

SPMS 08/15/24 Marketing Report

August is Try Masters Swimming Month. There are 15 SPMS Clubs now participating in Try Masters. USMS has done a good job in marketing this event with club finder and club toolbox kit to streamline the connection between interested swimmer and participating club. I do not understand why most of our SPMS Clubs do not participate in this event. I will be asking participating clubs for their results as in how many new members did their club gain from Try Masters.

I hope Clubs have been using Olympic Theme in workouts and socials. Our Olympic Swimmers sure made us proud!

Co-branded caps are still illegible for reimbursement. If your club orders caps using both club logo and SPMS Logo, please apply to Marketing Committee for reimbursement. If you have a special marketing idea for your club and need financial aide, please ask me about it.

Luci Davies' new team Unidos Masters Swim Team will be using the City of Bellflower Pool starting in September. She needs more swimmers to join. Refer swimmers to her where appropriate.

Each SPMS Club is encouraged to have an appointed Club Rep to attend our monthly Zoom Committee Meetings. Luci has been working on a digital flyer to be sent to each club contact to supply the name and contact info for their Club Rep. It should be a different person than the club contact/coach. We want all clubs to know what our LMSC is accomplishing and what we are offering our members. We want representation from each club so that we can hear what each club needs or wants or thinks of what our board and committee is doing! We often only have representation from about 10 of our 84 clubs.

Please save the date of Saturday, November 9 for USMS Coach Certification Courses and Sunday, November 10 for morning stroke clinic followed by afternoon SPMS Annual Meeting with guest speaker. These events will all be at the Woolette Aquatic Center in Irvine, CA. Thank you, Michael Collins for securing this venue.

Marketing supplies are still available including SPMS orange/red caps and luggage tags. Just ask me, and you shall receive!

The SPMS Marketing Committee is composed of Ralph Porrazzo, Lucila Davies, and Anita Cole.

If you need help with social platform posting, contact Ralph at rporrazzo@rosebowlaquatics.org

If you need help with creating a digital flyer, contact Luci at Lucila.Davies@gmail.com

If you want marketing supplies or to just talk marketing strategies, contact Anita at

Anita.chixwithstix@gmail.com

Thank you for your continued support.

Anita Cole

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