

## Marketing and Club Development Report January 16, 2020

The most important focus right now is USMS Membership renewal and retention of 2019 members. Please require swimmers to renew on deck using their cell phone before entering the water for swim practice if swimmer has not yet renewed. Please ask coaches to remind swimmers to renew asap.

Marketing materials including caps, luggage tags, decals, stickers, and brochures are available. If you need some, please let me know. Thank you Dan for ordering them. Several clubs are now giving goodie bags to new members using these marketing items. If your club needs a new co-branded banner, please let me know.

Megan Johnston helped me design ads for both the SCPPOA Website and Directory. Thank you, Megan.

The next SCPPOA meeting is Thursday, February 6 at Conejo Recreation and Park District Community Pool at CLU, 100 Overton Court, Thousand Oaks. I am looking for a volunteer from that area to attend this lunch meeting as I will be in Montana at that time. Please let me know if you can help out.

We are supporting and marketing the USMS Stroke Clinic in Long Beach on March 15 at Silverado Park Pool. Ken Brisbin, Liz Carlin, Dan Wegner, and Megan Johnston are all helping to publicize this event. I have already signed up for it. Please encourage your coaches to attend.

Doug Adamavich from Arizona has requested help to promote some upcoming open water swims. He wants to recruit participants from all over our Southwest Zone. He may be contacting our Zone Chair Michael Heather and other Southwest Zone Committee Members. It would be nice to have a more active exchange among zone LMSC's and Clubs supporting each other.

Thanks for your continued support and help in growing our organization.

Anita Cole  
SPMS Marketing and Club Development  
Long Beach Grunion Membership

USMS Fitness Committee