

SPMS Marketing Report for March 20, 2014

The past month has been busy in my marketing efforts. I have collected about 30 photos for the 2015 calendar. I only have 4 calendars left from 2014 batch. I still have about 125 neon caps to distribute. A new project I am working on involves teams to promote guest days at swim team work outs where members can bring a guest to experience a free workout, hopefully a special guest workout could be arranged with host swimmer being the swim buddy for the guest. I was thinking the last weekend of every month might be a suitable time just to designate one weekend for uniformity. It would be up to the individual coach and team to implement as appropriate. The next newsletter will mention this "Be My Guest" project. Letters will be emailed to each club representative as well regarding this idea. It is always important to recruit and welcome new team members as well as retain the existing members. Again I would like to thank Jacquie, Trish, and Dan for their help in my various projects.

Anita Cole

Marketing Chair