

SPMS Marketing and Club Development Report for August 15, 2019

A Volunteer Membership Coordinator for each Masters Club could be helpful to the coaches. This person would be my point of contact for marketing ideas and help to grow the club membership. I would like the coaches to select such a person.

Each club should consider ordering a new free co branded banner from USMS if appropriate.

I am still working on details for donate tab with link for easy safe donation process on SPMS Website. Bob Eberwine and Dan Wegner are helping me with this project. Thank you Bob and Dan.

Kenny Brisbin is attending the fall SCPPOA meeting on September 5 in Commerce to represent us. Thank you, Kenny.

Swimming Four Seasons with a different focus for each season is a developing marketing tool. With Nationals behind us I am thinking of fall focus on fitness and membership recruitment. I welcome your ideas.

I look forward to attending Convention in September. Please let me know if you have ideas or concerns to share with me that you want me to present at the USMS Convention.

Anita Cole  
SPMS Marketing and Club Development Chair