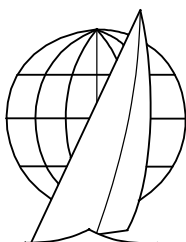


# OFFSHORE RACING CONGRESS

*World Leader in Rating Technology*

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Minutes of a meeting of the **Promotion and Development Committee** of the Offshore Racing Congress held on 5 November 2010 at Athens, Greece.

## **Present:**

Dobbs Davis (USA - Chairman)  
Sten Edholm (SWE - Vice chairman)  
Emilio Feliu Sera (ESP)  
Jose Frers (ARG)  
Don Genitempo (USA)  
Zoran Grubiša (CRO)  
Giovanni Ianucci (ITA)  
Paolo Massarini (ITA)  
Edoardo Rechi (ITA)  
Christos Theodosis (GRE)

## **Observers:**

Joakim Mayander (FIN)  
Fabrizio Pirina (ITA)  
Vadim Mekhanikov (RUS)  
Eva Holmsten (SWE)  
Akis Tsalikis (GRE)  
Hans Zuiderbaan (NED)  
Enrique Molinelli (ESP)  
Emanuela di Mundo (ITA)

**Regrets:** Thomas Nilsson (NOR)

## **1 Minutes of Previous Meeting**

Minutes of previous meeting were approved as circulated by the Chairman.

## **2 General Considerations**

The reported increase in certificates in new areas such as Australia, the eastern Baltic, and Russia, as well as numerous inquiries in non-ORC regions such as the USA, Hong Kong, New Zealand, South Africa, and elsewhere, indicates the recent efforts made in promotion and development have been successful at reaching these new potential markets. This has been done through website stories, ORC columns in Seahorse, editorial contributions in numerous national and international publications, press releases, a monthly newsletter included in the Seahorse online edition.

A caveat was also made that activities and promotions made in 2011 and beyond may have to be amended or modified in light of the proposed merger between RORC Rating Office and ORC.

## **3 Promotion products**

The year's activity was summarized with a brief review and examples presented of media and promotion products:

### **3.1 Website**

This is the primary communication resource tool for ORC activities and events. Its news content has been updated on average 3-4 times per week, with stories from major inshore and offshore events, design reviews, class news, as well as significant ORC activities of interest to the overall ORC community. Website tracking reveals improving interest in the ORC website and its utility as a delivery tool for news and promotions. New content is posted in this site on average of three times/week, and the average number of “unique visits” is approx. 700/day. This compares favorably with similar statistics among other popular European blogs and websites.

Suggestions have been made to enhance the appearance and content on the site, which include links, more analytic articles such as design reviews and ITC minutes, and a new additional links section.

New efforts will be made to reach out to all committee and other ORC members to provide quality information on race results and reports. This was moderately successful in 2010, but still fell short of expectations to have news from *all* major ORC events listed on the right side of the ORC homepage, not just the championship events.

### **3.2 Newsletter**

This has been created monthly and added to the online edition of Seahorse. However, it has been agreed to make this available and distributed more widely to the subscriber base.

### **3.3 Press releases and publications**

Releases to mainstream and sailing media have been made throughout the year in accordance with the promotion of ORC Championship events and other significant news, such as new product launches and availability of the annual ORC publications (IMS Rules, Green Book, GP Rules, etc). An English version of Giovanni Iannucci’s ORC Club Guide will be translated and made available on the website.

### **3.4 Yearbook**

A final draft of the 16-page ORC Yearbook was presented, with content agreed to be a combination of promotional and basic explanatory information of ORC rating systems, box rules, calendar of events, notices and photos taken from major ORC events of the year; contact information has been left out for inclusion on the website. It has been decided that the promotional value of the yearbook is great enough that a limited number of yearbooks should be printed in addition to being available online, with details of cost and distribution to be determined once the interest is known among interested parties.

## **4 Other initiatives:**

### **4.1 Seminars**

There were was one Measurement seminar held in 2010, held in Lithuania in February, where a new Rating Office was also established in this country. Another measurement seminar has been proposed for 2011, pending developments in the RORC/ORC merger project.

### **4.2 Presentations**

A presentation was made on ORC to the West Florida PHRF fleet in April, with moderate interest in its adoption for their next season. Getting adequate information on the measurements of this mostly cruiser/racer fleet is the current challenge.

### **4.3 Dual-scoring**

Given the current status of negotiations with RORC, it was decided to not do any dual-scoring efforts targeted against IRC, but that it should continue for analytic purposes. A common theme of “Science, Simplicity, and Transparency” will be used in promotional materials for newcomers to ORC rating systems, including an “Adaptive and Flexible” theme for race managers and scorers.

### **4.4 ORC History**

An initiative to archive information about the ORC’s long history and importance to offshore sailing, including an exhaustive list of past champions, will start as soon as possible in order to document this history in digital form and make it available for download off the ORC website.

### **4.5 Non-English languages**

Work must continue to improve the reach into non-English markets, as well as solidify the communications within current ORC cultures, so a select group of ORC publications and communications will be made available in 2011 in Italian and Spanish. These include newsletters, press releases, some select web stories, measurement and scoring guides, Yearbooks, etc. Official rules will remain in English. Emanuela di Mundo has been assisting in this regard, and will continue to assist.

### **4.6 Merchandise**

A discussion was made to explore the option of expanding the ORC brand through merchandise made available through a licensed third-party vendor.

### **4.7 Regatta support**

This can be an important tool in promoting use of ORC, particularly in regions where there is infrequent, yet important, activity and use of ORC rating systems. Nicola Sironi attended the Entel PCS Chiloe Regatta in Chile, for example, and there are other events where ORC presence would be important to give support for knowledge and use of the systems.

### **4.8 New markets**

Interest has come from Hong Kong and New Zealand on use of ORC in their local fleets, both for ORC Club and ORC Sportsboat classes. These are being pursued currently with some in-house scoring for the Hong Kong fleet by the Chairman with help from Nicola Sironi.