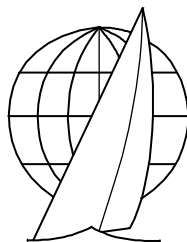


# OFFSHORE RACING CONGRESS

*World Leader in Rating Technology*

## *Secretariat:*

c/o Vivian Rodriguez  
Casella Postale 21  
07026 Porto Rotondo (OT), Italy  
Tel. & Fax: +39 0789 398034  
secretariat@orc.org



www.orc.org

## *UK Office:*

Marlborough House  
Victoria Road South, Chelmsford  
Essex CM1 1LN, U.K.  
Tel: +44 1245 495 111  
Fax: +44 1245 494 771

Minutes of a meeting of the **Promotion & Development Committee** of the Offshore Racing Congress held on 6<sup>th</sup> November 2009 in Busan, South Korea.

Present: Sten Edholm (Chairman)

Dobbs Davis

Zoran Grubisa

Guests: Fabrizio Pirina

Vadim Mekhanikov

Evgeny Khromchenko

Chris Theodosis

Nuno Gonzales Henriques

1. After welcoming Committee Members and guests, the Chairman called to order, starting with the scheduled agenda;
2. Minutes of the 2008 meeting held in Madrid were approved by the Committee
3. 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 2008-2010 especially to support the introduction of ORC International, the new version of ORC Club and the new ORC Operating System.
  - a) Zoran Grubisa reported about the 2009 achievements for the website;
    - Altogether 203.000 visitors until 1st Nov compared to 240.000 in the full year of 2008. The record during one day was 2075 visits by 1460 different users during ORCi Worlds.
    - New features;
      - É RMS files are available and updated automatically after each Rating office issue new certificate
      - É Speed Guide and Stability & Hydrostatics Datasheet are available online with PayPal system. Currently in testing mode. Final announcement will go in next few days
      - É A Windows based version of ALTURA

The layout and services of the website were discussed and were generally found to be good. It was decided to arrange an Owners Corner, format and routines to be determined later. It was furthermore decided to arrange a page for ORC Educational material.

Additional actions to be done are creating of an ORC Archive as well as to retrieve the information from the ðRed Bookö about former major regattas, champions, boat names and design etc.

b) Zoran Grubisa reported about the status of standard distribution lists;

364 subscribers to the ORC mailing list, where you can sign up at the website.

Following mailing lists are regularly updated and maintained:

- ó [congress@or.org](mailto:congress@or.org) ó Congress members
- ó [dvp@orc.org](mailto:dvp@orc.org) ó DVP subscribers
- ó [mailing@orc.org](mailto:mailing@orc.org) ó All Congress & Committee members
- ó [nombodies@orc.org](mailto:nombodies@orc.org) ó ORC Nominating bodies
- ó [press@orc.org](mailto:press@orc.org) ó ORC media list
- ó [ratoff@orc.org](mailto:ratoff@orc.org) ó Rating offices
- ó [subs@orc.org](mailto:subs@orc.org) ó Mailing list subscribers

It was requested to add a distribution list for all ORC Measures to be able to distribute information to these as well as increase the knowledge about the measurers in each country.

The bimonthly newsletters have obviously not reached some committee members, the routines with Seahorse will be reviewed by Zoran Grubisa.

c) Dobbs Davis reported about the media activities;

- É An ORC Media e-mail account was set up, from which 21 press releases were sent out over the past year to over 80 global media contacts with announcements related to ORC rules and regattas
- É 6 ORC columns published in Seahorse
- É An ORC PowerPoint presentation was developed last year, was also used in a presentation to a group in Madeira;
- É An ORC newsletter to accompany the online edition of Seahorse was composed and made available monthly to all ORC certificate holders;
- É The 2010 ORC Yearbook is to be published by Seahorse and distributed by ORC; target is 1<sup>st</sup> February 2010.
- É Over 100 news reports about regattas, conferences, launches, and ORC news were composed and/or edited and published on the ORC website this past year;
- É The GP42 Class in the MedCup this year got widespread print, media, and TV exposure (statistics from the MedCup media team are still forthcoming)

The challenge to receive news in English from some championships remains, the plan for this should be checked well ahead by the appointed ORC representative for the event. A draft for a Media plan will be produced by Dobbs Davis to be included in the 2010 Green Book.

d) Zoran Grubisa reported about the status of ORC publications;

The plan is to have all publications ready and updated with all changes approved by the Congress during the AGM by the end of 2009:

- É IMS Rule
- É ORC Rating Systems
- É Green Book
- É GP Class Rules
- É ORC VPP Documentation (Formerly ðVPP Formulationsö)
- É Speed Guide Explanation

## É Stability & Hydrostatics Datasheet explanation

A revised Race Manual Guide should be developed during 2010, also to include the use of ORC Club. Important to properly coordinate content with the 2010 ORC Yearbook.

It was requested to have a brief description of the ORC measurement methods available, with pictures from hull and stability measurement. This would improve the understanding about IMS measurement among sailors and race officials and help to demystify the ORC measurement process.

The question was raised about the need to have some of the ORC publications in hardcopy, possibly also to make some money from selling these. The committee agreed that the present software access is adequate and the need for hardcopies is very limited.

### e) The following seminars were arranged during 2009;

#### É Seminars

- ó Romania
- ó Portugal (Madeira)
- ó South America and US will be a next priority

#### É Measurers Conference

- ó Athens March 2009
- ó Next one probably 2011

### f) In order to ensure a stronger regional support, it was decided to more officially appoint regional coordinators. These are foreseen to;

- É To call for at least one annual regional meeting
- É To coordinate events dates etc
- É To support and promote new areas and fleets
- É Encourage exchange of race officials
- É To organize regional ORC seminars and Support Teams
- É To provide ORC with news and reports from regional activities
- É Liaise with regional entities like EUROSAF
- É Support with translations of news, articles and educational material as appropriate

The following regional responsibilities were proposed;

- ó South America; Pepe Freres and Martin Billoch
- ó Baltic and North Sea: Thomas Nilsson
- ó Black Sea: Vadim Mekhanikov
- ó Australia: TBD later by ManCom
- ó Northeast Asia: TBD later by ManCom
- ó North America: Dobbs Davis

### g) The P&D activities around the GP classes were discussed. Summary of status;

- É GP 42 Well highlighted in media! Active support by ORC Staff (Dobbs D). Website under new administration and new design
- É GP 33 Design review published in Seahorse and on ORC website. Efforts will increase when a reasonable footprint has been established in a region.
- É GP 26 South American website closed down?? No update from Martin Billoch received. A North American Class Association has been created, wants to have a more active role in promotion of GP 26.

4. The future of the P&D Committee was discussed. It was confirmed that there is a need for such a committee, especially as the ORC Management Committee has made Promotion & Development a high priority over the next years. Additional development in P&D Committee will be:

- É To develop the network of regional representatives
- É To improve communications with ORC members

5. Any other business

It was decided that there is a need for some ORC merchandise and giveaways.

6. Promotion & Development Priorities for 2010 were discussed and confirmed to be:

- É To continue a dedicated campaign to promote ORC rating systems and the new ORC web services
- É Continue efforts in North and South America, the Baltic and Black Seas as well as Australia to create ORC administered race circuits and championships, and continue to investigate new countries and new fleets
- É Continually update ORC official documents
- É Actively support media at all major ORC Championships
- É Endeavor to get as much news as possible on ORC events worldwide and publish this on the website
- É Increase the number of visitors to the website by offering more race analysis and technical material (??)
- É Assemble and finalize the first ORC Yearbook
- É Investigate possibilities to get sponsors for all ORC publications and the ORC website
- É Create a network of P & D representative(s) in each region
- É Increase the contacts with MNA's
- É Review mechanics and distribution of Seahorse deal
- É Be more inclusive of ORC members in communications
- É Create new Educational Materials section on website
- É To assemble a centralized contact database for all ORC certificate holders

7. No submissions have been allocated to the Committee.

8. Following the discussions around the presentations as above, there were no additional comments from the Committee members or guests.

9. At 12:30 hrs. the meeting was finished, after the Chairman gratefully thanked all the support and contributions received during 2009.

In the afternoon, a summary of the meeting was presented for ORC Chairman Bruno Finzi and the ORC Management Committee

Sten Edholm  
Chairman Promotion & Development Committee