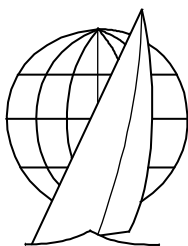


# OFFSHORE RACING CONGRESS

*World Leader in Rating Technology*

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Minutes of the **Promotion & Development Committee** of the Racing Congress held on 4<sup>th</sup> of november 2007 in Estoril, Portugal.

**Present** Emilio Feliu Serra ( Chairman)  
Edoardo Recchi  
Giovanni Iannucci  
Jose Frers  
Paolo Massarini  
Zoran Grubisa  
Sten Edholm (P&D Manager)

**Absent** Miguel Rosa

**Guests** Boris Hepp  
Bengt-Olof Holmberg  
Fabrizio Pirina  
Eva Holmsten  
Hans Broman  
Gorwin Jansen  
Bruno Frank  
Hans Zuiderbaan  
Ecky van der Mosel  
Ab Pasma

After welcoming Committee Members and guests, the Chairman call to order, starting with the scheduled agenda

1. Minutes of the 2006 meeting held in Helsinki were approved by the Committee
2. The report of the year activity starts with a presentation by P&D Manager Sten Edholm:

Tasks of the Promotion & Development Committee have been focused to show that ORC is alive, healthy and investing money and energy in the future, working with state of the art technology, display transparency and scientific approach to scoring systems, producing better material easier to understand. Furthermore to report about races, new classes, new countries to

be supported with Congress collaboration and support the introduction of the ORC new rules and operating procedures.

To achieve these targets, the Committee has been working during 2007 on the following actions:

- a) Website visits statistics: Since 2005 with an average of 6.000 visits/month, has now increased to 18.600 visits/month from roughly 7.600 different computers, targeting 200.000 visits for 2007. The news production have increased since the 2005 average of 100 news pieces to 250 news pieces in 2007. The intention is to produce more technical material on the website, as well as more race analysis and FQA.
- b) GP Classes are in different stages of development of their own promotion and communication systems: GP 42 has already developed an active website, The GP 26 has shown significant activity especially in the Southern Hemisphere. Project Manager Martin Billoch has been fully supported by the P&D Committee in the person of Jose Frers. The emerging GP 33 Class is personally supported by ORC Congress Member Thomas Nilsson.
- c) The production of educational material (Guide to Race Committees and Owners, IMS Formulations, Power Point presentations of IMS, ORC Club and GP Classes) has been reviewed, but will need further updating when the 2008 New Rule will be formalised. Editing, releasing and production of ORC publications has been successfully performed by Zoran Grubisa, also in charge of proper distribution of the publications on all official ORC events as required by the Rules.
- d) Publication of news pieces and columns in magazines (Six pieces in Seahorse, Six pieces in Scuttlebutt) and local information during major events has been made. The ORC distribution and mailing list has been updated to 2.000 addresses. Specific email lists for Congress members, rating officers etc have been produced.
- e) Seminars, measurers training and working groups with National Rating Authorities and event organizers have been held in Latvia, Estonia, Russia and Ukraine. This has resulted in substantial common knowledge and use of ORC products in these countries. Race Management support has also been provided to Poland by the German offshore community.

There is work in progress in order to establish Rating Offices in Ukraine and Slovenia.

Priorities for 2008:

- a) Good campaign for the new ORC Rule and Operating System
- b) Continued efforts in South America, Adriatic, Baltic and Black Sea to create ORC Race Circuits
- c) Increased number of visitors of the Website by offering more race analysis and technical material
- d) Investigate possibilities of sponsorship and fund-raising (Website and publications)

3. No submissions have been allocated to the Committee.

The Committee was happy to see that ORC staff finally produced a new rule as well as new certificates for ORC Club, which will support promotion and the brand name of ORC.

4. The Committee will continue to be coordinated through Sten Edholm, the Management Committee, ORC Class representatives and ORC Staff to allow promotion to continue during the whole year. Sten will be in charge also to set a new work/link/network made by a promotion person for each ORC country.
5. The Committee underlines and appreciates the exceptional work done by the professional group, and recommends the necessary allocation of funds in order to consolidate the actual and future achievements.
6. At 13:30 hrs. the meeting finishes, after the Chairman gratefully thanked all the support and contributions received during 2007.

Emilio Feliu-Serra  
P & D Chairman