

Marketing and Program Development Report

September 21, 2017

The recent Swimmer Magazine featured Grunion Swimmer Jeff Liu. That was free internal marketing for the Grunions and SPMS. The Grunions have four new members so far in September.

There is one new nomination for The Club Swimmer of the Month in September. The nominee is Tom Einstein from SCAQ who has been swimming two and three workouts per day and so was recognized by Coach Clay Evans.

I will be attending the Coaches Clinic in Mission Viejo on Saturday, September 23. I have been trying to recruit more swimmers and coaches to attend this very special swim event.

USMS has helped market our LMSC on a national level by presenting USMS National Championship Award to Karin and Dan Wegner, recognizing and honoring SPMS for most clubs participating in "Try Masters Week," and granting Spring Nationals to be held in Mission Viejo next year.

Marketing SPMS is a joy. We are a very strong LMSC with strong leadership.

Anita Cole

SPMS Marketing and Program Development