

## Program Development and Marketing Report

May 19, 2016

I am communicating with POC's on military bases, but so far no new swim clubs have been established. One response was that the pool is way too busy in the summer months to have any new demands on the pool space. Private pools I contacted have more business than they can handle with wait lists for memberships. There seems to be a greater interest in open water swimming venues with organized practices and leadership not necessarily involving a competition. It is difficult to direct that to create new swim clubs.

The USMS Check off Challenge has 52 participants so far including 5 from April and 2 so far in May. It is an excellent tool to encourage swimmers to try all strokes and all events whether at a work out or swim meet. It needs to be better publicized.

The SPMS Logo Store has no new orders since February. Some new items will replace old ones in a month or so. I am working on new item selections.

I am not convinced that the tools taught at the February Club Development Course in February are effective in causing results as in establishing new clubs. It is not an easy task.

I think growing our already established clubs is an easier task to meet with success by promoting our already existing workouts, lessons, meets, etc.

Please make certain "Places to Swim" has accurate information on USMS website.

Please display facility sticker stating that a Master's Swim Club is available at this pool.

Please use the Club Swimmer of the Month Award to motivate your swimmers if you are a coach.

At the Convention in September a convenient ALTS course is offered, but it conflicts with the regular sessions that I plan to attend. I plan to register for such a course over the next year.

Robin will bring USMS and SPMS marketing items to the Nova Grand Challenge Swim Meet on May 27 – 29.

I will be at the Mission Viejo Swim Meet on May 29 and have marketing items with me. Please visit the table and pick up items that you can use to help market our product.

Please share any ideas you have on growing our organization.

Anita Cole, SPMS Club Development and Marketing