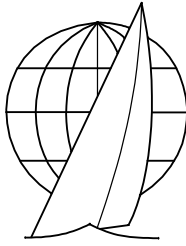


# OFFSHORE RACING CONGRESS

*World Leader in Rating Technology*

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## MINUTES - PROMOTION AND DEVELOPMENT COMMITTEE

Minutes of a meeting of the **Promotion and Development Committee** of the Offshore Racing Congress held on 5th November 2011 at San Juan, Puerto Rico.

**Present:** Dobbs Davis (USA – Chairman)  
Sten Edholm (SWE - Vice chairman)  
Jose Frers (ARG)  
Zoran Grubiša (CRO)  
Paolo Massarini (ITA)  
Edoardo Rechi (ITA)

**Observers:** Bruno Finzi (ITA)  
Panayotis Papapostolou (GRE)  
Ab Pasma (NED)  
Hans Zuiderbaan (NED)  
Enrique Molinelli (ESP)  
Luiz Kahl (USA)  
Wolfgang Schaeffer (GER)  
Robert Jacobsen (GER)

**Regrets:** Thomas Nilsson (NOR), Christos Theodosis (GRE), Emilio Feliu Serra (ESP), Giovanni Ianucci (ITA), Vadim Mekhanikov (RUS)

1. The meeting was called to order by the Chairman, welcoming committee members and guests and extending regrets from Thomas Nilsson, Christos Theodosis, Emilio Feliu Serra, Giovanni Ianucci, and Vadim Mekhanikov.
2. Minutes of the 2010 Meeting were approved by the Committee, with comments noted of the relatively light attendance, although Committee members not present were invited to attend virtually through Skype. The meeting then proceeded to address items described in the agenda, but on a structure left for open discussion on these topics.
3. Continued increases in certificates in new areas such as Australia, the eastern Baltic, and Russia, as well as continual inquiries in regions such as the USA, Hong Kong, New Zealand, South Africa, and elsewhere indicates the ongoing efforts made in promotion and development have been successful at reaching these areas. This has been done through use of the ORC website, ORC columns in Seahorse, editorial contributions in numerous national and international publications, press releases, and presentations made, such recently in Hong Kong and later this month in Australia.

4. The ORC website remains as the primary conduit for internal and external communications. Content continues to focus on 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 traffic remains robust, with >600 unique visits daily on average, with significant spikes during Championship events: the 2011 Worlds in Cres in June logged >200,000 visits by >9,000 computers. Some discussion was made on whether other non-ORC news could be added to help drive additional traffic to the site, but it was agreed this would be difficult to manage on a full-time and consistent basis without a possible partnership made with an existing online newsletter, such as Scuttlebutt Europe. Also, an appeal will be made to all managers of events on the ORC Calendar to provide information and photos from their events in order to be more inclusive of news stories on the site.
5. The new website structure was reviewed, with suggestions made for improved content and style. Besides easier navigation, the site will have several new features, such as new social media (Twitter and Facebook) links, archived historical items, such as past championship winners and a history of ORC, and a new sidebar section for technical articles related to ORC.
6. The primary four drop-down menus of the new site and the ORC documents contained in each will be translated into Italian, Spanish, French, German, and Russian, with other languages to be provided as needed. Compatibility of the new site with all mobile devices (eg, iPhone, Android, etc) will be verified.
7. Sailor Services has been identified as a vital tool to make direct contact and underscore the easy access of ORC systems with owners, project managers and others interested to explore rating changes and/or certificate information of the ORC fleet. Currently there are >54,000 records in the database for search access of IMS, ORC Club and ORCi certificate data. In its first year of introduction already there have been 217 test certificates run and 41 Speed Guides sold through this service.
8. A new Yearbook was reviewed and confirmed to be a good promotional tool in both hardcopy and digital form for newcomers to ORC, with the current content taken mostly from the website to be amended by Committee members to read more clearly for non-expert users (for eg, scoring sections). Other content to be added to the draft includes a Calendar of events, a list of ORC publications, and the list of Measurers will be deleted in favor of just national Rating Office contacts.
9. Sponsorship options were discussed, utilizing exposure given on the website and certificates as the primary items to sell. It was agreed a package of these items would be compiled and interest sought from an expert in this field to assess the viability of the various sponsorship options.
10. New ORC merchandise was revealed, to be vended by online catalog retailer Annapolis Performance Sailing, with suggestions made for some additional items to the current selection, as well as improvements to logo size, style and placement.