

## SPMS Marketing and Program Development Chair Report for March 24, 2016

Since attending the Aquatic Program Developer seminar on February 20, I have visited with three pool directors regarding promoting master swimming at their pool facility. It is not an easy task. Two of the pool facilities are private and there is a wait list to join the club. Many of the swimmers swim with the coach and group, but are not that interested in making group into USMS/SPMS Masters Swim Club. I have distributed marketing items to five pool facilities and will continue to work the area in my South Bay and Long Beach area, but need help in visiting pools in distant areas. Dan forwarded me an email from a USMS/SPMS member who is the Aquatics Director at her Marine Corps Base at 29 Palms. Sherry Powell is interested in creating a Masters Swim Club on her Marine Corps Base. I have been in contact with her. I think all military bases should be contacted to encourage development of a Masters Swim Program for the members of the military as well as the adult other family members such as spouses or older children ages 18 and up living on or near the base. This is a huge opportunity for membership and club growth. I will start my military recruiting with the Los Alamitos Joint Forces military base where our Grunion Swim Club works out on Saturdays.

I have asked Dan to keep me informed of the new Masters Swim Clubs so that I can contact them to offer help and marketing ideas and supplies. Perhaps each new club could be announced or at least listed on our SPMS website in a new club category as it occurs. Also it would be nice to mention these new clubs in the email news and newsletters giving some attention and recognition to the establishment. I could ask the coach or main contact of the new club to write a line or two for the newsletter explaining the goals of the new club or some defining element with location to introduce this new club to our SPMS family in some special way. We need to help promote new Masters Swim Clubs.

To date (March 10) 45 USMS Swimmers have signed up to participate in the Grunion sponsored USMS Check off Challenge. Also to date (March 10) our SPMS Logo Store has sold 15 items for a total of \$382.95 excluding tax and shipping. When 24 pieces have been sold, SPMS will receive a check for 15% of the total sales price of all items.

The next swim meet on my agenda is the CVMM Matt Biondi SCY on Sunday, March 20 in Simi Valley. A new club from South Bay Equinox has a few new members who plan to compete there for their first swim meet. I plan to help welcome them. I also plan to register for the USMS Coach Certification Class Level I offered in Santa Clarita on Saturday, April 2 to give me a better understanding of coaches' needs, duties, and club program development.

I encourage all committee members to have marketing materials and new club welcome packets on hand to deliver to any pool facility in your area that has potential to establish a Masters Swim Club. You have little to lose, but a few minutes of your time. You may contact me for follow up calls or even a visit if the pool director is interested.

It is difficult to know if our on line Triathlete.com banner ad helped recruit new members, but I am hearing from different swim clubs that more open water swimmers and triathletes are visiting and/or joining their swim clubs.

Thanks for your interest, support, and help in making our organization grow.

Anita Cole

Marketing SPMS 24/7