

SPMS Marketing and Club Development Report 02/15/24

My marketing committee is composed of Lucila Davies, Ralph Porrazzo, and myself. We welcome more committee members to help us. Please share your ideas or frustrations.

Please focus on getting swimmers to renew, recruit, and respond! Those are our 3 R's for Masters Membership! How is your club doing this? We would really like to know! Perhaps swimmers who have not yet renewed with USMS should be contacted personally by a coach or teammate to find out why previous member has not renewed and encourage swimmer to please do so asap.

January was Try Masters Month. Hopefully we captured some new members!

April is Adults Learn to Swim Month. Please start planning how your club will participate in this worthwhile event.

SCPPOA is offering various pool lifeguard training courses in March. The first Thursday of every month at 11:30 is a SCPPOA Meeting. The next SCPPOA Meeting is on March 7 in Riverside.

Please post your club's activities and events on our SPMS Social Media Platforms to share in the fun. Email Ralph Parazzo at rporrazzo@rosebowlaquatics.org for help with your posts.

Please send photos and articles to Jorge Ferrero for the upcoming SPMS Newsletter by February 23.

If you need help with some graphic designs, email Luci at Lucila.Davies@gmail.com

I encourage coaches to reach out to me or my committee members Luci or Ralph. We are available to help coaches and clubs with marketing items and ideas. Feel free to request SPMS caps, luggage tags, stickers, and decals. About 8 clubs have requested and received marketing items already this year. Don't be left out. Just email your requests to anita.chixwithstix@gmail.com.

I plan to bring marketing supplies to the March 17 Matt Biondi Pentathlon Swim Meet at Cal Lutheran. Just let me know how many of each item you would like for pick up on deck at this swim meet.

Hope to hear from coaches or club reps soon.

Email me at anita.chixwithstix@gmail.com or text or call me at 310-367-4606.

SPMS Marketing and Club Development Committee Anita Cole
Lucila Davies
Ralph Porrazzo

