selection/</a></p> <ul style="list-style-type: none"> <li>• Summer event planning is underway for US Sailing Championships and USA Junior Olympic Sailing Festivals.</li> <li>• Phil Muller has led two “WingFoil Coach Camps” in Q1, bringing together 12 coaches from leading sailing programs for hands-on training and to develop best practices, with the goal of curriculum development and forming a network of sailing orgs with wingfoil programs.</li> </ul>
<b>Events</b>	<p>SLF 2025 recap:</p> <ul style="list-style-type: none"> <li>• Overall, the event went well and was reviewed positively by those who provided feedback. Keynotes and session presentations were strong and attendees were engaged, appreciative of the opportunity to get together and network and learn from others in the industry. The majority of the negative feedback was related to the specific venue and are factors that will be taken into consideration for future events.</li> <li>• 450 attendees total <ul style="list-style-type: none"> <li>o below the avg (490) for previous SLF events but above the avg (420) when looking at both NSPS and SLF</li> <li>o Over half of the attendees identified themselves as senior level at their organization</li> <li>o Over 220 unique organizations had representation at the event</li> <li>o Approximately 60% of attendees were male and 40% female</li> <li>o Over half of the attendees came from the following states: CA, RI (note, this includes staff), MA, CT, MD, NY, WA, FL</li> <li>o 25% of attendees were not US Sailing members</li> </ul> </li> <li>• Lower than projected attendance and sponsorship led to a \$46k decline in expected revenue</li> <li>• Final budget variance report won't be available for a few months, once payments have finished processing and subsequent month end reports generated</li> <li>• Assoc. and Rolex Awards Dinner took place in conjunction with SLF this year. Feedback from staff and Rolex need to be incorporated into future Rolex Awards events.</li> </ul>
<b>Offshore</b>	<p>The Offshore Office is well into certificate production season:</p> <ul style="list-style-type: none"> <li>• There have already been several offshore events in California racing under ORR. Most of these events have been using Forecast Time Correction Factor (F-TCF) ratings with very positive results. Transpac, Marion Bermuda, and Marblehead Halifax are on the agenda later this year, all using F-TCF.</li> <li>• ORC continues to grow in the US. Chris leads this effort with Sydney and our temporary coordinator Colin Rupp. His highly organized team is well ahead of last year's pace for getting ORC certificates out to the sailors. This has been greatly facilitated by Sydney's continued development of our application entry (Jotform) and certificate tracking (ACCESS) systems.</li> <li>• IRC certificates are being produced for boats that race overseas as well as those who will be participating in the Transatlantic Race.</li> <li>• Goals for the next few months include a deeper dive in Portsmouth Yardstick and organizing our services to PHRF fleets.</li> </ul>

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<b>Race Admin.</b>	<ul style="list-style-type: none"> <li>• The first batch of printed RRS for 2025-2028 arrived on Friday, 3.28. Many staff members helped with packing and books for race officials were mailed out early last week.</li> <li>• Race Administration courses completed or scheduled to date: <ul style="list-style-type: none"> <li>• Basic and Advanced Race Management: 40 courses; 565 students</li> <li>• Club Judge, Advanced Judge and Judge Continuing Education: 18 courses; 282 students</li> <li>• Umpire: 3 courses; 24 students</li> </ul> </li> </ul> <p>Two US Sailing race officials are pending Board approval before being sent to World Sailing:</p> <ul style="list-style-type: none"> <li>• Patrick Burks for International Umpire</li> <li>• Fred Hagedorn for International Judge</li> </ul>
<b>Education</b>	<p><b>Education Production and Development</b></p> <ul style="list-style-type: none"> <li>• Completed the <i>Safety at Sea Guide</i> – sent to printer</li> <li>• <i>Join the Race Committee Team, Nav 1: Essential Marine Navigation Student Manual</i> and the <i>Sailors Guide to the Racing Rules</i> publications are up next with 9 other immediate projects in the queue</li> <li>• Working with New Start Mobile to fix a few glitches and timeouts in the online course offerings.</li> <li>• Exploring opportunities with New Start Mobile to implement Membership Verification and host our apps</li> <li>• Reviewing Project queue to reprioritize</li> </ul> <p><b>Instructor Course Scheduling</b></p> <ul style="list-style-type: none"> <li>• Education Operations priorities will be shifting to course maintenance including customer and trainer support as the team has set up 197 courses to date, 87% of the 2025 goal.</li> <li>• Facilitated 2 Instructor Trainer meetings, one in-person at SLF and one online to kick off the season, provide support and collect feedback.</li> <li>• Created enhancements to streamline course reporting, including a new QR code for post course evaluations and direct email to ITs with survey completion.</li> <li>• Working with Andrew Ewing in IT to resolve issues with incomplete certification imports, reports and email notifications.</li> <li>• Supporting 10 +/- new and or returning Instructor Trainers through co-teaching and onboarding into running courses solo for this season.</li> </ul>

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### YOUTH COURSES

	JAN	CANCELLED	FEB	YTD	# to meet goal	2025 goals	% complete
<b>SMALLBOAT</b>							
<i>Sailing Counselor</i>							
SCHEDULED TO DATE	7		8	8	4	12	67%
Courses held	0		0	0	12	12	0%
Course attendees	0		0	0	150	150	0%
<i>Level 1 Instructor</i>							
Online Course Certifications Issued	34		47	81	1519	1600	5%
Online Course Registrations	291		149	440	1160	1600	28%
SCHEDULED TO DATE	96		118	118	42	160	74%
3 Day In-Person Courses	1	1	3	4	156	160	3%
Course attendees	10		29	39	1511	1550	3%
<i>Level 2 Instructor</i>							
SCHEDULED TO DATE	10		13	13	0	13	100%
Courses held	0		0	0	13	13	0%
Course attendees	0		0	0	130	130	0%
<i>Level 3 Head Instructor</i>							
SCHEDULED TO DATE	1	1	1	1	2	3	33%
Courses held	0		0	0	3	3	0%
Course attendees	0		0	0	24	24	0%
<i>Level 3 Coach</i>							
SCHEDULED TO DATE	2		3	3	-2	1	300%
Courses held	1	1	0	1	1	2	50%
Course attendees	13		0	13	3	16	81%
<b>REACH</b>							
<i>Instructor Courses</i>							
SCHEDULED TO DATE	0		2	2	1	3	67%
Courses held	0		0	0	3	3	0%
Course attendees	0		0	0	30	30	0%



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### ADULT COURSES

	JAN	CANCELLED	FEB	YTD	# to meet goal	2025 goals	% complete
<b>KEELBOAT</b>							
<i>Basic Keelboat Instructor courses</i>							
SCHEDULED TO DATE	7		12	12	10	22	55%
Courses held	2		1	3	19	22	14%
Course attendees	8		5	13	87	100	13%
<i>Cruising/CoNav Instructor courses</i>							
SCHEDULED TO DATE	2		2	2	0	2	100%
Courses held	1		0	1	1	2	50%
Course attendees	4		0	4	4	8	50%
<i>Cruising Powerboat Instructor courses</i>							
SCHEDULED TO DATE	1		1	1	1	2	50%
Courses held	0		0	0	2	2	0%
Course attendees	0		0	0	8	8	0%
<i>ALL OTHER KB Instructor Courses (all levels)*</i>							
SCHEDULED TO DATE	2		4	4	-3	1	400%
Courses held	0		0	0	1	1	0%
Course attendees	0		0	0	6	6	0%
<b>POWERBOAT</b>							
<i>SPBH Instructor Courses</i>							
SCHEDULED TO DATE	5		5	5	2	7	71%
Courses held	0		0	0	7	7	0%
Course attendees	0		0	0	42	42	0%
<i>Safety and Rescue Boat Instructor</i>							
Courses held	0		0	0	0	0	0%
Course attendees	0		0	0	0	0	0%
<i>Safe Powerboat Handling Student</i>							
Certifications Issued	65		144	209	1041	1250	17%
<b>ADAPTIVE</b>							
<i>Instructor Courses</i>							
SCHEDULED TO DATE	1		2	2	0	2	100%
Courses held	0		0	0	2	2	0%
Course attendees	0		0	0	12	12	0%

### USST & ODP

- Alignment with 2025 Budget
  - Work is actively underway to align program goals and activities with the approved 2025 budget. The focus is on ensuring that all planned initiatives deliver value while remaining financially sustainable.
- USST & USODP at Princess Sofia Regatta
  - US Sailing Team and ODP athletes are currently competing at the Trofeo Princesa Sofia Regatta in Palma. This marks the first major international benchmark of the LA 2028 cycle, providing valuable insight into how our athletes are tracking against global competition.
  - The regatta also offers an opportunity for sailors to qualify for support from the USST & USODP
- Discipline Plans in Development
  - Discipline-specific plans are being developed as clarity emerges around athlete participation. These plans will help guide coaching, training, and resource allocation as we move into Q2 and looking ahead to Q3 & Q4
- USODP Tier 4 Applications Under Review

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	<ul style="list-style-type: none"> <li>○ Applications for USODP Tier 4 have been received and will be evaluated in the forthcoming weeks. Successful applicants will be notified once the review process concludes.</li> <li>● LA 2028 Venue Confirmation Pending <ul style="list-style-type: none"> <li>○ We are still awaiting official confirmation of the sailing venue for the LA 2028 Games. An announcement is expected in the coming weeks, which will help inform strategic planning.</li> </ul> </li> </ul>
<b>Marketing &amp; Comms.</b>	<p><b>Key Announcements</b></p> <p>54 articles written, shared over social channels, and posted to the newsroom in Q1 including:</p> <ul style="list-style-type: none"> <li>● <b>Sailing Leadership Forum 2025</b> coverage including Rolex Yachtsman and Yachtswoman of the Year, Hall of Fame Finalists, One Design, Adaptive, and Community Sailing Awards, and US Sailing Association Awards.</li> <li>● <b>Youth National Team</b> Updates and selection procedures coverage (US Sailing Youth National Team Qualification Reaches Mid-Point for 2025)</li> <li>● Coverage of US Sailing Team &amp; ODP <b>trip to Team USA Headquarters</b> in Colorado Springs, CO</li> <li>● <b>Black History Month</b> stories featuring Marie Rogers, Khari Parrish, and Tristan Loescher</li> <li>● <b>Women’s History Month</b> features on Anna Weis and Ayme Sinclair</li> <li>● Coverage of <b>Foiling Week</b>, and <b>CISA Clinic</b> in Long Beach, CA with nearly 100 Olympic Hopefuls</li> <li>● Feature story on <b>Lara Dallman-Weiss</b> and her role training leaders beyond the water</li> <li>● Essential <b>Safety Tips</b> that All Sailors Should Know</li> <li>● US Sailing Joins USA Cycling, USA Fencing, US Rowing, and US Squash in Launch of the <b>United Sports Collective</b></li> </ul> <p><b>Key Media Clips</b></p> <p>140 earned media pieces mentioning or featuring US Sailing across national media, and sports and sailing trade publications including <a href="#">Seattle Times</a>, <a href="#">Yahoo!Sports</a>, <a href="#">Sports Business Journal</a>, <a href="#">Spin Sheet</a>, <a href="#">Miami Living Magazine</a>, <a href="#">KPCW</a> (Park City), <a href="#">Live Sail Die</a>, <a href="#">Sailing World</a>, and <a href="#">Scuttlebutt</a>.</p> <p><b>Top Social Media Posts Q12025</b></p> <p><b>USSA</b></p> <ul style="list-style-type: none"> <li>● <a href="https://www.facebook.com/watch/?v=1036238205225156">https://www.facebook.com/watch/?v=1036238205225156</a> (Video) Timeless words from Wesley Hsu, and a reminder for why sailing is for everyone....</li> <li>● <a href="https://www.facebook.com/USSAILING/posts/pfbid02gRjm37PdArsHxpMSo2joVABsSrHyWrJpQYsk2yN3wqQsd8M6BuVTVeuyhKzLTthjil">https://www.facebook.com/USSAILING/posts/pfbid02gRjm37PdArsHxpMSo2joVABsSrHyWrJpQYsk2yN3wqQsd8M6BuVTVeuyhKzLTthjil</a> For thrill-seekers and winter enthusiasts, ice boating offers an adrenaline-pumping experience unlike any other...</li> <li>● <a href="https://www.facebook.com/USSAILING/posts/pfbid02qtC3UufoScfYQe8oMhCztnkrY5osnwvpoagKodUsGBNskqgNGUMGx8Kk1UM64KUXI">https://www.facebook.com/USSAILING/posts/pfbid02qtC3UufoScfYQe8oMhCztnkrY5osnwvpoagKodUsGBNskqgNGUMGx8Kk1UM64KUXI</a> Valentine’s Day cards from US Sailing</li> </ul>



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	<ul style="list-style-type: none"> <li><a href="https://www.facebook.com/USSAILING/posts/pfbid0Mjq3c6BiNYCt3myfVCUHpFeNJ4YGsZ2vxKzqfTGpSUyDYZ11rmtuECVzfRZSGjn1l">https://www.facebook.com/USSAILING/posts/pfbid0Mjq3c6BiNYCt3myfVCUHpFeNJ4YGsZ2vxKzqfTGpSUyDYZ11rmtuECVzfRZSGjn1l</a> Ian Barrows &amp; Hans Henken and Cole Brauer are your 2024 <b>ROLEX</b> Yachtsmen and Yachtswoman of the Year...</li> </ul> <p><b>USST</b></p> <ul style="list-style-type: none"> <li><a href="https://www.instagram.com/reel/DE2naEtu5pg/">https://www.instagram.com/reel/DE2naEtu5pg/</a> Volare /vo'la.re/: 'to FLY' 🦅 <i>Featuring Paris 2024 Team USA Olympian Sarah Newberry Moore with Matthieu Marfaing....</i></li> <li><a href="https://www.instagram.com/p/DGyadGgvi8f/">https://www.instagram.com/p/DGyadGgvi8f/</a> Happy (edit: early) International Women's Day 💖 Grateful for the women on our Team and past Teams</li> <li><a href="https://www.instagram.com/p/DEgY49VuU0Z/">https://www.instagram.com/p/DEgY49VuU0Z/</a> Swipe through to spot our special guests sparring with the ILCA fleets this week 🏊‍♀️</li> <li><a href="https://www.instagram.com/p/DFX8sLbOLI/">https://www.instagram.com/p/DFX8sLbOLI/</a> 5x Olympian @stumcnay hung out with a local 5th grade class yesterday to talk about his career on the water</li> </ul>
<b>Partnerships</b>	<p><b>US Sailing joined with four other NGBs to create the United Sports Collective. There are currently good conversations underway through the group, aimed at partnership values that are larger than we would typically be able to secure through non-endemic partners.</b></p> <p><b>-Renewals</b></p> <ul style="list-style-type: none"> <li>New England Ropes</li> <li>Goslings</li> <li>Revo, Harken and McLube agreements are with partner for renewal signature</li> <li>Armstrong renewal is with Armstrong for discussion</li> </ul> <p><b>-SLF</b> was very productive in-person relationship building time with current partners Vessi, Goslings, NER, Rolex, Harken, FD Yachts. We rarely have time in person, which is crucial for maintaining our partners and getting to know them and their business better.</p> <p><b>-Rolex Yachtsman and Yachtswoman of the Year</b></p> <ul style="list-style-type: none"> <li>Evaluating this event to keep Rolex engaged is necessary. They are seeking consistency with caliber, attendance and overall cache.</li> </ul> <p>YoY Winners Cole Brauer and Hans Henken received their Rolexes. Continuing to coordinate with Ian Barrows</p>
<b>IT</b>	<ul style="list-style-type: none"> <li>Enhanced Course Offerings reporting so when it's used to import into a google map on our website, that map can now include direct links to register for specific courses.</li> <li>Added new users to SpiceWorks as Admin and Techs and trained those users on ticket handling, which provides Marketing with a process for queuing and addressing requests that would previously have gone to the Web Manager.</li> <li>With less staff to field customer inquiries, we're working with staff to update verbiage on our website and in email confirmations and notifications to cut down on calls by providing clearer instructions and information.</li> <li>Received and inventoried IT equipment from SLF</li> <li>Began phasing out Zoom to save us around \$10,000/year. Tested, documented, and trained staff to use the online meeting platform included with our existing Elevate account.</li> <li>Consolidated admin access and credentials for all third-party user accounts to support several waves of organizational restructuring.</li> <li>Offboarding our relationship with Envision, researching and replacing services they'd provided with low-cost alternatives.</li> </ul>

## 2025 Association Report – April

<b>HR/DEI</b>	<b>DEI:</b> Submitted annual Demographic Survey data to the USOPC for the 2024 Diversity Scorecard, collected in accordance with the Ted Stevens Act. High-level data on gender, race, veteran status, and disability status is required to be reported for the Board of Directors, Committee Members, Staff, Part-Time Employees and Interns, NGB Membership, National Team Athletes, National Team Coaches and Non-Athletes, Development Team Athletes, and Development Team Non-Athletes.
<b>Store</b>	<ul style="list-style-type: none"><li>• Significant order volume to begin the new quad<ul style="list-style-type: none"><li>○ 2023-2024: 7.5 orders/day (2,720 annual orders)</li><li>○ 2025: 22.2 orders/day (1,906 orders / 86 days) = 70% of the past two years' order volume within the first quarter of the year</li></ul></li><li>• Optimized new Shopify features to execute targeted email marketing campaigns for the Racing Rules and Dave Perry books</li><li>• 1200 Racing Rules of Sailing preorders began shipping on 3/31/25</li><li>• All certified Race Officials, Keelboat Schools, Powerboat School, and Safe Powerboat Handling Instructors are set up in Shopify with accounts that have access to locked sections for each group, streamlining the order fulfillment process</li></ul> <p>Managed production for a handful of publications: Safety at Sea, Small Boat Level 1 Instructor Manual, Basic Keelboat Instructor Manual, and Safety, Rescue &amp; Support Boat Handling</p>