

SPMS Marketing and Club. Development Report

08/16/18 Conference Call Meeting

One new club registered in July. It is called Tri Chi Fitness with abbreviation TRIC and is in San Fernando. I sent an email to contact person Marlon Duarte welcoming him and offering to help with any marketing needs.

"A Quick Tip" to help grow club membership sent via emails to registered club contacts is my new plan to initiate communication with clubs. I will be offering helpful marketing ideas. My first "Quick Tip" is to apply to achieve USMS Gold Club status. USMS helps to market such clubs. Dan is helping me with this communication project.

July 19 a documentary film "Light in the Water" made by West Hollywood Swim Club was aired on LogoTV. Through Masters Swimming a group of gay men achieved success in swim competitions and enjoyed camaraderie and lasting friendships. This was good publicity for Masters Swimming.

During the year several coaches asked me for large quantities of swim caps and luggage tags and other items for pool swim meets, open water practices, open water events, new member goody bags, outside events, etc. If you know you or your club or coach has a request for marketing items, please tell me soon so that I can include these quantities with cost in my marketing budget. I would like to accommodate all requests. Every pool office should have stacks of USMS Brochures. I had to say no to several requests for all types of caps and other small marketing items due to lack of inventory. A couple of us bought caps using our own personal funds when we were desperate. I do not think that should be necessary. So, please email me your anticipated needs. Swimmers love caps and coaches like to make their swimmers happy. It is a small benefit to offer.

Thank you for your help and support in my marketing and club development goals.

Anita Cole

SPMS Marketing and Club Development