

CEO Update May 2018

May has been a busy month with many of our programs ramping up and numerous other events that have involved US Sailing. From an operations and performance standpoint we are on target financially. Membership numbers continue to gain ground, and although we are slightly behind budget, we are ahead of 2017. Program revenue is below budget but this is a timing issue with certificate revalidations. Fundraising is performing well. I have been travelling a bit, visiting Charleston Race Week where we held our annual Buzz Bar and Malcolm presented an update to the crowd on our Olympic Program; the Bay Area to attend part of the Team's may clinic and meet with donors and the new West Marine CEO; and to Florida for a NGB conference and meetings in Miami.

We are currently working to fill several open positions. The CMO search is entering its last phase with 3 strong candidates scheduled to visit the office over the next two weeks. Our goal is to have a candidate finalized by mid-June. We have finalized a job description for Will Ricketson's replacement, and that will be posted this week. We have short term options to provide communications support for the team until we bring a candidate in fulltime. We have strong candidates to fill the Organizational member engagement and multimedia manager positions (a new role to provide us inhouse video content capabilities for education and communications). Finally, Lauren is also working to fill the part time role that is open since Tina departed. Overall, while hiring new staff is time consuming, these changes are positive and provide opportunities for us to re-evaluate positions and fine tune job descriptions.

As you all have hopefully seen, the new website is up and running. Over the past nine months the whole staff, many volunteers and our web developer worked incredibly hard to build a brand-new site from the ground up. It reflects the new US Sailing and provides easier access to the information our members and sailors are looking for, as well as supporting the multitude of devices that people are using today. We reduced the page count from approximately 7,000 to under 1,000, integrated many new images, improved the navigation and focused on search engine optimization. We also consolidate the 10+ individual sites into one. The IT team did a spectacular job on the transition, and while there were several challenges when we flipped the switch, they were quite limited, and the team responded incredibly quickly to minimize the impact. From a business perspective there was literally no down time. I'd like to especially recognize Rachel Reagan and Bryan Donovan for their great work in supporting the staff and volunteers in content migration and getting the project over the goal line.

We have been busy with Miami-related business over the past month. The lease for the Sailing Center was up for renewal, and at the 11th hour opposition to the renewal emerged. While US Sailing is not directly involved in the lease, we are a customer of the facility, and it plays a critical role in the Olympic program and in public access to sailing in Biscayne Bay. The local community supported by Meredith Brody did a good job rallying local support and our communications team help engage a broader, national and even international audience to

support the center. Bruce and I attended the final city commissioners meeting to lend support, and in the end, the city extended the lease for another 10 years with two 4-year extensions. One of the messages that came from the city was that the center needed to do more from a program standpoint to engage the local community and help bring more benefits locally. We look forward to assisting the center in this endeavor.

On another Miami front, we continue to work with World Sailing to improve the World Cup Series Miami and strengthening its financial sustainability. During our visit to Miami for the City Commissioners meeting, Bruce, Meredith and I also met with flag officers from the Coral Reef and Biscayne Bay Yacht Clubs and the race manager from the Coconut Grove Sailing Center. We discussed ways to reduce expenses and better engage and support the local sailing community. There is solid support for the event from the Miami sailing community and they pledged to work with us to continue improving the regatta.

Shifting from Miami to the west coast and San Francisco, we announced the establishment of a US Sailing Team Training Center on Treasure Island, a project in conjunction with the St Francis Sailing Foundation, FAST and the Treasure Island Sailing Center. The center will be a west coast home for the team and US Sailing and a benchmark program demonstrating the integration of grass roots programming through Olympic athlete training. The sailing team held a clinic on May 14 and 15 in San Francisco that included athletes, our commercial partners, experts from other sports, the USOC and our local partners, and we used the event to launch this new initiative. Malcolm will be relocating to the Bay Area to oversee this new initiative and work closely with the athletes, coaches and our technology projects.

Finally, this has been a busy couple of weeks in Newport with the Volvo Stopover in town. Our youth and education teams have been busy with the Reach exhibit at in the Exploration Zone that has seen 1000's of kids come through. We also hosted a STEMcation with 6 middle school students from Hawaii, Bermuda and New Bedford. Over 5 days, Jessica and the education and youth departments introduce these energetic young sailors to all aspects of the RI sailing community: Roger Williams University and the sailing team, boat building (visit to Zim), Community Boating in Providence, Vestas 11th Hour Tour, International Yacht Restoration School, and New England Science and Sailing. An incredible experience for these young students. Stay tuned for a recap video on the entire program.

Thank you to our Board and all our dedicated volunteers for all you do for the sport. A big thanks to the US Sailing staff who work tirelessly to support our members and sailing across the U.S. Our new structure and home is making a difference, and this progress and our accomplishments are due to the dedication of the 50+ people I have the pleasure and honor of working with every day. Thank you. I look forward to seeing you all around the waterfront, and for those travelling to RI this summer, please stop by the office.

Cheers,
Jack and the US Sailing Staff.