

## RCYC Statement of Purpose Adopted 6/25/07

### Introduction

In 2005 Rush Creek Yacht Club celebrated the 35<sup>th</sup> anniversary of its founding. Thirty-five years is, in the life of a yacht club, a short time compared with many of Rush Creek's peer organizations; however RCYC can be truly proud of what has been achieved in this brief span of time. The list of members who have distinguished themselves regionally and nationally is impressive and the amount of major regattas hosted is unparalleled. The fact that we can now boast of an Olympic Gold Medal winner is emblematic of the accomplishment of one of our early goals.

As it approaches the symbolic 40 year milestone in its history, it is appropriate for the club to renew and reaffirm its mission and to review the many facets of the clubs structure in order to assure it's mission's fulfillment. Of course its fundamental mission should never change. Rush Creek Yacht Club must always remain committed to the singular aspect of its original mission—RACING EXCELLENCE. The mission statement of 1972 with its affirmation of wise principles has not wavered on this fundamental point; the present Statement of Purpose cannot do so either. The maintenance of this mission is what separates us from the other yacht clubs.

### Foremost Goal

The foremost goal of Rush Creek Yacht Club for the future is to continue to advance toward one of the outstanding racing yacht clubs in the nation. The club affirms its conviction that this is a difficult yet realistic task. Indeed, the retention of excellence is never a completed task. It must be continually pursued to be regarded as having been achieved. RCYC's commitment is not unmindful of identical aspirations on the part of many other clubs, some of which may not now be in existence. RCYC welcomes the challenge posed by those aspirations for competition improves us all.

In setting forth its determination to become a yacht club which ranks with the very best in the nation, the club believes that with the commitment and support of its Board, membership and management, it can articulate a revised institutional vision which entails major improvements blending racing, social, marketing and educational programs. Specifically, this aspiration means that Rush Creek Yacht Club must continue to advance its standing in terms of clearly identified criteria: comparative standards that can be measured by such elements as; racing participation and accomplishments of its members, quality of facilities and operations, and the growth of the club through sailing education.

Four commitments underlie the direction of Rush Creek Yacht Club for the future.

1.) RCYC has always been a participative organization. Many of our facilities have been constructed by our members and the staffing of our events has been from within. Our history has been "do it ourselves" rather than "hire it done." While our method of

board composition allocates a fleet driven organization, the overall club must continually admonish itself to do all it can to promote healthy fleet growth. The board and facilities management must continually ask itself what can we do to help these fleets grow in numbers and participation. The addition of a marketing section in this document is a manifestation of that necessity and should be constantly reworked just as products continually vary their marketing techniques. In short the overall club must be the “mother” to its fleets, nurturing and maturing them through their lifetime recognizing that this life span is not guaranteed but dictated by technology, popularity and above all, the members that are the “spark plugs” within the fleets.

2.) The second commitment is to continue to promote and support inter-fleet competition of the highest quality, locally, regionally, nationally and internationally.

The yacht club affirms its conviction that such activities are essential to the very nature of the club and their existence enriches the quality of the organizations a whole. In the matrix of its diverse activities there is no more fundamental responsibility than that of exposing its members to quality yacht racing. Members must be provided with a basis for developing manual skills, tactical knowledge and rule mastery in order to achieve success and exude the winning attitude characteristic of racers from Rush Creek Yacht Club. As stated by the Board of Governors, the essence of RCYC’s philosophy is that “a superior yacht club must rise from the solid foundation of a quality racing program.”

3.) The third commitment is to continue to foster training and education through the promotion of youth programs to advance the knowledge and understanding of yacht racing. Many yacht clubs once famous for their racing programs and competitors are now forgotten or known only as a social facility because they ignored the time honored theory that new members are the life blood of the organization and youth training is the plasma.

4.) The fourth commitment of RCYC is to continue to share and communicate its resource and knowledge of yacht racing with the community at large.

The yacht club affirms its conviction that in order to excel it must reach out to the larger community and promote yacht racing and the efforts of its members be they local competitors or Olympic contenders.

#### Principles Governing the Future

These before mentioned four commitments have inspired the yacht club’s past; they also chart its future directions. Rush Creek Yacht Club will continue the pursuit of these goals guided by the following specific principles:

1.) RCYC can only enjoy the increased support of its membership if it offers a racing program either markedly superior or distinctly different from those available at other yacht clubs. Accordingly, all new and continuing program/activities/endeavors of the

club should be measured by this principle and periodically evaluated to determine quality and need.

2.) Because the racing program constitutes a primary objective for the yacht club, the club should maintain its selective admission standards. It should never become just a marina or just a restaurant and bar. Admission standards should assure that.

3.) As an essential corollary to efforts to maintain the quality of its membership, RCYC should make the allocation of additional efforts and resources towards the maintenance of its racing program a matter of highest priority.

4.) The yacht club should continue to support the carefully chosen configuration of recognized fleets. New fleet distinction should be granted only if there is a compelling match between clear need, demonstrated participation and continued growth of the proposed fleet. The club should not lose sight for the need for balanced fleet representation. Moreover, RCYC should promote both keel and centerboard boats in order to encourage participation and foster “racing excellence” in all types of fleets. This will make us unique from other clubs and provide a logical growth pattern as the club matures. It is recommended that an examination be made of the fleets to determine any deficiencies and an action program be developed for future improvement.

5.) The yacht club should continue to increase its national/international distinction by hosting select events and to continue the qualitative sponsoring of local and regional events. Because club representation at regional and national events is a key indicator of a quality organization, the yacht club should continue to make prudent financial support of such representation a matter of significant priority.

6.) High quality management and leadership is central to the yacht club’s well-being. Accordingly, RCYC should hire and elect only the most outstanding individuals with the capacity to contribute to the growth and success of the club. In short, if the situation arises the club should not knowingly elect weak leadership but rather exercise the option of reusing strong, proven leadership to ensure the integrity of the position and ultimately the organization and all that it represents. A review of the past indicates that the traditional progression through the management chain has been aborted a few times in order to assure sound management for the future.

7.) The club recognizes that the need for up-to-date- equipment and the modernization of facilities is constant and pressing. Specific recommendations for equipment improvement and facility expansion/renovation for the future should be evaluated in light of club wide priorities. A quality racing program requires improvement in all aspects of facilities including dry storage, club house, harbor and committee boats.

8.) Recognizing the categorical necessity for fiscal prudence in the face of many important needs, the club should be committed to operating within a balanced budget and to allocating properly the available resources at any given point in time.

These are the principles for RCYC future. Their implementation will not be easy and will vary in implementation because of various officers abilities, however vision can be turned into reality if this document is periodically renewed with critical focus. It is therefore recommended that each new member of the board and flag officers receive a copy upon election and that a board review take place once a year. It is also recommended that a copy of this Plan be advertised as being available to all interested members.