



## Meeting of the Board of Directors

Thursday, October 17, 2002

Marina del Rey, California

### MINUTES

A meeting of the Board of Directors of the US Sailing Association, Inc., was held in Marina del Rey, California, at 8:00 a.m., Thursday, October 17, 2002. President Dave Rosekrans presided, and Secretary Sarah Alger recorded the minutes.

1. **Sail America.** Jim Walsh presented an overview of the Sail America event, held in September 2002. This event began with a simple idea – to fill New York Harbor with sails on the anniversary of Sept. 11, 2001 to show the strength of the American people. Jim Walsh reported that more than 1,200 boats participated, which flew the more than 100 burgees that were sent from yacht clubs around the country. These burgees were donated to US SAILING to fly at meetings.
2. **Remembrance of Fallen Comrades.** Dave Rosekrans asked for a moment of silence to remember those who have left us, particularly former US SAILING staff member Ally Zapp.
3. **Welcome.** Commodore Dean Dierks of California Yacht Club welcomed US SAILING to Marina del Rey and invited all to the Icebreaker event this evening.
4. **Roll Call.** All members of the Board of Directors were present except for James Appel, Glen Brandenburg, Dean Brenner, Brad Buell, Paul Callahan, Bruce Campbell, Jim Capron, Charley Cook, Means Davis, Mike Gebhardt, Greg Fisher, Mark Hermann, Stephen Jeffries, Joni Palmer, Mark Reynolds, Jack Rudy, and Eric Wallischeck.
5. **Ratification of Executive Committee Actions.**
  - **Motion:** a motion was made, seconded and approved to ratify the actions of the Executive Committee from October 9, 2001 through October 17, 2002, as reflected in the minutes and other materials previously distributed to the Board of Directors.
6. **Introductions of First Time Attendees.** Dave Rosekrans asked the numerous new attendees to stand and introduce themselves.
7. **President's Remarks.** Dave Rosekrans reported on the progress and accomplishments of US SAILING, in three areas: inclusiveness, marketing, and organization effectiveness. One of his primary goals is inclusiveness. In the past year, he has visited 25 sailing organizations to meet sailors and learn their thoughts about US SAILING. US SAILING is one of a very few organizations to welcome disabled athletes into the umbrella organization. In addition, we have formed a new partnership with the National Women's Sailing Association.

To better understand who we are serving, we have done marketing research on our members. Through this research, we have learned that our members are concerned about safety, and they have considerable interest in the Olympics. On organizational effectiveness, it has been his pleasure to work with Nick Craw, who has made a significant and positive impact on the organization. In addition, work is progressing on streamlining communication by ensuring each committee and council has an Executive Committee member who represents their interests and by reducing the number of direct reports to the President. In all, it has been a year of significant progress and change.
8. **Hanson Rescue Medal.** Ron Trossbach, chairman of the Safety at Sea Committee, was pleased to present two Arthur B. Hanson Rescue Medals for recognizing a dangerous situation and providing aid to sailors in distress. The medals were presented, first, to Captain Ray Wichmann, Magdalena Yesil, Amy Slater, and Katie Hope for their actions on October 19, 2001. The second was presented to

Captain Ray Wichmann, Ron Schulupp, Arne Nelson, and Andrea Nassisi for their actions on March 31, 2002.

9. **Olympic Chairman's Update.** Fred Hagedorn reported that the US SAILING team participated in the August 2002 Olympic test event, and that the Olympic Sailing venue is in excellent shape. He expressed appreciation of the interest and support of the US Embassy in Athens. To date, the US has secured Olympic berths in three events and both Paralympic classes. The US Youth World Team also had a successful year, performing better than in recent years. While the US still has one of the finest talent pools of any country, it is hampered by lack of funding. Most other countries are financed by government or lottery systems. US SAILING needs to continue and increase efforts to raise funds and build international relations.

On behalf of the Olympic Sailing Committee, he recognized USOC key sponsors, GM, Texaco, AT&T, Bank of America. He also recognized the US Sailing Teams', Rolex, Vanguard Sailboats, Sperry Topsider, McLube, Yale Cordage, Gill, and Extrasport. He was pleased to announce a new sponsor: Lands End, which has agreed to sponsor the US Sailing Team, US Disabled Sailing Team and the US Youth World Sailing Team.

Campbell & Company has completed its fundraising feasibility study for US SAILING and found that the organization has the potential to raise operational funds for Olympic sailing and endowment funds to support sailor-athletes.

The IOC Programme Commission Report has recommended a reduction in the number of medals awarded at the Olympics. For sailing, it recommends the elimination of the keelboat events (the Star and Yngling). US SAILING is working to challenge this recommendation.

10. **Executive Director's Annual Report.** Nick Crow reported that in his first 10 months as executive Director, his focus has been on putting out fires. First was to focus on the organization's finances and financial reporting. The organization was budgeted to lose \$146,000 in FY 2002, and the reality was much worse. To date, that loss has been reduced to \$55,000, and he hopes the organization will be able to break even by the end of the year. For 2003, the budget projects revenue of \$190,000. He noted that the staff continues to work on determining the best option for new database and financial software systems. He recognized Janine Ahmed, Nel Roberts, and Lee Parks for the time and effort they have put in, leading task forces to address key organization issues. A number of people have been hired in the US SAILING office as part-time consultants in various roles. Having put out the major fires, he and the staff are now focusing on building the organization.

10.a. *Budget 2003.* Nick Crow gave a brief overview of the proposed 2003 Budget. The guiding principle for the budget was to create net income to build cash flow and reserves. The budget also addresses the four priorities established by the Executive Committee and staff at its strategic planning retreat. In FY02, three departments are in the black; it is anticipated that five will be in the black in FY03. Managing costs is challenging, given US SAILING's high number of fixed costs. Budgeted expenses are projected to increase slightly more than 1% for next year. Net income depends upon a somewhat aggressive projection for developing increased revenue. He also noted that US SAILING is changing its fiscal year to a calendar year, hence a two-month stub budget.

11. **Treasurer's Report.** For Stephen Jeffries, Cynthia Leary-Johnson presented the Treasurer's Report. She noted that the FY2003 budget and Stub budget had been distributed. US SAILING is expected to lose only \$54,000 in FY02. This contrasts favorably with the approved budget, which anticipated a loss of \$147,000. The FY03 budget projects a surplus of \$160,000. As these numbers are as yet unaudited, there is no Treasurer's Report to accept. The FY2003 Budget also contains a separate proposed strategic budget, which projects a surplus of \$30,000, assuming that all the Strategic Initiatives are approved.

- **Motion:** A motion was made, seconded and approved that US SAILING receive the treasurer's report and put it on file pending audit.
12. **Bylaws Committee.** Ted Everingham noted that a month ago two sets of bylaws amendments were distributed to the board and presented two resolutions.
- 12.a. *Bylaw Amendments (Cruising Sailors Council).*
- **Motion:** a motion was made, seconded and approved to accept the resolution
- 12.b. *Bylaw Amendments (Paralympic Games & Sailor-Athlete Advisory Council).*
- **Motion:** a motion was made, seconded and approved to accept the resolution regarding the paralympic games and sailor-athlete advisory council.
13. **Sail America.** Scot West, Executive Director of Sail America, provided a brief overview of Sail America, which is the trade association for the sailing industry. Its mission is to promote the growth of the sailing industry. It has 650 members nationwide, including schools, manufacturers, dealers, charter companies. US SAILING is represented on the board of Sail America by its executive director. Sail America provided the grant to help start the Keelboat program. The organization supports education programs for people in the sailing industry, and holds six boat shows a year around the country, marketed specifically to sailors. It promotes sailing through its "Discover Sailing" video and [www.discoversailing.com](http://www.discoversailing.com), which are distributing to new and prospective sailors, and other activities. It also supports [www.sailamerica.com](http://www.sailamerica.com) for industry members.
14. **Safety Task Force.** Tom Hubbell presented the Safety Task Force' completed report. The mission of the task force was to review and make recommendations regarding safety activities of US SAILING. Task Force members include Timmy Larr, chair, and Chip Barber, Tom Hubbell, who obtained input from several hundred people. The definition they used is: "seamanship is the body of knowledge that, if acted upon, leads to safety. Seamanship, if taught, leads to safety." Sailors want to know about safety. While US SAILING has a lot of excellent programs teaching safety, it is not enough. He emphasized the need for research, and suggested changing the name of the Safety at Sea committee to Safety and Seamanship committee to reflect the broader scope. Also, he suggested reconfiguring Sports Medicine as a technical committee responsible for sports medicine across all disciplines. Next steps: begin collaborative discussion among all the relevant committees and councils on the details of the plan and opportunities in safety. He asked all to become involved and determine action plans and budgets.
15. **Announcements.**
- 15.a. *Racing Rules.* Dick Rose drew attention to a discussion tomorrow regarding an appendix to be added to the Racing Rules that makes the protest process more fun and educational.
- 15.b. *Championship of Committees Race.* Art Stevens noted that Saturday afternoon at 2 pm will be the championship of committees race.
- 15.c. *Herreshoff.* Dave announced that the recipient of this year's Herreshoff award is Faye Bennett.

The meeting was adjourned at 9:50 a.m. The next meeting of the Board of Directors will be held at 8:00 a.m. on Saturday, October 20, 2002, in the Grand Ballroom of the Marina Beach Marriott in Marina del Rey, CA.

Respectfully submitted,

Sarah Alger, Secretary  
US SAILING