

Marketing and Club Development Report for 2/17/22 Meeting

The SPMS Marketing and Club Development Committee composed of Megan Andrus Johnston, Kris McPeak, Karin Perissinotto, and I met most recently on February 8 at 7 pm to discuss our goals and plans for helping our clubs to grow membership. After doing a bit of research we realized that many of our clubs need to improve or even develop websites. We are considering hosting a Zoom meeting or webinar to help guide coaches or club contacts in focusing on websites as a source to grow membership.

I have sent marketing items to a couple of clubs upon request and also sent items to Kenny Brisbin to share at swim meets that I was unable to attend. Please let me know if you would like for me to send you free SPMS and/or USMS stickers, decals, luggage tags, etc.

I attended recent Zoom meeting for USMS Fitness Education Committee on January 26 and Zoom SCPPOA Meeting on February 3. There was nothing noteworthy to share.

My marketing committee meets on the second Tuesday of most months via Zoom at 7 pm. Newcomers are always welcome. Just contact me for the link to join.

Anita Cole
SPMS Marketing and Club Development Chair
USMS Fitness Education Committee
Long Beach Grunions Membership Coordinator
310-367-4606 call or text