



## BOARD OF DIRECTORS CANDIDATE - INDUSTRY

### RAOUL JOA, DUOTONE WINDSURFING

Dear Industry Members and Fellow Riders,

My name is Raoul Joa, and I am putting my name forward for re-election to the PWA Management Board as an industry representative.

Windsurfing has been at the centre of my professional life for over 30 years. Having spent my entire career working in the windsurf industry as a brand manager — across marketing, product development, and sales — I have a deep understanding of what drives this sport commercially, what brands need to thrive, and what it takes to build something that lasts.

Over the past year serving as Vice President, I have had the genuine pleasure of working alongside board members who are overwhelmingly aligned in their thinking and their commitment to moving the sport forward. The quality of the people around the table, their experience, their passion, and their willingness to put in the work, gives me real confidence that the PWA is heading in the right direction. That is not something to take for granted, and it is a large part of why I am standing again.

I will be honest, however, because you deserve that. Progress has been slower than any of us would have liked. Despite broad agreement on direction across the board, a number of decisions that had clear majority support have been repeatedly delayed or blocked, making it difficult to translate good intentions into concrete outcomes. Unfortunately, this has led to the president and several board members to resigning from their position over the past two years all for the same reason. I raise this not to point fingers, but because I think our members deserve to understand why certain initiatives have moved more slowly than expected, and because I am committed to finding a way through it — constructively and with respect for everyone involved.

My priorities going forward remain focused on three areas where I believe the return on effort is greatest:

**Unifying the windsurfing world.** The fragmentation between the PWA, IWT, FPT, and other associations is one of the clearest things holding our sport back. From a marketing and commercial standpoint, a divided sport is a weak sport — harder to sell to sponsors, harder to present to media, and confusing to the outside world we are trying to attract. It is worth stating clearly: the PWA and IFCA are the only two associations exclusively sanctioned by World Sailing to crown Windsurfing World Champions. That is not a minor distinction — it carries with it a profound responsibility toward professional windsurfing and toward the organizers who invest so much in making events happen. Given that shared mandate, a closer collaboration and ultimately a unification between these two bodies is not just desirable, it is the only logical way forward for the long-term health of professional windsurfing. I want to actively support and



accelerate the work already underway to build bridges between all organizations, with a unified structure as the end goal. As a concrete step in this direction, we will be presenting at the AGM our concept for a major unified slalom tour launching in 2027 — a proposal we are genuinely excited about and that we believe can serve as a powerful rallying point for the entire windsurfing community.

**Growing the sport through youth and visibility.** Every brand at this table has a long-term interest in more people windsurfing. That starts with young people having a clear, accessible, and aspirational pathway into the sport. I want to help build structures — a unified youth class, coordinated outreach, a stronger collective identity for professional windsurfing — that make the PWA something people genuinely want to be part of.

**Making membership work better for everyone.** We are well aware that membership fees are a real burden, particularly for smaller brands, and reducing them is something we are committed to — but we have to be responsible about it. The association cannot afford to cut income before alternative sources are in place. Our approach will therefore be stepwise and sustainable: as we develop new revenue streams, whether through broadcasting rights, sponsorship, or other commercial partnerships, we will use those gains to progressively reduce the fee burden on our members. We will not make promises we cannot keep, but we will make steady, transparent progress toward a model that is fairer and less reliant on membership fees alone.

Thirty years in this industry has taught me what resonates with audiences, how to communicate value, and how to build something people genuinely care about. Those are exactly the skills I bring to the board, and I intend to keep putting them to use.

I believe in the PWA. Not blindly, but because I think a strong, well-run professional tour is one of the most powerful tools we have to keep windsurfing alive and growing. I would rather contribute from inside than comment from the outside, and I am committed to doing whatever it takes to make progress — for riders, for brands, and for the next generation picking up a board for the first time.

If you would like to speak before you vote, please do not hesitate to reach out. I would welcome the conversation.

See you on the water.

Raoul Joa, Duotone Windsurfing Division Manager