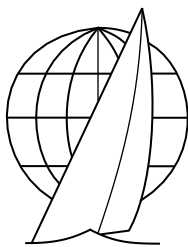


# OFFSHORE RACING CONGRESS

*World Leader in Rating Technology*

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Minutes of the **Promotion & Development Committee** of the Racing Congress held on 8<sup>th</sup> of november 2008 in Madrid, Spain.

## **Present**

Sten Edholm ( Chairman)  
Emilio Feliu Serra  
Edoardo Recchi  
Giovanni Iannucci  
Jose Frers  
Paolo Massarini  
Zoran Grubisa  
Thomas Nilsson  
Martin Billoch

## **Guests**

Ab Pasman	Vadim Mekhanikov
Hans Zuiderbaan	Jon Amtrup
Eva Holmsten	Hans Drakenberg
Hans Broman	Helmuth Gelmini
Michael Wood	Joakim Majander
Bruno Frank	Chris Teodosis
Jean-Louis Conti	Enrique Molinelli
Fabrizio Pirina	Nuno Gonzales Henriques
Carlos Lopez Fernandez	

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

1. Minutes of the 2007 meeting held in Estoril were approved by the Committee
2. The report of the year activity started with the Chairman summarizing that the tasks of the Promotion & Development Committee These are to be 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 in 2008 especially to support the introduction of ORC International and the new version of ORC Club.

- a) The Chairman introduced Dobbs Davis, well known journalist and sailing analyst who is responsible for Seahorse US. He has been asked by the Management Committee to support ORC with seminars, presentations etc as well as to produce articles and columns for Seahorse and others magazines. In total 11 press releases and some 32 regatta reports were produced, generally published on Scuttlebutt Europe that reaches a wide subscriber base worldwide. There have furthermore been 7 columns for the Seahorse magazine, which also is distributed worldwide. Dobbs has also built up a series of Frequent Questions & Answers about ORC International and reviewed the English in various ORC Publications.
- b) The website statistics were presented by webmaster Zoran Grubisa. Since 2005 with an average of 6.000 visits/month, has now increased to 18.600 visits/month in 2007 to average 20.000/month in 2008. Highest number of visitors from Italy, Croatia, Netherlands, Brazil, Sweden. Quite a few number of hits from Australia, Canada, Denmark and France. Altogether there were well over 200.000 visits in 2007. The routine to be able to pay licenses etc with credit cards has been established. Plans for the website include a better news archive and a photo enlargement option, at the best also with access to High Resolution pictures. It is also planned to produce a monthly summary or important news from ORC. A registration facility for this has been organised on the website, around 200 individuals have so far registered. The former database of addresses is regarded to have so many obsolete addresses, that it no longer should be used. There will be a contact routine established for direct emails etc to the webmaster and other ORC staff members.

Almost all news today are race reports. There is an ambition to produce country reports, more race analysis as well as some technical articles. A question was raised about thoughts for a debate forum on the website, the general opinion is that most contributions usually have low quality and that a lot of work is needed to keep a good editorial standard.

There is still a problem that many major events do not produce news releases in English.

- c) The promotional and development activities for the three Grand Prix Classes were presented and discussed:
  - The GP42 Class has a well working Class Association, the website works fine and there are a few modest sponsors. No additional support is needed by Class Manager Paolo Massarini (IT).
  - The GP 33 Class is supported by Class manager Thomas Nilsson (NOR). He keeps contacts with the emerging projects in Japan and Poland, and will support to organize Owners Association as well as website when a somewhat bigger number of projects have been established.
  - The GP 26 Class has organized a class association in South America, based in Argentina. There is an English website, using the GP42 layout. Class manager Martin Billoch (ARG) keeps contact with the various projects in Ukraine and the US, he facilitates discussions and has a promotion plan that includes approach to typical sport boat countries.

- d) 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. Hardcopies are not distributed any longer, which saves considerably money and work. There was not an ORC 2008 “Red Book” produced. Instead, the Management Committee has decided to produce an ORC Yearbook. Zoran and Dobbs have been tasked to produce a plan for this, hopefully such a book can be published already for 2009. It will include basic facts about ORC, presentation of the ORC Rules, explanations of certificates, scoring options, event calendar, Committee members etc. It will be in a glossy format and with advertisements. The new ORC products like Performance packages, Stability Certificates etc will also be highlighted. It was recommended to combine the advertisements selling with offering sponsor exposure on the website.
- e) The production of manuals and educational material (Guide to Race Committees and Owners, as well as Power Point presentations of ORC International, ORC Club and GP Classes) will be reviewed. It was emphasized by the meeting that there must be “Easy to Understand” material available.

The “VPP Formulations” are to be written by Andy Claughton, as agreed with the Management Committee.

- f) The “Active Country Marketing” was reviewed. Seminars, measurers training and working groups with National Rating Authorities and event organizers have been held in South Korea, Russia, Portugal, Brazil, Australia, US (San Francisco) 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, Russia, Canada, Romania and Slovenia. Measurement assistance will be provided in Australia before Sidney-Hobart Race and a Measurement Conference for Rating Officers will be arranged early 2009.

- g) The project to establish routines for promotional certificates for standard designs has been postponed due to workload, but efforts will be made.
- h) Promotion & Development Priorities for 2009 were discussed and confirmed to be:
- To make a continued dedicated campaign for ORC International, Club and the new ORC Operating System
  - Continue efforts in South America, the Baltic and Black Seas as well Australia and Northeast Asia to create ORC administered race circuits and championships
  - Actively support media at major ORC Championships
  - Further increase the number of visitors to the website by offering more race analysis and technical material
  - Produce an ORC Yearbook and investigate possibilities to get sponsors for the website
  - Create a network of P&D representatives in each member country to be able to support with distribution of information and material.

- i) It was raised that the Committee would be happy to make recommendations regarding the priorities in the ORC budget for P&D.
- 3. No submissions have been allocated to the Committee.
- 4. Following the discussions around the presentations as above, there were no additional comments from the Committee members or guests.
- 5. There were no resignations from the Committee, two proposals for new members has been forwarded to the Chairman
- 6. At 12:15 hrs. the meeting was finished, after the Chairman gratefully thanked all the support and contributions received during 2008.

After the meeting was officially closed, Dobbs Davis showed his presentation about ORC and its, working procedures and various rules. This was well received and Dobbs received valuable comments before the meeting discussion ended at 14.00 hours

Sten Edholm  
P & D Chairman