

Marketing and Club Development Report for March 15, 2018

I am very interested in pursuing a SPMS app for members only. Stroke clinics for our members is also on my wish list. I truly want our members to have worthwhile benefits. Non members currently can enjoy too much free instruction and information from our websites. As Megan Andrus suggested we could have free stroke clinic webinars with participants asking questions to the coaches. My committee members include Dan Wegner, Kenny Brisbin, Megan Andrus, Deborah Hefter, and myself. We are all agreed on the value of a SPMS app and would like to pursue this goal. We need board approval for funding with committed effort in the development. I think Dan Wegner could develop a super SPMS app that would be a great asset to our LMSC.

I attended the Cal Tech Pentathlon Swim Meet on March 4 in Pasadena and was able to visit with a few coaches and contacts from various clubs sharing ideas and marketing materials. I think leaving USMS information brochures at pool offices is essential as well as posting that a Masters Swim Club works out "here." Facility stickers are so important. I am encouraging clubs to have and promote mini stroke technique clinics for their members and guests. I suggested coaches offer marketing items to new members. Liz Carlin actually gives a goody bag to each new Grunion member she meets on deck. Coaches or club captains could organize regular club socials, select swim meets for club members to attend as a group with individual swim goals for that meet. I suggested that the first month of workouts could be free for new members and the first swim meet registration fee be reimbursed by club to help bring in new members and encourage competition. I also suggested a buddy system for new swimmers to have a new friend to show them the "ropes."

I plan to attend the April 8 UCLA Swim Meet and shall talk to other coaches or swimmers on deck sharing ideas. Social media is great, but eye to eye conversation still works.

There are a few more recent SPMS Club Swimmer of the Month Recipients including Mansi Kinworthy from Conejo Valley Masters, and Dustin Morris and Alison Swain both from the Long Beach Grunions. The recipients appear to enjoy receiving these awards, and I encourage more coaches to use this simple and free motivational tool. The recognition in both the SPMS Newsletter and Dan's bi-monthly news email is great. We should probably share recipients on Facebook as well.

There is one more new SPMS Swim Club called Renaissance Clubsport in Aliso Viejo. It is at a private club. I sent a welcoming email, but did not yet hear back. The contact person is Kristin Buhagiar.

April 6 I plan to attend the SCPPOA lunch meeting in Newport Beach to try to promote Masters Swimming. June 3 is swimming at Senior Games in Pasadena which I plan to attend. June 20 is a health fair event at Patriot Park at the Long Beach VA Medical Center tied in with LGBT Community Pride. I attended this event a couple of years ago and thought I made some worthwhile contacts and shared marketing materials and information.

Please feel free to share your ideas or events with me. We all share the same passion and goal to make SPMS bigger and better!

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