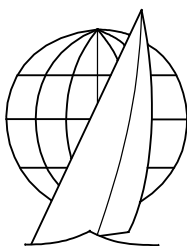


OFFSHORE RACING CONGRESS

World Leader in Rating Technology

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Minutes of the meeting of the **ORC Promotion & Development Committee**
held in Muscat, Oman
November 10th, 2013 from 1430 to 1830

Members present:	Dobbs Davis, USA (Chairman)	
	Sten Edholm, SWE (Vice Chairman)	Emilio Feliu Sera (ESP)
	Zoran Grubiša (CRO)	Edoardo Recchi (ITA)
	Thomas Nilsson (NOR)	Giovanni Ianucci (ITA)
	Paolo Massarini (ITA)	Christos Theodosios (GRE)
Regrets:	Jose Frers (ARG)	
Observers:	Dan Nowlan (USA)	Steve Benjamin (USA)
	Bjorn Johnson (USA)	Robert Jacobsen (GER)
	Ecky von der Mosel (GER)	Per Boeymo (NOR)
	Emanuela di Mundo (ITA)	Akis Tsalikis (GRE)
	Fabrizio Pirina (ITA)	Patrick Lindquist (FIN)
	Ab Pasman (NED)	

1. Approval of 2012 Minutes

The 2012 Minutes were unanimously approved without discussion.

2. New products and developments

Target Speeds: ITC Chairman Alessandro Nazareth was asked to comment on a new product proposed by Thomas Nilsson to be available on the Sailor Services page: Target Speeds. After a lengthy discussion of options, the Committee agreed that this would be a one-page output in editable .xls format of a boat's performance on a Windward/Leeward course over a range of True Wind Speeds for the following figures generated by the VPP: Boat Speed, Apparent Wind Angle, True Wind Angle, Apparent Wind Speed, Heel Angle, VMG, and a Flat/Reef function for higher wind speeds. The output would also be accompanied by a one-page explanatory text. It was also agreed that an expanded wind speed range would be preferable, up to 25 knots, and a simple matrix of values over a simple range of TWS and TWA could also be available as output.

Scratch Sheet: this would be generated by online entry with a base boat and other boats listed through a range of wind speeds for a variety of course options.

Simple Guide: Notwithstanding the content already on the website, the Committee also agreed that a one-page explanatory text of the ORC Rating Systems should be devised to be used as an introductory text for new fleets. This simple guide should then be translated into languages relevant to new markets.

Videos: Already there are drawings and photos to explain the process of measurement, so the Committee believed that content in video format could also be a useful explanatory tool. This could be files made in the iShowU program and available on a YouTube channel or posted on the website, and give an explanation of how to use the Sailor Services to generate Test Certificates, find the meaning of terms in the IMS, explain how to read an ORC Club or ORCi certificate, obtain a Speed guide or other product, or find a copy of a certificate in the database.

3. Questionnaire/feedback requests

To obtain feedback on the rating system, the Committee discussed the development of a questionnaire to be used by Rating Offices and/or MNA's to gauge how effective the system is on owners, measurers, industry members and others on how ratings work.

4. Feedback to Green Book criteria

The Committee sought to provide the Offshore Classes and Events Committee feedback on their improvement to the Green Book for the relevant criteria related to communications and media to be handled at championship events.

For example, it was discussed that the use of trackers was becoming more common and useful for promotion and media purposes, but also as a tool for ITC to retrieve performance data it could use to evaluate the VPP.

Also, these features were regarded as critical to the success of ORC events: having a dedicated Press Officer and Media Center; an official photographer to provide daily copyright-free images; mandatory web-based scoring; crew lists, facilitated by digital entry; social media and web pages for teams; providing daily content on all web and social media platforms; and having ORC work closely with events to coordinate media messaging.

5. Other business

The Committee then had discussions on a range of topics, such as:

- new important markets for ORC (eg, Caribbean, Israel, Turkey and Asia) and how to develop contacts in these regions;
- developing the simple Guide to ORC that could be reproduced in small hard-copy format;
- devising and maintaining a digital yearbook;
- updating and maintaining the Measurer's powerpoint guide;
- mandating that ORC has its logo used on merchandise at all championship events
- increasing presence of ORC at Maxi and Supermaxi events

Finally, an ORC information seminar has been proposed to be held in early February in Copenhagen as a session to educate measurers, teach owners and sailors about the system, give practical advice on the upcoming season leading towards the Worlds in Kiel, strengthen ties with DSA in the region, and help promote upcoming events in Denmark that are using ORCi (eg, Ega YC in Aarhus).

Accordingly, it was agreed to have a Working Party of Steve Benjamin, Dobbs Davis, Thomas Nilsson, Eduardo Recchi and Paolo Massarini report to the Management Committee their thoughts and suggestions on this topic at the Spring ManCom meeting in 2014.