

## Marketing Report, January 16, 2014

Marketing of SPMS is being done both externally to non members as well as internally to retain our swimmers. The neon swim caps which Dan helped me order are being worn and enjoyed by many. Trish helps distribute these at swim meets and I have given workout pool managers a few to give out to master team coaches to distribute at various pools. I especially enjoyed viewing a few on the heads of ocean swimmers while I was recently walking on the sand in Redondo Beach. I have enjoyed creating a 2014 calendar which is our newest of marketing tools. Of the 200 calendars that were printed in late December, about 100 have been gifted to SPMS board members, team contacts for coaches, or other important SPMS volunteers. Dan mailed 82 calendars to team contacts and made the calendars available for purchase on the SPMS website. Thank you Dan. My committee of Jacquie Cole and Trish Commons have been a great help in this project with distribution and sales as well as helping me create the calendar with their ideas or contacts for photos. My team mate and committee member Stan Smith has become my main photographer and deserves recognition. He has already taken a beautiful photo of the Palm Springs pool facility with the mountains in the background. At this time Jacquie is in charge of mailing out calendars purchased for \$15 on line. Dan helped out by mailing the first 15 purchased on line. Again, thank you, Dan. If anyone of you participating in this conference call has not yet received a calendar and would like one, please contact Jacquie. Our on line sales total about 20 so far and our personal sales mostly to team mates total about 15. The calendar is not meant to be a fundraiser item and printing expenses were under the \$2000 amount budgeted which is great. I have submitted the appropriate check request form to Treasurer Bob Eberwine for my reimbursement, and it has been approved.

I welcome any new marketing ideas you would like to share. Thanks for your support.

Respectfully Submitted,

Anita Cole  
Marketing SPMS