

Dear Commodore,

My name is Josh Richards. I represent XS racing as a member and I am the PR director of The Border Run, an XS Racing event.

I write this letter to explain to your board members, officers and directors how we got here, a reminder of the history of the creation and obstacles of XS, our reasons in creating The Border Run and lastly but most important, to put aside our differences with a proposal to NOSA to jointly promote both races. Please forward this communication to all NOSA Board members, NOSA Officers and NOSA Directors.

Why we are here: Four weeks ago, we heard through the rumor mill that the XS class would not be invited to the 2009 Ensenada. We dismissed the rumors, as we were confident that all was in good standing with NOSA. However, much to our dismay, the rumor was substantiated by a member of NOSA and upon the posting of your NOR's. It was a shame, as we had 10 boats committed to XS for the Ensenada race, meeting the 10 boat minimum requirement and had a \$10,000 sponsor for NOSA. We also made a commitment to NOSA the last two years by attending all NOSA races where other organizations with less participation were invited to the 2009 Ensenada. Numbers do not lie so we found your decision to eliminate XS Racing at the very least disappointing and somewhat disrespectful given the efforts made.

With the sport of sailboat racing so often described as "in decline" most would think that NOSA would be encouraging more boats to race rather than eliminating entire classes. Your organization posed the argument that if eliminated, boats in the XS class would race in other organizations, but this is patently untrue. Our XS fleet would not sail in other organizations for various rating issues and can not be absorbed by those organizations. It was also argued NOSA may have insurance issues with some of the boats allowed to race in the XS class.

This is a false assumption as these boats could have signed an additional liability waiver. In addition we assume NOSA has event insurance that covers ALL vessels including other designs that have had recent breakage and capsize in the ORCA class. The boats in XS have had a perfect safety record since its conception two and a half years ago years with no injury or property damage...a record that can not be claimed by some organizations that are currently allowed to sail in the 2009 Ensenada race.

In an attempt to support NOSA we spent time and effort and found a \$10,000 sponsor for the 2009 race, but with your current decision eliminating XS from the race we chose to use this money to create our own race as approved by the directors of XS. The majority of our directors felt that when a decision gets made to eliminate an entire organization, NOSA should at least communicate with that organization to allow them due-process to keep their current status if it's in jeopardy. But NOSA did not. In fact, NOSA did not email, notify by letter or even give a courtesy call to XS. Even after NOSA's decision to eliminate XS Racing from the 2009 Ensenada race there still has been no communication of any kind from NOSA.

These unfortunate and insensitive actions by NOSA cost two XS racing members over \$10,000 in charters fees that were already arranged for the 2009 Ensenada Race. Your organization's actions have been costly and disruptive to the lives of many fellow-sailors that would have participated in the 2009 Ensenada race. So in many ways we were left with no other choice than to organize our own race. Thus The Border Run was born. You can view the website of the new event at www.TheBorderRun.org.

The History: To remind you how all this began. Randy Reynolds came to NOSA in earnest in 2006 asking to get a start for a one design class of ten R33 catamarans for the 2007 Ensenada Race. NOSA said no, that NOSA did not encourage giving one designs a start and that Randy would have a better chance of getting a start by starting a new organization, such as PHRF or ORCA. He did exactly what NOSA told him to do, indeed a long and costly manner in which to get a start for a class, but he did it just the same and XS Racing was created.

Then four weeks before the 2007 Ensenada race, NOSA tried to remove XS racing from the Ensenada Race. XS was forced to protest NOSA and have a hearing in front of US Sailing, where XS prevailed. The fledgling organization was then left with two weeks before the confirmed Ensenada start and showed up with, better than others, a respectable 16 boats - not bad given the obstacles caused by NOSA.

While NOSA and XS Racing were off to a shaky start, XS continued to support NOSA by attending ALL NOSA events since that first Ensenada race in 2007. XS exceeded ORCA and Americap fleets in combined attendance to these events, yet this support was not reciprocated. In addition, had NOSA called or emailed, they would have been pleasantly surprised to find that XS already had ten boats and a \$10,000 sponsor for NOSA for the 2009 Ensenada race.

The Border Run: The Border Run was created to allow our disenfranchised racers a chance to sail in a race similar to that of the Ensenada Race, but with modifications that we feel improve the racing experience. It was decided the race would start the same day as the Ensenada Race in keeping with the racing tradition surrounding the day. Although, at first glance it may look like an attempt to hurt the Ensenada Race, it is not. If the Ensenada race loses entries this year, The Border Run will not be the reason. Sailors who want to sail to Ensenada **will** sail to Ensenada. The types of sailor The Border Run will attract are the sailors who **will not** sail to Ensenada even if The Border Run did not exist. The Border Run will also attract sailors who “used to” sail to Ensenada but stopped participating in the Ensenada race years ago for various reasons stated in our press release. Please see our PRESS RELEASE at the bottom of this email that answers the question “Why hold The Border Run on the same day as the Ensenada race?”

Our Proposal to NOSA: The XS Racing mission statement is to promote sailing for all. It is with this attitude that we propose that NOSA and XS Racing join together to help promote BOTH the Ensenada Race and The Border Run. Again, on the surface, this may sound impossible but it is not. We're finding that sailors on web-forums and in-person prefer organizations to work together for the good of the sport. With the current political and economic climate, it seems clear that promoting both races for each other would most effectively serve the sport of sailing. By banding together, racers and the sport itself will be the true winners.

Specifically, we propose that both events remain separate in the running of the events. However, we suggest that we promote both races on each other's websites with banners and combine the send-off parties by having shuttle boats transport people from one party to the other through our sponsor SeaTow to create goodwill between both races.

The two races appeal to two different crowds and we believe the merit of both races can stand on their own without conflict. In fact, it's quite likely that The Border Run would produce future Ensenada racers. Both events are viable. The Border Run organizers look

forward to, in good faith and in cooperation with NOSA, being flexible and cooperative with all aspects of both the Ensenada race and The Border Run.

So please give our proposal serious consideration. Cooperation between both organizations will benefit the sport of sailing and make the future for both events strong and successful.

And, if NOSA decides to turn down our proposal for this years race, we hope NOSA will open up a line of communication with XS racing so that we may cooperate with each other in future events, including the 2010 racing schedule. We have two more events scheduled for 2009 and five events scheduled for 2010.

Given both our limited timetable as we head towards April 24, we would like to come to some mutual communication before this Thursday Jan 29th 2009. It sounds like a tight timetable but we feel it's realistic given the circumstances of both our event deadlines. We are available any time and invite a representative from NOSA to meet with us this Tuesday, Wednesday or Thursday at our office in Huntington Harbor anytime between 8am and 6pm. Please confirm this email upon receipt by emailing to info@xsracing.org. Thank you.

Regards,
Josh Richards
info@xsracing.org
1/26/09

PRESS RELEASE: Border Run Organizers Answer the Question “Why hold The Border Run on the same day as the Ensenada race?”

Answer: Simply put - to create a better event and promote sailing.

When organizing The Border Run we thought long and hard about having the event on a different weekend...but when examined closely, there are many good reasons not to pick a different weekend.

1) The ‘Used To’ Ensenada Racers: All sailors on the west coast “used to” plan the last weekend of April for an overnight race, committing themselves to four to five days of delivery - racing overnight, partying hard, clearing customs then delivering the boat back home. In years past, according to NOSA there “used to” be almost 700 race boats in the Ensenada race. Yet due to the tough logistics of the Ensenada race itself, that number of racers has dwindled down to less than 400 boats...225 boats using their engines (cruising class) and only 175 racers. Comparing only the number of racing boats that is a loss of almost 500 boats in 30 years.

If the Ensenada race loses more racers this year, The Border Run will not be the reason. The Border Run will not steal racers from the Ensenada race because sailors who want to sail to Ensenada will sail to Ensenada. The types of sailor The Border Run will attract are sailors who will not sail to Ensenada. It will also attract sailors who “used to” sail to Ensenada but stopped participating in the Ensenada race for reasons such as...the race is too long, no wind, bad experiences with the city of Ensenada, hassles of clearing customs made more difficult by new passport rules, long deliveries home, missed work-days and in

today's economy, the N2E is an expensive race.

2) **New Sailors:** The Border Run will also attract new racers who have wanted to participate in the Ensenada race but have not because of reasons previously stated. They like the idea of an overnight race and sailing with a large fleet but the negatives make it too hard for them to commit to the Ensenada race. The Border Run allows the "on the fence" Ensenada sailor to finally compete in a challenging race with many of the the same positive elements the Ensenada race offers, but without many of the negatives.

3) **Strength in Numbers:** By sailing the same weekend of the Ensenada race The Border Run will allow boats to sail with a larger fleet down the coast. The Ensenada fleet will also benefit as it is always more fun to sail with more boats than less. Strength in numbers will help promote both racing events and promote the sport of sailing to the outside world.

4) **Poor Turnout History:** There is already a Newport to San Diego Race and it always has a low turn out. Last year there were only 20 boats. And although the MDR to SD (a 90 mile race) used to bring out a lot of boats - it does not anymore. To hold The Border Run on another weekend other than the Ensenada race would almost assure a low turn out as history has proven.

5) **The Yachting Cup:** This weekend allows out of town boats to arrive early at the San Diego Yacht Club to participate in their always well attended and fun annual Yachting Cup.

6) **The Future:** If the political and safety conditions in Mexico change and The Border Run establishes itself as a viable race resulting in a large turnout of boats, the organizers of The Border Run would seriously consider moving the start date not to coincide with the Ensenada race only if sailors demanded it and that it would help promote the sport of sailing. But as of today most sailors agree with our above-mentioned assumptions to kick off this new and exciting race.

Summary: We selected the same weekend as the Ensenada race because The Border Run event has a better chance of becoming a success and will ultimately get more sailors out on the water. The Border Run will live or die on the merits of the race and not by stealing racers from the N2E. Just as the Ensenada race will add or lose participants on the merits of its race. We feel this race will not detract from the Ensenada race but will in all likelihood do just the opposite...get more sailors on the water...which sadly to say the last 30 years has failed to do.

Good Sailing,
Josh Richards
PR Director: www.TheBorderRun.org