

ADAMS CUP COMMITTEE  
MEETING of MINUTES MARCH 21, 1996

A meeting of the Adams Cup Committee was held March 21, 1996, at the Worthington Hotel from 1:30 - 2:30. All representatives except B, C, and H were present. Area G was represented by Vicki Sodaro.

The minutes of the October 20, 1996, were accepted as written.

The chairman thanked Margie Brown (J) and Mary Savage (B) for their over 15 years service to the committee. Nancy Pearson is the new rep for Area B. Nancy was crew of the winning team in 1993. She currently is part of the race committee on the 470 line at the Savannah Olympics.

John Bonds addressed the committee on being a role model for changing the direction of the sport regarding life jackets. We should all wear them at all times when on the water. John recommended that for championships where the event is well covered with support boats, having Coast Guard approved lifejackets is not as important as simply having one on. Experience has demonstrated that when lifejackets are mandatory, sailors do take the time to buy ones that they will wear. Last fall, the committee voted to make lifejackets a condition at all levels. John's support for our decision was appreciated.

The committee VOTED to amend the Notice Race as follows:

In the 1996 condition 13.1F: Delete the words "Coast Guard or other Canadian Federation approved" in the first sentence.

Cory Sertl reported on the building enthusiasm among the event organizers for the 1996 event, September 11-14 at Rochester Yacht Club. The event will be in Sonars with a crew of 4.

All areas represented provided dates, clubs and boats for Area events.

Each area reported how it funded the Area events. A and D had no fee. Funds were contributed by the YRAs. F determined the fee by the number of entrants and the cost of the entry fee to the finals. G determined a fee with the host club and the fee to the finals was born by the winner.

Karen Reisch reported briefly on the 1997 event at Southern Y.C. Dates are 9-17 to 9-21. Women will be in new Flying Scots. Men will be in J-22 with new sails.

No formal bid was received from San Diego Y.C. for 1998. Eugene Yacht Club's proposal was accepted as written. This is the first time Eugene YC has hosted a US SAILING championship. The chairman will notify Daryl Loveland of the selection.

The committee is eager to accept bids for 2000. Areas of particular interest are south central and southwest.

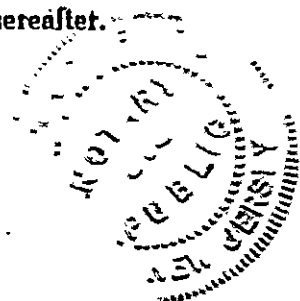
Karen Reisch was identified as the next Adams Cup chairman. Unless other nominations are received by July 1, 1996, the chairman will forward Karen's name to US SAILING president shortly thereafter.

The next meeting will be October 18, 1996, in Newport Beach, CA.

The meeting was adjourned at 2:20 p.m.

Respectfully submitted,

*Joan Thayer*  
Joan Thayer, Chairman 1993-1996





UNITED STATES SAILING ASSOCIATION  
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ACOP contract  
An Overview  
By Terry D. Harper, Executive Director

DEC - 1 1995

In early 1995, US SAILING entered into a contract with Atlanta Centennial Olympic Properties (ACOP). ACOP is a joint marketing arrangement between the Atlanta Committee for the Olympic Games (ACOG) and the United States Olympic Committee (USOC). ACOP is the marketing arm of those two entities for sponsorship related to the 1996 Centennial Games in Atlanta and Savannah. One of ACOP's primary purposes is to prevent "ambush marketing" at the Games by companies who are not Olympic sponsors.

Ambush marketing is, in essence, the association by a company of its name or brand with an event or logo for the purpose of making the public think that the company is a sponsor of the event when, in fact, it is not a sponsor and holds no such rights. For example, credit card Brand X is a sponsor of the Games. However, when the tourist arrives in Atlanta for the Games, every billboard in the region contains advertisements for Brand Y credit card, claiming: "Welcome to Atlanta! We're here to help."

The price of an Olympic sponsorship has risen from \$12 million in 1992 to as much as \$40 million for 1996. Sponsors who pay such sums expect that their rights will be protected, and ACOP must show that they are capable of such protection in order to raise the considerable funds necessary to host the Olympics (approx. \$360 million). Similarly, the USOC must raise another \$40 million in order to cover its operations and field a team for the 1996 Games.

By the ACOP agreement, US SAILING and almost all other NGBs agreed to license to ACOP the right to sublicense the use of our trademarked logos to ACOP's sponsors through the end of 1996. We also agreed not to solicit sponsors for our NGB's events and programs who conflict with ACOP's sponsors in 22 categories, unless we first give the ACOP sponsors a right of first refusal (a list of the 22 categories is attached).

For example, Coca Cola is an ACOP sponsor. If one of our event committees wants to solicit Pepsi Cola for sponsorship of US SAILING's XYZ championship, we must first offer the full details, including price, to Coca Cola and allow them 45 days to decide whether to purchase the sponsorship opportunity. If they reject the offer, we are free to solicit a competing sponsor. If they do nothing, the offer is deemed rejected. However, if a competing sponsor offers us less than the ACOP sponsor was offered, the ACOP sponsor has a 3 business-day "right of last refusal."

There are many implications of the right of first refusal, but of key importance is that Championship Chairpersons must: (1) work closely with the Local Organizing Committees (LOCs) to determine exactly what on-site opportunities the LOC can provide to sponsors (signage, entertainment, etc.). Don't ask the LOC, "How much do you want?" Ask them "What can you provide, what in-kind products or services do you need, and what is your budget?" ACOP sponsors are interested in providing product, rather than cash, where it makes sense for them to do so; (2) develop a complete list of sponsor benefits which will make the opportunity worth the requested financial commitment; (3) work with the US SAILING staff to establish a value for the sponsorship opportunity and to develop the package which will be submitted to ACOP by the staff, and (4) keep the LOCs informed of progress in offering the sponsorship opportunity.

Don't go to the ACOP sponsors yourself. That is the function of our Marketing Director (or the Executive Director). We know who to call and what the status is of other opportunities, and we are here to help you. We have a direct, high-level contact at each of the 22 ACOP sponsor companies with whom we can deal on any of these issues. That does not mean that immediate response is always possible. A company such as Coca Cola may receive as many as 1,000 sponsorship proposals a week. Many of the ACOP sponsors are not as sophisticated as Coca Cola in dealing with sponsorship opportunities, and the flood of offers generated by the ACOP requirements have overwhelmed many of the sponsors. As a result, response time can be slow, and the ACOP sponsors are being very selective in what they will sponsor.

"Blocking" categories: We have agreed that if an ACOP sponsor buys the rights to one of our events, we will "block", or refuse to offer other events to a competing sponsor for the duration of the ACOP sponsor's contract. Thus, if we sell the Miami Olympic Classes Regatta title sponsorship to Nations Bank (which we did in 1995), we have agreed, in essence, that we will not sell any other event to a bank through the end of 1996.

Because of our existing relationships with Nautica (outerwear), Rolex (watches), Sperry Topsider (shoes), Darlington Fabrics (competition fabrics), and MBNA America (credit card), we protected those five categories from the ACOP contract.

What did US SAILING get from the ACOP contract? First, we received money, which was divided between the Olympic Yachting Committee and the rest of the NGB. Second, we received the right to purchase products at "best wholesale", and have used that right effectively to reduce the cost of necessary equipment and products (photocopiers, telephone systems, etc.). Third, we will receive royalty payments on any products which the ACOP sponsors sell bearing our logos. Fourth, we have already received sponsorship of one of our events, and are working on at least two others.

Attachments: List of ACOP sponsors  
Sponsor checklist

## SPONSOR CHECKLIST

Please check all items which will be allowed to sell to a sponsor. Each "saleable item" will have a price attached to it. The more items we have to sell, the more money we can get for the event.

EVENT: \_\_\_\_\_

DATE & LOCATION: \_\_\_\_\_

### I. Entitlement

- Title Sponsorship
  - 1. Exclusive title sponsor of event (i.e., The \_\_\_\_\_/US SAILING Championship) or
  - 2. Title Sponsor of Series (i.e., a ladder championship or series of clinics)  
Single event sponsor used in conjunction with series or clinic
- Presenting Sponsorship (i.e., The US SAILING Championship, Presented by \_\_\_\_\_)
- Official sponsorship or supplier or contributor status (i.e., XYZ Company, Official Sponsor/Supplier/Contributor of/to the championship)
- Official product status (i.e., Sluggo, the official soft drink of the championship)

### II. Visual Materials

- 1. Sponsor logo/name on all printed materials:
  - Notice of Race
  - Entry Form
  - Sailing Instructions
  - Press Releases
  - Official Event Program, if one is produced
  - Event Poster, if one is produced
  - Stationery
  - Race results
- 2. Opportunity for advertising space in official program, if one is produced
- 3. Sponsor logo/name on clothing and giveaways:
  - T-shirts
  - Bags
  - Hats
  - Other: \_\_\_\_\_

more ...

## ACOP Sponsor List

### Protected Categories

Airline  
Apparel (non-competitive)  
Automotive (Cars & Trucks, including Rentals)  
Bank  
Beverage  
Beer  
Coffee  
Tea  
Juices/Soft Drinks/Sport Drinks  
Water  
Computers  
Copiers  
Credit Card  
Electronics  
Express Mail Service  
Fax  
Film, Cameras, Batteries  
Financial Services  
Food Products  
Footwear (non-competitive)  
Health & Beauty, including Optical and Oral Healthcare  
Hotel  
Household Cleaning Products  
Insurance/HMO  
Lumber and Wood Products  
Oil & Gas  
Paper Products  
Publishing and Printing  
Restaurants  
Retail Home Improvement  
Security Systems  
Snack Food Products  
Telecommunication  
Theme Parks  
Timing/Scoring  
Tires  
Toys

### ACOP Sponsors

Delta Air Lines, United Air Lines  
Champion (Sara Lee)  
General Motors  
Nations Bank  
  
Anheuser-Busch  
  
Coca-Cola Company  
  
IBM  
Xerox  
Visa  
Panasonic  
UPS  
  
Eastman Kodak Company  
John Hancock  
  
Bausch & Lomb  
  
  
  
Sports Illustrated  
McDonalds  
Home Depot  
Sensormatic  
  
AT&T  
Anheuser-Busch  
Swatch (Omega, Longines, Swatch)

In addition, sponsorship or marketing rights may not be granted to a retail food store, convenience store, drug store, oil and gas minimart or mass merchandiser without first offering a right of first negotiation to The Coca-Cola Company.

### III. On-Site Visibility

#### 1. Signage on shore:

- banners/flags displayed at the host site/club
  - inside
  - outside
- Total number of banners/ flags \_\_\_\_\_
- banners or backdrops at all functions
  - competitors' meetings
  - awards ceremony
  - social functions
  - press conferences, if any are planned
  - other: \_\_\_\_\_
- Official sponsor scoreboard or scoreboard signage

#### 2. Sponsor's products

- display of products on site
- sale of products on site
- product/premium distribution to competitors
- other: \_\_\_\_\_

#### 3. Signage on the water:

- stickers on start, finish and all course marks
- banners/flags on all race committee boats
- banners/flags on official spectator boats
- logos/sponsor name on all racing boats:
  - none (Category A)
  - on forward 25% of hull (Category B)
  - on mainsail or spinnaker (Category C)
- flags, pennants or banners on all racing boats (if boat is large enough)

#### 4. Ceremonies:

- Signage at opening and closing ceremonies
- Sponsor representative assistance in awards presentation
- Sponsor recognition/speaker at all ceremonies
- Photo opportunities for sponsors with winners, banner in background

#### 5. Media opportunities

- press release distribution and schedule
- radio coverage
- television coverage
- press office
  - entitlement sponsorship of press office
  - banners or other visual opportunities at press office

more ...

#### 6. Sponsorship of event clinic -- see Entitlement, Para. I above

7. Sponsorship of trophies

- Title trophy rights
- Daily and other special trophies

8. Special events - Sponsor may host celebrities or put on special presentations at the site during the event at their expense for the benefit of the participants.

9. Corporate Entertainment Opportunities:

- Hospitality Table/Tent where sponsors can welcome visiting corporate VIPs
- Sponsor could host cocktail party, dinner or other social function for visiting corporate VIPs at host site
- Sponsor VIP boat to view racing
- Free tickets to all social events

10. Other: \_\_\_\_\_

**IV. Off-Site Visibility**

1. *American Sailor* coverage (w/ photos)
2. Sponsor may use event title/logo in all advertising, promotions or marketing
3. Individual or Team Association -- Sponsor has the opportunity to support individuals and/or teams qualifying for subsequent events.

March 19, 1996

**To: Dave Irish, President, US SAILING**

**Fr: Dick Rose, Tom Ehman, Andy Kostanecki, Ken Morrison  
Sail Insignia/Advertising Working Party**

**The Problem:**

Racing Rule 25.1, Appendix B3, paragraph 1.1(a), and US SAILING's prescription to Appendix B3, paragraph 2, require that any racing boat carry her class insignia on her mainsail.

Racing Rule 18 and Appendix A3 prohibit the display of advertising on the mainsail during a Category A or B event, except for a sailmaker's mark near the tack and, for Category B, advertising below the sail numbers. Advertising is defined to include a 'logo,....depiction,.... or any other form of communication that promotes an organization, person, product, service, brand or idea so as to call attention to it or to persuade persons or organizations to buy, approve or otherwise support it.'

It appears that, under the rules just quoted, all class insignias infringe Racing Rule 18. For example,  
--the Mumm 36 insignia advertises champagne.  
--the Melges 24 insignia advertises a boat builder.  
--the Star insignia advertises the Star Class (an organization).

The existence of this problem is known to members of the IYRU Racing Rules Committee, and so it is highly likely that they will propose some sort of change to one or more rules so that most or all the boats sailing today no longer infringe a rule simply by displaying their class insignias on their mainsails. US SAILING has a chance to propose to the IYRU how the rules should be changed to solve this problem. Our Working Party was appointed in October by Dave Irish and charged with recommending rule changes that the USA might propose to the IYRU to solve this problem.

**Possible Proposals to Solve the Problem:**

Our Working Party is split. Dick, Andy and Ken agree on a recommended course of action, and Tom prefers a different one. What's more, a third course of action has been recommended independently by Bill Bentsen.

**Recommendations from Dick, Andy and Ken:**

**PROPOSAL:** Add a new section to the Advertising appendix, Appendix A3, paragraph 3.1, as follows:

- (a) The insignia denoting the class to which a yacht belongs may be displayed on both sides of any sail provided that it fits within a circle of diameter equal to X% of the length of the luff.

Also, add a new section to the Identification appendix, Appendix B3, paragraph 1.2, as follows:

- (b) A class insignia shall fit within a circle of diameter equal to X% of the length of the luff of the sail on which it is displayed.

Note: 'X' is a percentage that we will specify, after consulting with sailmakers, so that reasonably-sized insignias of existing classes are in compliance with the proposed rules.



## OLYMPIC:

**Drug Testing and the Olympics.** Some of you may have read reports about the request by US SAILING and the USOC for a ruling from the IOC concerning one of our athletes who must take certain medication to sustain normal life. The athlete is being fully supported not only by us and (contrary to some reports) by the USOC. The issue has been handled quickly by the IOC, which must be cautious concerning medications which may be performance-enhancing. We are hoping for a prompt, favorable, ruling.

**Olympic Tickets On Sale:** Olympic yachting tickets for the 1996 Games in Savannah, GA, are now on sale. For more information, you may contact the Atlanta Committee for the Olympic Games (ACOG) website: <http://www.atlanta.olympics.org/index.html>. To access the ticket page directly: <http://www.atlanta.olympics.org/acog/sports/yachting/d-yachting1.html>. You can download an order form from the ticketing page. Please download using the Adobe format (instructions for accessing Adobe software on the ticketing web page), not the text format. For additional information, please call Michael Schetzel at 912-231-1996.

**Speaking of Rolex . . .** There have been many rumors circulating about Rolex' commitment to the sport of sailing. To set the record straight, according to Vice President, Rick Bannerot, Rolex remains committed to sponsorship of sailing. Its head office in Geneva has determined that Rolex should concentrate its exposure on the adult portion of the sport. It will continue to sponsor the US SAILING TEAM, the Yachtsman and Yachtswoman of the Year Awards, and some adult events. Rolex is also excited about the concept of its Golden Spinnaker Ball, scheduled for Savannah on July 7, and is considering similar events for us in the future. However, focusing on adult sport means that Rolex will move away from Junior events in all sports after 1996.

**Miami Sailing Center.** Work continues on our efforts to complete arrangements for the US SAILING CENTER, Miami, to be designated by the USOC as sailing's Olympic Training Facility. In early March, President Dave Irish, former President Bill Martin, and I met with members of the USOC, Miami city officials, and representatives of the Miami Sailing Center. A proposed agreement among the City, the USOC, and US SAILING was favorably received. The details of a management agreement between the City and the Sailing Center are being worked out. We will probably not know until late summer about final approval by the city.

## **MEMBERSHIP:**

**Sail Expo, Part II.** My last monthly report was written during Sail Expo. By its conclusion, we had staffed our 50' x 100' booth for 9 days, with the support of several US SAILING TEAM members, four Olympic Medalists (Jim and Julia Brady, and Mark Reynolds and Hal Haenel), and newly announced Rolex Yachtsman and Yachtswoman of the Year, Ed Baird and Cory Sertl. Their assistance was invaluable. So was that of Faye Bennet and Roger Brown, who helped us staff the booth. In addition, Faye arranged 118 volunteers who staffed the information booth and seminar reviews for organizer Sail America. Walter Wheeler has been a mainstay at the Sail Expo sailing pool since its inception. And staff member Pat Linn scheduled all of the over 300 seminars for Sail America. Thanks to all, our involvement was a success (267 new members) and lots of US SAILING merchandise, some of which included the Olympic Rings, thanks to our arrangement with USOC's licensees. If you want to order, call the office: 1-800-US SAIL-1.

Executive Director

RE: Proposed "Olympic Path" Program, Expansion of US SAILING TEAM

We have been working on a concept to expand the US SAILING TEAM since last summer. The OYC has had significant input into the plan, and the Executive Committee approved the concept for further development a month ago. I think we now have a good enough draft of the plan that we can send something out in writing for discussion. I have written similar summaries to Mike Horn (ICYRA), Larry White (ISSA) and the chairpersons of the Junior Championships and the Youth Championship to get their input.

The first step is concept approval. We will then work toward evaluating the cost of the program, identifying manpower needs, developing the necessary coordination with ICYRA, ISSA, and others, identifying the marketing opportunities, valuing the entire package, and determining a time line for implementation.

However, one element of the plan -- conversion of the Junior Championships to a USOC-sanctioned Junior Olympic program -- cannot be accomplished within the time established by the USOC unless conceptual approval is given at the 1996 Spring Meeting. If we do not meet this USOC "marker" it could mean a substantial difference in funding for 1997.

This conversion has been discussed with Rick Bannerot, V.P. Marketing at Rolex USA. Rick feels that the "Olympic Path Program" is the right way to go. Rolex has changed its marketing strategy to concentrate on adult sport, and it will eliminate participation in Junior sport at the end of 1996. Nevertheless, Rick told me, "If you create the 'Path' Rolex will play." What he indicated was that Rolex will continue to sponsor the US SAILING TEAM, but will probably look for adult opportunities, rather than Junior exposure. Because of Rolex' change in marketing strategy, creating a structure which will have more opportunity to attract one or more replacement sponsors for the Junior/Youth side of our sport is even more critical.

What follows is a summary. The supporting document is now over 50 pages. If you want the whole thing, just call or fax.

:\planning\olympicpath\bod\_summary\National Governing Body for the Sport of Sailing

1

1. Basic Reasons For The Plan.

- a. Time required to develop Olympic-level talent. It now takes 6 years to develop an athlete from the time he or she gets into an Olympic boat. As a result, we lose a lot of athletes, and must plan further ahead than in the past.
- b. Need to develop a larger identifiable talent pool. We do not have a well-defined plan for identifying replacement talent, and recruiting is made more difficult by the options available to good young sailors.
- c. Expand the sources of funding for the various elements of the Program. The expanded program is believed to offer greater opportunities for additional sponsorship revenue and other funding. For US SAILING, it also has significant long term membership potential.
- d. Information received from other NGB programs indicates that similar programs have proven successful in developing sponsorship.
- e. Marketability of the US SAILING TEAM, and of the National Teams which are elements of the Program. We know the TEAM is marketable, and have had good success marketing it. TEAM sponsors have expressed that they are looking for greater opportunities.

The collegiate national team designation "All American" has significant value of its own, and we should not interfere with that. But if, by cooperation, that value can be augmented, we should work with ICYRA to do so.

The Junior Championships are marketable. So is the name "Junior Olympics." If we can combine some or all of these to create more value, the program can be enhanced.

Apart from the Youths and Juniors, the other US SAILING championships have not proven to be marketable except at the LSO level, and do not seem to fit within the contemplated structure.

- f. Successor to the ACOP contract. USOC has a right of first negotiation (and a subsequent right of first refusal) for all sponsorship opportunities within US SAILING through 2000, but they cannot (and do not want to) interfere with existing NGB contractual relationships. Nor do they have the right to interfere with ICYRA or ISSA sponsorship.

However, the USOC is right now valuing our sport for the purpose of selling rights to sponsors (see the 77-page USOC survey sent to you last

month). We will have to begin negotiations with USOC within the next 10 months. If our programs, including those of ICYRA and ISSA, are as valuable as we can make them by then, we will have a better position from which to negotiate to benefit all levels of the structure. We cannot negotiate for ICYRA or ISSA, but have the opportunity to make USOC understand that they provide value to the entire package.

2. **The Elements of The Plan.** The plan proposes three basic elements: A talent initiative, an infrastructure initiative, and an athlete support initiative.
  - a. **The Talent Initiative** has four basic elements: (1) development of a vertical structure for competition from age group 8 (or 13) through Olympic campaign status; (2) use of existing events where possible; (3) creation of a nationwide "grass roots" competition for ages 8 - 12; and (4) use of the structure to increase the probability of funding (sponsorship and other) at a higher level.
  - b. **The Infrastructure Initiative** has four basic elements: (1) creation of a "Coaching College" to teach high school, Junior college, and college coaches how to improve their skills and, in turn, provide improved students' skills at much earlier ages; (2) use, and improvement, of existing clinics to provide increased elite-level coaching, followed in most cases by providing promising young athletes with the opportunity to re-cycle into their levels of competition; (3) development of a new clinic for Collegiate All-Americans to be introduced to the Olympic classes and Olympic athletes; and (4) increased use and coordination of existing databases, forums and "on line services" to identify and communicate, and support ICYRA and ISSA in communicating, with athletes, coaches, program directors, and others involved in the structure.
  - c. **The Support Initiative** is intended to expand the benefits to sailors at most levels of the structure (if allowed) so that TEAM membership has significance to them, and to those who compete with them. Athlete recognition and "hero" creation are intended by-products.
3. **The Vertical Structure.** Most of the elements of the structure are already in existence, but they have not been effectively coordinated to date. The proposed structure:
  - a. Integrates the College All American Team, but leaves control of college sailing to the ICYRA. The All-Americans would simply be named, also, to the US SAILING TEAM;

- b. Restructures the Youth Championship slightly to focus it more on development of competitors capable of succeeding in competition at the IYRU Youth Worlds;
- c. Creates, in cooperation with the ISSA, a High School National Team and integrates it, but leaves control of high school sailing to ISSA. The winners would simply be named, also, to the US SAILING TEAM;
- d. Converts the Junior Championships to a sanctioned USOC Junior Olympic program, and adds separate women's and board events to fill the gaps in the current program and make it the "grass roots" program for ages 13-18 (the Leiter is an "open" event, not a grass roots event); and
- e. Introduces a local/regional-only age group competition for ages 8 through 12.

4. Purposes of the vertical structure:

- a. Demonstrate for competitors at each level a clear, progressive career path toward Olympic participation;
- b. Provide a recognizable method for ready identification of top competitors at each level;
- c. Assist in the development of talented athletes; and
- d. Create, where possible, greater recognition for the elite athletes at each level, to: (1) provide "heroes" for aspirants at lower levels; (2) develop team spirit; (3) develop greater cooperation among sailors and coaches; and (4) provide greater exposure for sponsors at all levels.

5. Increasing the probability for sponsorship and other funding. The structure is kept simple. Exposure at each level, to schools, programs, competitors, coaches, etc. can be quantified as the program expands. The working hypothesis is that if given opportunities for greater visibility, product exposure, and publicity within the sport, a prospective sponsor will pay more for sponsorship. Sponsorship and other revenues would be used to provide greater funding throughout the structure, and to cover the cost of the three initiatives.

Before implementation, the entire structure must be valued, and sponsorship opportunities enhanced where necessary. While sponsorship is expected to be the primary source of funding, the infrastructure initiative offers opportunities for endowment, USOC grants, and other sources. However, sponsorship coordination is dependent upon the cooperation of each level of the structure.

For example, ICYRA has existing sponsorship (compatible with US SAILING TEAM sponsors). We should not interfere with those relationships. At the same time, if the program is to provide greater revenue or other benefits to ICYRA, we will have to mutually determine the level at which we can cooperate with one another.

6. Use of existing events. The plan uses the Youth Championship and the Junior Championships (although the Leiter and the new Ida Lewis Junior Women's Doublehanded events are considered). The Junior Olympics format is familiar to the USOC and can act as an inducement for the USOC to provide assistance (and possibly "jump start" funding, but is not dependent upon USOC funding). The rest of the "above age 12" plan simply accepts the teams selected (and the events conducted) by ICYRA and ISSA. Control over ISSA and ICYRA events and teams would not change, but the plan contemplates the need for increased coordination with, and database and communications support for, both entities.

7. The "Age Group" Program (8-12) would expand the "grass roots" development of competitors at the entry level by creating a new age group competition. It is heavily dependent upon receiving the cooperation of existing LSO junior programs, existing community sailing programs; and existing sailing programs conducted by other national organizations (e.g., Boy Scouts, Girl Scouts, American Red Cross, American Camping Association, etc.).

Competition would be conducted only at the local and regional level, similar to the Rolex Junior Olympics in skiing, and would use, wherever possible, existing events, reformatted if necessary. The age group element contemplates a commitment from yacht club and community sailing programs to work together to conduct a major grass roots program by drawing children from all over a given community. The assistance of one or more class associations would augment the program.

US SAILING would provide promotional assistance on a national scale through existing avenues, merchandise (Junior Olympic, if possible) at reduced rates to help the LSO pay for the event, and awards. In exchange it would receive youth membership from competitors, significant visibility for sponsors, and substantial increases in database information.

8. Infrastructure Initiative.

a. Some of the existing support structure would be modified. In particular:

Conducting a clinic at the Youth Championship has proven troublesome. The Youth Championship clinic would be converted to a post-Youths "Super Clinic" similar to the format for the OYC's "Post Trials Training Camp." It would be used to give the winners the best chance to win at the Youth Worlds, and to give the remaining top 4 in each discipline (32 athletes) the training to be immediately re-cycled, should they desire, into

the Junior Olympics ladder for the rest of the season, to return to the Youths the following year if eligible.

The Rolex Team Weekend would be retained as a Junior Olympics "Super Clinic" following the summer season, but would augment top college coaches by the addition of elite coaches, USOC experts, and Youth Worlds competitors.

Regional clinics would be retained, wherever possible.

b. New elements would be added. In particular:

A "Coaching College" proposed by the OYC would be added to teach college, junior college, and high school coaches how to better train and evaluate athletes. The lessons learned would improve the quality of coaching at the lower levels of the structure.

A College All American clinic would be added to introduce top sailors to Olympic class boats and elite training and coaching.

Databases from US SAILING, the separate Junior database, ICYRA and ISSA would be coordinated to provide a communications resource for direct contact with: high school, junior college and college program directors and coaches; Community Sailing and Junior Program Directors; and sailors at all levels.

Each level of the program would retain its own newsletters, but the information to be provided concerning the Olympic Path Program would be coordinated with ISSA, ICYRA, and others.

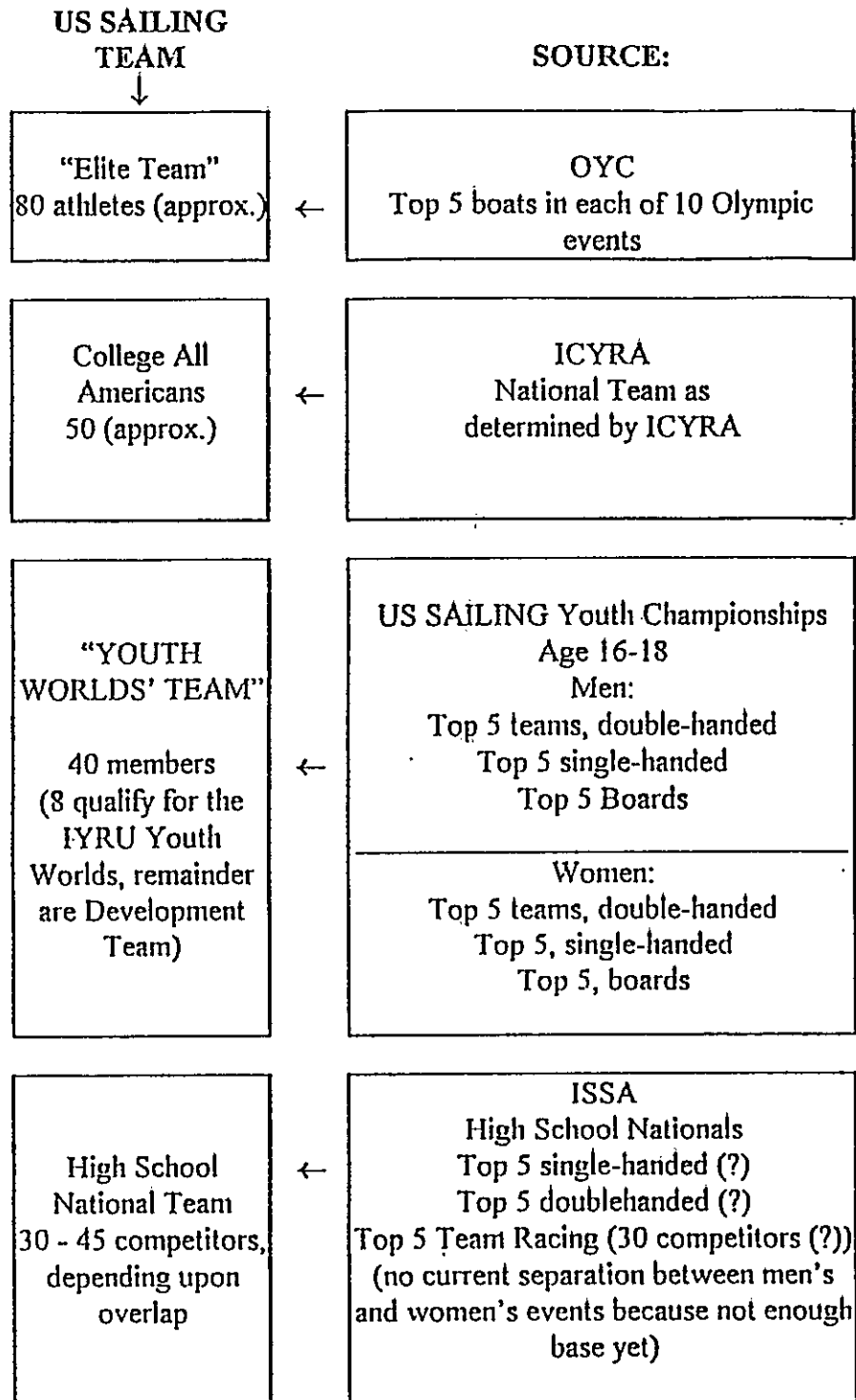
US SAILING and other elements of the program who have their own "on line" services would coordinate to assure full dissemination of information about the sailors and activities at the various levels of the program.

9. Funding. There are various contemplated sources. Since existing events and programs are used for the most part, the need for additional funding is minimized. However, sponsorship of the TEAM, and possible expanded sponsorship of related events, are the key element of the expanded plan. Other sources for partial funding are: OYC, Inshore/Championships, Training budgets; entry and registration fees, merchandise, membership, and USOC grants.

Much remains to be done to flesh out the funding of the program. The first step is to determine whether the structure, and the related infrastructure of events and programs, will support substantial additional net sponsorship revenue.

The outline of the vertical structure is as follows. Details for the coaching college, clinic structure, or operational support are contained in the longer version of the plan.

Names of TEAM levels are working titles:



continued . . .



Junior Olympic  
Team  
(50 members)



US SAILING  
Junior Olympics  
Age 13-18  
Men:  
Top 5 triple (Sears)  
Top 5 double (Bemis)  
Top 5 single (Smythe)  
Top 5 Boards

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Women:  
Top 5 double  
Top 5 single  
Top 5 boards

YOUTH TEAM  
USA  
(340 competitors)



Community Sailing /Yacht Club  
Age Group Events  
(Each Sailing Association (34))  
Top 2, age 8  
Top 2, age 9  
Top 2, age 10  
Top 2, age 11  
Top 2, age 12

**PROPOSAL BY LEGAL COMMITTEE**

**TO INCORPORATE THE I. Y. R. RULES INTO THE  
FEDERAL COLLISION REGULATIONS**

For several years, your Legal Committee has been concerned with the applications of various laws to the US Sailing members and events. We have filed briefs as a "friend of the court" where desirable, but with mixed results, and without a court adopting our rules for application; the recent Endeavour decision did help by applying our I.Y.R. Rules by way of "contract" among the contestants, but the rest of the holding did not apply since the event happened outside the United States and the U. S. Prescriptions did not apply. Other courts have decided our way, but revert to the "COLREGS"; some cases have had decisions when our racing rules aren't even in evidence; some insurance carriers have decided to pay damages based on the decision of the protest committees; some have applied the now popular defense in sports of "assumption of risk".

Your Legal Committee decided last October that to bring an even hand to all litigation arising from sail racing under the I.Y.R. Rules in the United States, an amendment to the Federal COLREGS incorporating our racing rules would be desirable and effective since they would become law and applicable in all courts of the United States and its territories.

This proposal will be weighed at our meeting on Saturday, and it is expected we will request the following resolutions be adopted by your Board of Directors on Sunday March 24, 1996:

RESOLVED: That the United States Sailing Association does desire and request that the United States Federal Collision Regulations be amended to incorporate the International Yacht Racing Rules and the United States Prescriptions for application to all sailboats racing pursuant to those rules, but without application to vessels which are not racing.

RESOLVED: That our officers and the Legal and Rules Committees of US Sailing are authorized to present and offer the foregoing proposal for amendment in all rule-making processes of the United States, and to support such proposal to the extent authorized by our officers.

After we worked on this project for three months, the U.S. Coast Guard indicated last week that if US Sailing desires, it may present this proposal to the Federal Navigation Committee in April 1996 in San Francisco, and if acceptable, the U.S Coast Guard will undertake its (expensive) rulemaking process through the notice and hearings (and hearings) steps for the amendment.

Your inquiries and support are awaited.

March 22, 1996

Clay Mock, Chair  
Legal Committee

**Current:**

By Laws are changed by delegates to the Annual General Meeting.

Officers are elected by delegates to the Annual General Meeting.

The Board is 48 members, some elected by constituent groups, and some nominated by the nominating committee and elected by the delegates to the AGM.

The nominating committee is comprised of a Chairman who is a past president, and one representative from each Council.

The Board decides policy.

The Executive Committee manages the staff and takes care of business in the absence of the Board.

**Proposed:**

By Laws are controlled by the Board.

Officers are elected by individual members.

The Board is about 20 members, some elected by constituent groups, some elected by the general membership.

The nominating committee consists of the past President, representatives from Council of Sailing Associations, Inshore, Offshore, Training, and At-Large members.

The Board decides policy.

The Executive Committee manages the staff and takes care of business in the absence of the Board.

## UNITED STATES SAILING ASSOCIATION

Minutes of the Council of Sailing Associations  
US SAILING 1995 Annual Meeting -- Orlando, FL

1000 - 1230 10/19/95  
1300 - 1500 10/20/95

Chairman Wes Durant called the meeting to order at 1003, October 19, 1995.

1. Roll Call: Chairman Durant, Vice Chairman Clark, Past Chairman Muldoon, Secretary Roberts, Championship Committee Chairman Don Brown and all Area Directors were present. Representatives of the member YRAs/SAs, with the following exceptions, were present, in person or by proxy: Central New York YRA (Henry Killion), Eastern Long Island YA (Fred Stelle), Great South Bay YRA (Aileen Eppig), Hudson River YRA (John Nonenmacher), Texas YA (Christine Eastus), and Small Boat Racing Association of Northern California (Peter Saitta). North Central SA (Robert Hoover) had earlier notified that it has disbanded. There was a quorum.

2. The Minutes of the March, 1995 meeting were approved.

3. Wording in [brackets] is post-meeting input which is included with these Minutes to provide additional information to members of the Council of Sailing Associations.

4. Kay Leland reported on meeting Site Selection at several points during the meetings. The following is a summary of where we are now in scheduling the US SAILING's future meetings. Meeting dates and city locations shown have been agreed to by the Board, at some point during the Spring Meeting, or in earlier action. Hotel selection shown is as chosen and negotiated by the Working Group and the Staff. Information shown in *Italics* is tentative and subject to approval or confirmation.

1996	Spring	Mar	20-24	F	Fort Worth, TX	Worthington
# 1996	Annual	Oct	16-20	J	Newport Beach, CA	Hyatt Newport
# 1997	Spring	Mar	19-23	F	Houston, TX	Southshore Harbor
# 1997	Annual	Oct	15-19	A	Newport, RI	Doubletree, Goat I.
1998	Spring	Mar	18-22	K	Chicago, IL	Palmer House
1998	Annual	Oct	21-25	HE	Seattle, WA	
1999	Spring	Mar	17-21	F	<i>Fort Worth, TX</i>	
1999	Annual	Oct	27-31	C	Baltimore, MD	
2000	Spring	Mar	15-19	K	<i>Chicago, IL</i>	
2000	Annual	Oct	18-22	D	New Orleans, LA	
2001	Spring	Mar	14-18			
2001	Annual	Oct	17-21			
2002	Spring	<i>Mar</i>	<i>20-24</i>			
2002	Annual	<i>Oct</i>	<i>16-20</i>			

# October 1996 to October 1997 is our Centennial Year, a Newport-to-Newport event.

The CSA Executive Committee serves as the Site Selection Committee and Kay Leland is Chairman of a Working Group, reporting to the that Committee, which receives and evaluates presentations from Areas, YRAs and clubs desiring to host a future Spring or Annual General Meeting. Proposals are invited for the years 2001 and beyond. The Centennial Year arrangements are being coordinated by a special committee chaired by Vice President Tom Allen.



ORGANIZED 1921

SOUTHERN CALIFORNIA YACHTING ASSOCIATION

**MEMORANDUM**

TO : US SAILING JUDGES AND YACHT CLUBS  
FROM: US SAILING JUDGES AND RACE COMMITTEES  
SUBJ : PROTEST MEDIATION

Protest hearings lasting long into the night can put a real damper on an otherwise fine regatta.

Protest Mediation can reduce the protest time dramatically. It has been tested by many clubs world wide with great success. By combining an alternative penalty (Appendix B1) with mediation some clubs have reported cutting the number of protests hearings by as much as 75%.

It is not a 100% panacea. Mediation can be used only for protests involving the Right-Of-Way Rules, Part IV of the Rule Book. Protests involving other sailing rules, requests for redress, class rules, etc., still must go to a protest hearing.

We have developed the enclosed protest mediation procedures for distribution so that all may enjoy the benefits of protest hearing reduction. They are based on the following premise: Rather than throw a skipper out of a regatta, which a DSQ can sometimes do, offer him alternatives that penalize but keep the skipper around for the last race.

To be successful the penalty for accepting mediation should be more than an on-the-water penalty (typically 20%) and less than a DSQ. We suggest using a 40% penalty for mediation, but the penalty points should never exceed the points for a DSQ.

Expediting the protest process is the prime reason for using mediation. Therefore, the mediation hearing must be kept short. Don't let the mediation hearing become a protest hearing.

If you have any questions contact the US SAILING Judges Committee or Race Management Committee through the US SAILING office in Portsmouth.

**TRY IT! YOU'LL LIKE IT!! SO WILL THE SKIPPER'S AND JUDGES!!!**

## RULES FOR PROTEST MEDIATION

*The purpose of mediation is to decrease the number of protests involving an infringement of a Rule of Part IV that must be heard by a Protest Committee. The mediation hearing accomplishes this by:*

1. *Giving a yacht that is protested, and may have committed an infringement, a chance to accept the decision of the mediator and thus take a penalty less severe than a DSQ at a protest hearing.*
2. *Eliminating from the protest room those protests that may contain no infringement.*
3. *The mediation hearing, not being a full protest hearing, should not last longer than 15 minutes.*
4. *These rules for protest mediation modify IYRR 68.8.*

A mediator will hear all protests involving infringement of a Rule of Part IV---Right-of-Way-Rules (rules 30 through 46) of the IYRR. Protests alleging infringement of any other rule, including one in combination with a Part IV rule, shall not go to mediation.

The mediator will be appointed by the organizing authority.

At the mediation hearing only the mediator, the protestor and the protestee are permitted to attend. No witnesses shall be allowed.

The mediator may terminate the hearing at any time and lodge the protest with the protest committee for a protest hearing.

The mediator will render a decision, as follows:

- a. Determine that there was no infringement. If the protestor agrees, no penalty is imposed.
- b. Decide that there was an infringement. If so, the yacht at fault may accept the mediation penalty prescribed in the sailing instructions.
- c. If, from the testimony given, the mediator is unable to determine the facts in the case, the protest is lodged with the protest committee.

When the mediator's decision is not accepted, the protest is lodged with the protest committee for a hearing.

The decision of the mediator, when accepted, shall not be grounds for redress nor can the decision be appealed.

The testimony given at the mediation hearing shall remain confidential and shall not be discussed with the protest committee.

The mediator shall not serve as a member of the jury impaneled to hear the same protest, nor shall he be called as a witness or sit in as an observer.

Following are sample instructions that should be included in the regatta sailing instructions immediately following or in the protest instruction.

**XX Mediation**

- xx.1 For protests involving an infringement of a Rule of Part IV, a mediation hearing will be held prior to a protest hearing.
- xx.2 After the protest forms are lodged pursuant to the sailing instructions, one designated representative from each yacht will testify before a mediator. No witnesses shall be allowed. Unresolved mediation will be referred to the protest committee.
- xx.3 An infringing yacht that accepts fault at the mediation hearing shall receive a \*\* % penalty, but the penalty points shall not exceed the points for a DSQ.

\*\* A 40% penalty is recommended. Application of the penalty should be as prescribed in appendix B1.2.1, but the penalty points shall never be greater than the points for a DSQ.

## GUIDELINES FOR THE MEDIATOR

Protests involving infringement of a Rule of Part IV (rules 30 through 46) of the IYRR will be first heard by you, the mediator. Protests involving any other rule, such as requests for redress, sailing instructions, class rule non-conformance, etc., go directly to the protest committee.

The purpose of mediation is to decrease the number of protests involving an infringement of a Rule of Part IV that must be heard by a Protest Committee. The mediation hearing accomplishes this by:

- A. Giving a yacht that is protested, and may have committed a foul, a chance to accept the conclusion of the mediator and take a penalty less severe than a DSQ at a protest hearing.
- B. Eliminating from the protest room those protests that may contain no infringement.

Mediation hearings will be conducted according to the following guidelines:

1. Begin the mediation hearing after the protest has been lodged and before it is referred to the protest committee. A mediation hearing is not a full protest hearing. If it goes longer than 10 or 15 minutes, terminate the hearing and refer it to the protest committee. Speeding up the protest process is one of the objectives of protest mediation.
2. Your hearing room should be a secluded area, with a table and three chairs. You must have a current rule book, perhaps some boat models and, if you desire, a US SAILING Appeals/IYRU Cases manual. But remember, it's for your use only and should not be consulted during the mediation hearing.
3. Does the protest involve a racing rule numbered between 30 and 46? If it doesn't, or if it also involves rules in other parts of the rule book, the sailing instructions or class rules, etc., return the protest to the jury secretary. The protest is not subject to mediation.
4. Introduce yourself to the skippers. Explain to them what is going to happen, the procedure that will be followed, that no witnesses will be allowed and what their alternatives will be at the conclusion of the hearing. If they disagree with your findings they are entitled to a full protest committee hearing. Set your watch!
5. Initially follow customary protest room procedure. Determine the validity of the protest (if there is a problem with its validity refer the protest to protest committee). Let the protestor present his case. Then let the protestee give his account of the incident. Ask questions as you see fit. You also may let the parties question each other, but strictly under your control.
6. Following the presentations, determine the facts and make your decision as to whether or not there was an infringement. If you think you have to consult the Appeals book, excuse both parties from the room and then do your research. Do not do it in front of them.



7. Make only one of the following decisions:
  - a. Determine that there was no infringement. If the protesting yacht agrees, then the protest shall be withdrawn.
  - b. Decide that there was an infringement. If the protested yacht accepts your decision then the offending yacht is awarded the penalty prescribed in the sailing instructions.
  - c. Direct that the protest be lodged with the protest committee.
8. The mediator shall decline any comments on the protest unless the mediator's decision is accepted. After the decision is accepted, the mediator may then refer the parties to a specific appeal(s), rule(s) or other pertinent information.
9. The testimony given during mediation shall remain confidential and shall not be discussed with the protest committee.
10. The mediator shall not participate as a member of the jury, be called as a witness, nor be present in the jury room if the protest goes to a protest hearing.

### **MEDIATORS DO's AND DON'Ts**

#### **DO**

KEEP IT SHORT! 10-15 MINUTES, OR LESS!  
INTRODUCE YOURSELF, AND THE PARTIES TO THE PROTEST.  
EXPLAIN THE HEARING, PROCEDURE  
LISTEN A LOT; TALK LITTLE  
KEEP IT SHORT!

### **If your DECISION is NOT ACCEPTED**

#### **DON'T**

EXPLAIN YOUR CONCLUSION  
DISCUSS DECISION WITH THE CONTESTANTS  
DISCUSS DECISION WITH THE JUDGES