

SPMS Marketing Report November 21, 2013

Over the past year I have continued distributing marketing materials and continued contacting local newspapers regarding publicity for swim meets. I want to thank Trish Commons and Jacquie Cole and Dan Wegner for their help in various needs.

I am currently working on the calendar project which is progressing nicely with several teams contributing photos. I am trying to place the order as soon as possible, but still need firm dates for 2014 swim meets and open water swims. I assume the conference call meetings will continue to be on the third Thursday of every month. If you know of a coaches clinic date or any important date you would like to be noted on the calendar, please email me or tell me now.

The new SPMS swim caps are being well received. The neon colored caps are not yet available. It is nice to see so many co-branded banners at the various swim meets and USMS luggage tags on suitcases I see while traveling.

Things are progressing nicely. Thanks for your help and support.

Anita Cole