

## SPMS Marketing and Club Development Report 03/21/24

My marketing committee is composed of Lucila Davies, Ralph Porrazzo, and myself.

In an effort to focus on getting swimmers to renew for 2024 I have a survey to email to those 2023 members who have not yet renewed. We want to remind them as well as find out why they decided not to renew. If you or your club would like to send it out to your previous club members, please contact me for the survey.

How is your club membership growth doing? We would really like to know!

April is Adults Learn to Swim Month. Please start planning how your club will participate in this worthwhile event.

The first Thursday of every month from September through April is a SCPPOA Meeting. The next SCPPOA Lunch Meeting and Social is on Thursday, April 4 in the City of Fontana. It is a Surf and Turf! If you would like to attend, please let me know.

Please post your club's activities, events and hosted swim meets with photos on our SPMS Social Media Platforms to share in the fun. Email Ralph Parazzo at [rporrazzo@rosebowlaquatics.org](mailto:rporrazzo@rosebowlaquatics.org) for help with your posts.

If you need help with some graphic designs, email Luci at [Lucila.Davies@gmail.com](mailto:Lucila.Davies@gmail.com)

I encourage coaches to reach out to me or my committee members Luci or Ralph. We are available to help coaches and clubs with marketing items and ideas. Feel free to request SPMS caps, luggage tags, stickers, and decals. Don't be left out. Just email your requests to [anita.chixwithstix@gmail.com](mailto:anita.chixwithstix@gmail.com).

I am starting to think about our SPMS Annual Meeting which will likely be in November as usual. No official annual sub committee has met yet, but we have been emailing each other. Lucila Davies, Diana LaMar, Mike Collins, and I are on this subcommittee. My thought is to invite new young Olympians from local Southern California area to demonstrate strokes at a stroke clinic as part of the SPMS Annual Meeting and also give them an opportunity to share their story about how they became an Olympian and what happened in Paris from their point of view and experience. This could be right before, during, or after lunch. We could also have a question and answer session with them on an informal panel if time permits. We would reach out to coaches who know them to invite them for us to honor and celebrate their achievements. We do not yet know who these swimmers are since Olympic Trials are in June. We do not yet know their achievements. About 10 swimmers from Mission Viejo have qualified for the Olympic Trials. Swimmers from NOVA and Rose Bowl have also qualified. Perhaps you know swimmers from your club or pool who have qualified as well. Later coaches could reach out if appropriate to invite them to be our guests. Maybe some honorary post-dated SPMS/USMS Membership Certificates could be created. When they grow up, we want them to be one of us!

I am not sure how it works regarding paying these swimmers to attend. We can use the Golden West Pool again with help from Diana Lamar and may have City of Irvine Pool as an option as well thanks to Mike Collins. Diana also knows some of the qualifying swimmers and their coaches. So we already have a head start on this special SPMS Annual Meeting in November. It could shape up to be a very exciting event. If you would like to join this subcommittee, you are welcome to do so. Just contact me.

Hope to hear from coaches or club reps with their ideas for member renewals, ALTS, and SPMS Annual Meeting thoughts soon.

Email me any time at [anita.chixwithstix@gmail.com](mailto:anita.chixwithstix@gmail.com) or text or call me at 310-367-4606.

SPMS Marketing and Club Development Committee Anita Cole  
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