

Summary: US Sailing Leadership Forum, St Petersburg, FL, January 31 – February 3, 2017

Attended by Chris Schuler, Matt Stuczynski and Bob Lapin

SafeSport – Susan Woesser, Director of Safe Sport, US Swimming – Susan was an Olympic swimmer and shared the US Swimming’s response to the sexual abuse scandal that nearly destroyed her sport. The recent abuses reported in gymnastics add to the significance of Susan’s report. Most of the sailors at the leadership Forum represented community sailing organizations and yacht clubs that trained children. US Sailing now requires all certified instructors to complete the SafeSport training that increases the awareness of sexual abuse potentials and informs organizations of their responsibilities to assure their organizations are safe for children. The goals of SafeSport are:

- Know what you stand for
- Know your people
- Know your risks

Impact on Sail Chicago – Should we do background checks on all instructors working with children? We will establish a policy in the cruising program that Lawrence Hall students never go below decks with one of our skippers.

Winning together Through Collaboration by Jack Gierhart, Chief Executive Officer, US Sailing

The tag line for US Sailing is “Winning together through Collaboration.” Jack also stressed the observation that the world is rapidly becoming a membership economy rather than an ownership economy, which might provide some direction for us. Five Components of US Sailing’s strategic plan are

- Establish a deliberated pathway for life-long sailing opportunities
- Ensure access to full spectrum of organized sailing experiences
- Regionalize and localize US Sailing presence and support
- Make volunteering with US Sailing Association more mutually beneficial and rewarding
- Establish and maintain a reputation for American success in sailing.

Impact on Sail Chicago – In April of each year, consider having the reconstituted Board review both US Sailing’s and Sail Chicago’s strategic plans. There may be opportunities to nest our strategic plan within US Sailing’s. The idea of ensuring access to a full spectrum of organized sailing experiences while a community has fun on the water may provide direction for us.

Millennial Mindset: Leveraging Social Media to connect with Digital Natives by Brian Fanzo

Some key points that Brian made were:

- Of the 7.6 billion people on earth 4 billion are internet users, 3.2 billion are active social media users and 3 billion are active mobile social users.
- **Impact on Sail Chicago - #InZuckWeTrust** – Mark Zuckerberg of Facebook is removing marketing from social media and is prioritizing “meaningful interactions.” Brian encouraged interactions using Facebook Live to show the world that your organization is alive. Sailing has a reputation as an elitist sport. How can we show real people having fun on the water? He suggested that we market by turning our sailors into ambassadors by focusing on teamwork, comradery and showing how sailing has changed our lives. Each of us is marketing. Show younger members who represent the demographics we want. “Push the damn button.”

Be Weather Ready by Brian LaMarre, National Weather Service (NWS)

- The NWS has 122 local offices and Brian encouraged us to contact our local office, establish a dialog and let them know what we need. Some sailors reported that they contact the local office and ask about timing and severity of incoming weather.
- Big storms occur when cold air fronts stall and low pressure masses bump up against them.
- All internet weather apps use NWS data. Ft Walton Beach uses Weather Underground and cancels all sailing if thunderstorms are within 30 miles.
- Ft Walton Beach has wind guidelines listed as green, yellow and red. They have lesson plans established with each wind condition.

Outboard engine maintenance – larger 25 to 60 hp engines

- Certify many people to US Sailing Powerboat requirements

- All skippers do maintenance through a detailed step-by-step preventive maintenance checklist.
- They use Google drive to monitor maintenance problems.
- They replace engines after five years or 1500 hours. Batteries are changed out after three to four years.
- They use ethanol free fuel and start every season with fresh fuel.
- Each trailer has the date painted on the tongue indicating the date the bearings were changed.

America's Cup - March 2021 in Auckland, NZ

- Terry Hutchinson, tactician, Phil Lutz, Commodore New York Yacht Club and Hap Fauth, Principal investor presented plans for Bella Mente Quantum consortium for the 2021 America's Cup. They are raising \$120-130 M to develop and race the foiling monohull.

