

Marketing Report July 17, 2014

There have been a few marketing events this past month. Pasadena Senior Games Swim Meet was quite worthwhile. On June 22 I attended the Pasadena Senior Games Swim Meet and swam several events and busily introduced myself as representing SPMS marketing and distributed marketing materials as well as my own personal business cards and wrote SPMS info on my card. I really needed our soon to be ordered USMS/SPMS personalized business cards designed by Dan.

I am thinking perhaps these business cards could be listed like the other generic marketing items in case a SPMS member would like to order some and help market our product. Recruiting new members is easier if one has a card to pass out with contact information.

While at the Senior Games Swim meet I thought about a possible link to SPMS when a senior is registering to swim at Pasadena Senior Games. I emailed Cynthia Rosedale at Pasadena Senior Games Center, and she agreed that we could do this next year. I may need some help from Dan to accomplish this registration link encouraging swimmer to join USMS/SPMS at same time as registering to swim at Pasadena Senior Games. Dan agreed to help if need be. Thank you, Dan.

At the Senior Games Swim Competition there were several cameramen including local cable television photographers. A blind swimmer from Riverside by the name of W. Vivian Stancil gained a huge amount of attention and was featured in an interview and photo session. She is a Masters Swimmer as well, and I asked her to mention USMS and SPMS and Masters Swim meets where she also plans to compete. She has a Vivian Stancil Olympian Foundation that she is promoting and doing fundraising for in an effort to pay expenses for swimmers needing registration and travel expenses paid to compete. She is also like a poster child for Humana Healthcare stating that her physician told her 16 years ago to change her lifestyle and reduce her weight or die before age 60. She is now 66 years old. She lost 180 pounds by changing her eating habits and swimming every day. She mentioned being a Masters Swimmer has greatly helped. She is great publicity for swimming. You may Google her name to see quoted interviews and photos. So, I would say my attending Pasadena Senior Games Swim Meet was a productive day for my marketing of SPMS.

At the Pasadena Senior Games the medical staff was kept quite busy with one possible heart attack which was not and one epileptic seizure and a few other shortness of breath situations. Paramedics were quite prompt.

I have been in regular contact with Master Swimmer Liliana Avelar who is trying

to organize and gain members for her new Santa Monica Masters Swim Club. She is trying to recruit open water swimmers as well as pool swimmers. We share ideas.

The recent SPMS newsletter has my article with a nice photo. The article is regarding my 2015 SPMS printed calendar and my request for photos to be emailed to me. Thank you Kim for doing such a fine job with the newsletter. I was wondering if my name and email address could be listed on the left column of the newsletter like some of the other committee members to make it easier for me to receive photos. Perhaps other committee members should have their names with title and email address listed for convenience as well. I have received several photos from Hubie Kerns recently. I will submit article for next newsletter as well. The newsletter is producing results.

I also need tentative pool swim meet dates for 2015. Sherry gave me the open water swim dates for 2015 last month. Thank you, Sherry.

I plan to complete calendar data and submit all dates and photos to the printer in October so that I will have the printed calendars in November. Some dates will be incorrect due to changes, but that is to be expected.

The printed 2015 SPMS calendar will state "For most accurate date of events, please use the SPMS website at www.SPMSMasterSwim.org" at the bottom of every monthly calendar grid.

I am thinking each committee member will receive a free calendar, but not every club contact as we did last year.

The new swim caps have arrived and are all in Dan's custody. The business cards have not yet been ordered. Please contact Dan to place your order if you want business cards. I think anyone who wants business cards should be granted this wish since it will help to promote SPMS. Everyone is welcome to hand out these cards, not just officers and committee members.

The marketing budget may need to be increased in order to include the caps, calendars, business cards, etc. Bob, I will contact you when I calculate realistic needs. I assume I need board approval to increase budget dollar amount for marketing. I think we need to increase budget by \$2000 to \$3000 per year.

For the 2015 calendar I would like a recent photo of each of you committee members. I think Dan has photos of us on the website somewhere, but I recently could not find them. Maybe we could all send updated photos for both the website and the printed calendar. I would also really appreciate photos taken at upcoming USMS Convention in August. I would also like a mission statement of SPMS to be printed in the calendar. I could just copy part of "What We're All About" from the website, but was thinking maybe our chair might want

to make a personal statement to be included. Let me know, Mark. I am thinking of the calendar as our yearbook in a sense with dates and photos of things and people we care about. I am still getting requests for purchase of calendars, but only have my sample left which I did promise to swimmer Mike Boosin who contacted me recently.

I welcome anyone to help market SPMS and networking is important to me. I need your ideas, thoughts, and support.

Thank you.

Anita Cole
Marketing SPMS