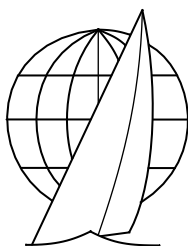


OFFSHORE RACING CONGRESS

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 3 November 2012 at Dublin, Ireland.

Present: Dobbs Davis (USA - Chairman)
Sten Edholm (SWE - Vice chairman)
Jose Frers (ARG)
Zoran Grubiša (CRO)
Paolo Massarini (ITA)
Thomas Nilsson (NOR)
Emilio Feliu Sera (ESP)
Giovanni Ianucci (ITA)

Observers: Bruno Finzi (ITA)
Ab Passman (NED)
Hans Zuiderbaan (NED)
Enrique Molinelli (ESP)
Wolfgang Schaeffer (GER)
Robert Jacobsen (GER)
Panayotis Papapostolou (GRE)
Gabor Csernussi (HUN)
Bruno Frank (SUI)
Ecky von der Mosel (GER)
Eva Holmsten (SWE)
Hans Druckenberg (SWE)
Fabrizio Pirina (ITA)

Regrets: Edoardo Rechi (ITA), Christos Theodosis (GRE), Vadim Mekhanikov (RUS)

1. The meeting was called to order by the Chairman, welcoming committee members and guests and extending regrets from committee members unable to attend.
2. Minutes of the 2011 Meeting were approved by the Committee.
3. A report was made of the year's activities, with comments solicited the Committee members and observers on the following topics related to existing ORC promotional products:

- **Website content:** emphasis in the News section is on ORC National and international events. The Chairman asked for help in reaching the goal for 2013 of having every ORC National Championship event publicized with at least one story and a photo for each. Otherwise, the news content was generally felt to be adequate. Other content of interest is for more analytic and technical articles, even beyond what appears in Seahorse.

- **Website statistics:** Zoran reported that on average the site saw an increase in 2012 from 600 to 700 unique visits/day, or about 10,000/month, an increase from 600/day in 2011.

- **Bi-monthly Seahorse columns:** This is presented as a balance of technical and promotional content intended for the international audience, and was successful this year. PDF copies of this

will now be available for download on the ORC site once the latest issue is published, as well as past columns.

- **ORC Yearbook**: It was generally agreed that this was too expensive to print and distribute in hard copy, but would be still valuable to make available in digital form. A mechanism for viewing large-sized high-resolution files will be sought.

- **ORC Guide**: A new short guide to ORC was agreed to be of value for new and emerging markets, and will be a priority for 2013. Giovanni Ionnucci has an Italian version which may be used as a template for this new guide. A similar guide is also needed to explain measurement preparation.

- **Sailor Services**: Use of the system has been steadily increasing, with a recent spike prior to the Worlds. Currently there are 3000 registered users, with 17,000 certificate copies downloaded from 2012 and previous years, and 1100 test certificates run in the past 10 months since its introduction. The translation this past year of the service in seven languages has seen to be a success, and there are offers for additional language translations, such as Chinese.

4. Interest was expressed in the Committee for more **internal communications**, so this will be a goal for the Chairman and staff in 2013, but it may not follow any particular timeline.
5. **Visits** to new venues in combination with the promotional materials is agreed to have been an effective strategy for new ORC markets, and in addition to trips made recently to DEN to support an initiative to use ORCi in existing and new events, there are trips also planned to CHN, BRA and RSA.
6. New **ORC Scratch Sheet** and **Target Speed** products devised by Panayotis will be heavily promoted as being an accessible, customized, and user-friendly way to use the power of the ORC VPP.
7. A presentation was made by ITC Chair Alessandro Nazareth to explain the significance of the **new Residuary Resistance formulation** in the 2013 ORC VPP. It was generally agreed that this will be another opportunity to demonstrate the positive scientific progress made in the system towards more accuracy in modeling boat performance.
8. An opportunity to increase awareness of ORC is also at **regional clinics**, such as the Go For Speed clinics held in Scandinavia and Germany.
9. The Committee believes a more direct reach out to **yacht designers** is needed to make them aware of the new version VPP when it is available...this will be sought in 2013.
10. The important role of **social media** is recognized by the Committee, and Thomas Nilsson generously agreed to take on an active role in helping provide and manage content through ORC's Facebook page.
11. Lastly, the Committee and observers agreed that its role was an important one so as **not** to disband and become a purely Staff function.

Dobbs Davis, P&D Chairman, 5 November 2012