

October 16, 2015

SPMS Marketing Report

The fact that we now have 5000 members of SPMS is rewarding. That is a wonderful milestone, but now our goal is to continue to grow at least to attain 5,301 by next year to entitle us to have 12 delegates for the convention which would be an increase in one more delegate. Dan informed me of how the number of delegates is computed and this seems like a reasonable goal. If each swim club could just gain 3 new swimmers as well as retain their established members this goal would be met.

Wednesday, October 1, I delivered the CD-R containing the 2015 SPMS Calendar photos and dates and other information to the TetraGraphics graphic artist to begin the printing process and explained my time deadlines and details of the desired format of the calendar. The printed calendar should be ready for distribution by late November. On line sales are now available on our SPMS website thanks to Dan. Jax will help with calendar fulfillment orders when the calendars are available. I will have the calendars available for sale on deck at the December 5-7 swim meet at Commerce. The calendars are priced at \$15 each on line and \$10 on deck.

Saturday, November 4 I attended the Catalina Swim Challenge to market Master Swimming to the open water participants who had just completed the 28 mile relay swim from Catalina to Long Beach. I displayed two SPMS/USMS banners on the dock and had a table providing brochures, stickers, caps, luggage tags, membership applications, newsletters, and answers to many questions. I had some productive discussions with many of the swimmers who are not currently USMS members, but are interested. All of these swimmers were on high school and /or college swim teams, but mostly now prefer open water swimming due to the freedom and excitement of the unknown. Many relatives and friends of the swimmers

were there and most of them were also swimmers at one time in their lives. It was interesting talking to them and many seemed interested in knowing more about USMS and SPMS. It was a successful morning, and I felt good about attending this event. Reporters from the local newspapers were there. Many photos were taken by professionals. The television networks did not cover the event. This open water swim raised money for the Jonathan Jacques Children's Cancer Center at Long Beach Memorial Medical Center. SPMS paid \$100 for a space to display marketing items on a table and on the ramp and dock.

Sunday, November 5 I attended the Mission Viejo Meet and placed marketing items on the awards table. I visited that table regularly to talk to a few swimmers about the new calendar and upcoming swim meets and asked how their team is recruiting more members. It was all positive due to Mark's presence and support and the friendly volunteer working the awards table, but I am concerned about other swim meets where I might not be there and when the host team might not be interested in answering questions and distributing marketing items. Dan recently shipped me a new supply of marketing items some of which I will carry to upcoming swim meets that I am able to attend. I will attend the October 19 UCLA Meet, November 16 Pierce College Meet, and the December 5-7 Long Beach Grunions SCM Championships. I will not be available to attend the November 9 Santa Clarita Meet. I think a swim meet coordinator is still needed to insure that the swim meets have reliable, functioning electronic timing equipment, stop watches, lap counters, copies of the upcoming meet forms, copies of the newsletter, free marketing materials, the banners displayed, etc. Most importantly there should be an experienced person able to handle unforeseen on deck meet problems and dedicated to making every swim meet run as smoothly as possible in a timely fashion.

The Swimming Saves Lives USMS project is something I am trying to promote. I am contacting pool facilities to request free pool time to organize and publicize free swim lessons for adults who do not know how to swim in an effort to participate in the Swimming Saves Lives project. I have a couple of fellow swimmers who have time to donate to help teach adults to swim and are anxious to start. I have suggested that my Long

Beach Grunions Swim Club apply for a grant for the Swimming Saves Lives Foundation and suggest that you inform your swim clubs of these available grants to teach adults to swim.

Thanks for your continued support.

Anita Cole

Marketing SPMS 24/7