

# 2020 Association Report - March

## *Financial Metrics Based on February 2020 Financial Statements and Membership Report*

Goal	Comments	Status
<b>Financial Metrics</b>		
<b>Cash Flow: Positive Cash Flow</b>	\$ 317,449	Green
<b>Membership: 46,000 Retention: 68%</b>	43,846 (2/20) vs. 44,732 (2/19) Retention – 71.2%	Red/ Green
<b>New Sponsorship: \$630K</b>	18 partnership discussions 8 proposals 1 new partnership announced in January \$15K closed - \$615K to go	Yellow
<b>1. Create Opportunities for life-long participation</b>		
<b>Implement Skill Up: Roll out version 2.0 2020 metrics: monthly users, user retention rates, and Early Adopter organizations</b>	Skill Up app version 2.0 and org web console are in final development with New Start Mobile. Testing will begin in April, followed by roll out to Early Adopter organizations.  Outlook is yellow because summer youth sailing programs are uncertain at this time, due to the coronavirus crisis.	Yellow
<b>Launch Siebel Sailors: Implement program in 5 regions</b>	The 4 <sup>th</sup> and 5 <sup>th</sup> regions are making great progress, with centers identified, coaches hired, and boats in delivery. The Siebel staff have done a great job preparing curriculum, culture and value, and boat maintenance plans, laying a strong foundation for the program.  However, outlook is currently yellow because centers have closed operations due to the coronavirus crisis. Siebel staff are focused on enhancing deliverables, and providing support to their regional sailing communities.	Yellow
<b>2. Provide a broad spectrum of activities</b>		
<b>Product Development and Release: SAS Online - September 2020 Release</b>	From Stu: Development of Online Chapters 11-15 is complete and review questions for those chapters are being finalized. Timeline has been expedited so modules will be live in the next 7-10 days, rather than September.  Modification of Chapters 1-10 to align with new modules is being tabled temporarily to conserve funding. They will continue to be offered, but on a different platform.  Due to COVID-19, all SAS courses through early May have cancelled, and we are encouraging use of SAS online education courses to sailors nationwide as an alternative to in-person courses. Special pricing SASCOVID will be implemented through Weekly Lift and store.	Green
<b>Development of Regionalized Coach Education program</b>	Development of Coach Education is tabled until our learning management system is online. At that time, we'll look at how we can provide content and training options both in person and via distance learning.	Yellow

<b>3. Regionalize</b>		
<b>Regional Symposiums</b>	<p>1 Spring Regional Symposium was completed, but four were postponed due to COVID-19. While one is still on the calendar for the fall all other planning has been postponed.</p> <p>We are exploring ways to potentially hold virtual regional symposiums and still expect to hold several in the fall.</p>	<b>Yellow</b>
<b>Staff in regions: 2020 metrics: Increase US Sailing's visibility, course registrations, and memberships</b>	<p>Regional staff members are in place throughout the country and strengthening ties to sailing organizations during a difficult period. However, the lack of local travel and events (due to the coronavirus) is limiting impact, and will affect 2020 metrics for visibility and course registrations.</p>	<b>Yellow</b>
<b>4. Volunteering – easy, rewarding, beneficial</b>		
<b>Race Administration program updates</b>	<p>Work on Rulebook app has paused due to the financial impact of COVID-19. Additionally, work on related products (such as Dave Perry's books) has also paused, and we are assessing all options moving forward with these projects.</p> <p>To provide training during this difficult time and with an eye to future educational offerings, we are working on moving Race Admin seminars online. The rule book itself is also still on track for a fall production, but the delivery will likely go through the US Sailing bookstore app, which was used with for the current version.</p>	<b>Yellow</b>
<b>Offshore: 2020 goal?</b>	<p>The Offshore Committee is still in the search process for a new leader for the committee. With the current world situation as a result of COVID 19, the offshore staff is pivoting and working behind the scenes with the key Portsmouth Yardstick volunteers and working to steer that program into the future. With the Newport to Bermuda race cancelled, we expect a slowdown in certificate issuance.</p>	<b>Yellow</b>
<b>5. American Success</b>		
<b>ODP and USST Performance: ODP - 2020 goal USST - 2020 goal</b>	<p>February concluded the trials for 7 classes and 8 athletes nominated to the Games team. All these events were hosted at the class World Championships in Australia. Top performance was 3rd place podium with Steph Roble and Maggie Shea.</p> <p>ODP is in planning phase looking towards the summer.</p> <p>The 2020 Olympic Games has been postponed to 2021. Take this opportunity to reset, focus on domestic training and 2021 planning.</p>	<b>Green</b>

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## CEO Summary – Jack Gierhart

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Hopefully, you have seen our [US Sailing communications](#); we are in unprecedented times. We are working to leverage our resources and quickly evolve the business in ways that keep critical programs moving forward. As stressful as these times are, I am excited by how quickly our staff and volunteers stepped up to address the challenges and take on new initiatives. We will continue to help sailors stay connected, share ideas and passion for our sport through the new member engagement project, [The Starboard Portal](#). This approach will have great short-term effects but will allow us to refine our products and offerings for long term sustainability.

Financially, we are closely monitoring our revenue and expenses with this disruption. We are working to shift our traditional distribution and services model towards adopting a more digital/online approach. We are currently expediting the work on the final 5 Safety at Sea course modules, 11-15 to be available in April. Small Boat Level 1 instructor course is being modified to deliver 50% of the course online, with a corresponding 2-day in-person segment. This will enable more courses to be scheduled in the expected shorter season as well as condense the time commitment for students. Additionally, we are developing online versions of our Race Management, Judges and Umpire seminars online, including opportunities for engagement with seminar leaders in a live format. We are working to begin delivering the One Day Race Management Seminar online by mid-April.

A few additional updates:

- The Olympic department has had significant change with the postponement of the Olympics Games. This announcement has brought clarity but there are still questions that remain. In the meantime, we will take this opportunity to reset and focus on domestic training and supporting our athletes as they look to the next 12-16 months. We see this as an opportunity for athletes to continue improving their performance and competitiveness. Currently with training limited to shore, our athletes are focused on at-home fitness and conditioning as well as using webinars from experts to continue their development and preparation. We look forward to resuming on-water training when local decrees will allow.
- The Sailing Leadership Forum took place in San Diego from February 6-8<sup>th</sup>. We had 450 sailing leaders from across the country attend. The vibe and energy of the crowd were electric all week. There were 99 presenters addressing growth opportunities and critical success factors in our sport with 44 professional and personal development breakout sessions. [Please check out the archived presentations](#). Since no sailing event is complete without getting on the water, we had 31 of the latest sailboats available to demo. Additionally, we saw a new format for the [Rolex Yachtsman and Yachtswoman of the Year](#) and [US Sailing Association awards](#). The event took place on the flight deck aboard the USS Midway. We honored and celebrated many of our sport's most decorated supporters, contributors, and educators, along with the best competitive sailors in the US. They represent the best of the sailing community and we were proud to celebrate in their accomplishments.
- We have seen a great pool of applicants apply for our CFO position. We are in the middle of the interviewing process and are beginning to dwindle the candidates down to our top picks to start

the next round of interviews. The caliber of candidates has been extremely impressive, and we are excited by the potential they could bring to our organization. We are hoping to have someone on board in Q2. Jeff Rutko, our interim CFO, continues to be working well and we are grateful to have him a part of the team during this time.

- The Adult Department has released the results from the One Design survey that took place during the Fall. We received 504 responses to the survey. This survey has allowed us to understand how US Sailing can assist, engage and communicate with the One Design sailor and classes. From this survey, the Adult Department has formed 5 working groups consisting of 46 sailors total that will focus on 10 key topics over the next several weeks with the goal to provide US Sailing with a full report of their projects and priorities. There has been great enthusiasm from those involved with the working groups by this opportunity.
- We enlisted the consulting services of the USOPC to guide a working group comprised of board members, staff directors, athletes, and key stakeholders through a 2-day process to review and refresh our strategic plan. The days were productive and full of engaging conversation of future priorities and strategic alignment for the organization. Avery Wilson, Director of Strategic Planning from the USOPC, will be joining our call on Friday to help present to the Board the latest draft of the strategic refresh from the working group. I look forward to hearing your thoughts and continuing the conversation around this process.
- Skill-Up is in the final development of version 2 with New Start Mobile. This build-out lays a complete foundation for not only Smallboat sailing but also other disciplines such as Keelboat, Powerboat, etc. This version will be introducing a new management console that will allow instructors to track students' progress as part of their courses. We think this will be a powerful membership tool going forward.

I'm looking forward to our two-day virtual meetings allowing for discussion around our 2020 business outlook, strategic review, Olympic structure, and strategy. Thank you for your continued support and dedication during these tiring times. We will continue to look ahead and focus on how we can provide service across the board to all members and constituents.

Best,

Jack Gierhart