

SPMS Marketing and Club Development Report

January 18, 2018

There are six new SPMS Clubs so far this new calendar year of 2018. I have emailed the club contacts congratulating them as well as offering assistance in growing or marketing their new clubs.

I am encouraging all clubs to participate in the USMS 30 minute fitness swim event in February as a marketing tool for club recognition as well as new swimmer recruitment.

There are no recent SPMS Club Swimmer of the Month recipients, but I am hopeful that more nominees will occur soon since this is such a simple and useful tool to recognize swimmer accomplishments and boost swimmer morale and workout attendance.

I plan to attend the SCPPOA meeting April 6 and feel these meetings are worthwhile. I am unable to attend the SCPPOA meetings in February and March, but hope someone else can represent us there. I heard from one pool manager whom I met at the November meeting held in Lakewood that I attended. He is trying to start a new club in El Monte.

Please feel free to share your marketing and club development ideas with me.

Anita Cole