

SPMS Marketing and Club Development Report

September 15, 2016

Recently I created and submitted to Bob Eberwine the Marketing and Club Development Budget Proposal for 2017.

I am communicating with sports organizations in an effort to market Master Swimming at Triathlons and such by having a booth or providing marketing items for goodie bags. Please let me know if you have a 2017 event in mind that you think is worthy of our participation.

Many pools do not have Masters Swimming Workouts posted and often staff members do not know information either. I created a document to either be posted at pool facility or printed in quantity and left as a flyer at each pool facility where a USMS swim club has workouts. I have attached this document which I call "Think and Swim with usMS."

There is one new SPMS swim club called Kidz Aquatic Master Swim Club organized by Janine Yoder.

I would like to suggest that each of our SPMS Swim Clubs make an effort to find a volunteer membership chair on board. It would be most helpful to have a dedicated contact membership chair for each club to handle all email and phone inquiries from interested swimmers. This person would also serve as a contact person for me to work with in marketing projects and ideas.

Kenny has marketing materials for the September 11 Coaches Clinic which I am unable to attend.

There has been no activity on the Check off Challenge since July 12 and no sales on the SPMS Logo Store since June 9. Both stores are currently set to automatically shut down on November 30, 2016.

There are two more Club Swimmer of the Month Recipients. The coaches who nominated these swimmers were Mark Moore and Ken Brisbin. Thank you coaches for your participation. The wording in the description of this award has been slightly changed to make it perfectly clear that only a coach can nominate the swimmer.

The current SPMS Newsletter has a very nice article regarding the Check off Challenge and a nice article with list of Club Swimmer of the Month Nominees. Thank you Robin, Nancy, and Kim for such excellent coverage.

Anita Cole

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