

SPMS Marketing and Club Development Report March 16, 2017

One new club called Silver Peak Performance was recently established by Charles McPeak. He is negotiating to contract with pools in the Glendale area for adequate time and space for club workouts. Presently their workouts are from 6 to 7 am on Tuesday, Wednesday, and Friday mornings at Glassell Park Pool in Glendale. He is having a greater response from interested swimmers than expected. There is also interest in establishing a water polo practice among his swimmers. I mailed new club presentation folders and marketing supplies to Charles McPeak.

There are two potential new clubs at Air Force military facilities in Palmdale and Edwards Air Force Base. I am communicating with interested coaches.

Dan Wegner has ordered and supplied me with my requested necessary marketing items. Thank you, Dan. I dropped off some brochures, decals, and stickers at various pool offices and mailed some items to various coaches. I gave neon orange swim caps to a few coaches for their open water swim groups.

Three Club Swimmers of the Month have been nominated for recognition in February. Mission Viejo, Conejo Valley, and Southern California Aquatics were participating clubs with recipients Jim Santy, Niki Stokols, and Michael Chang respectively.

Swimmers at various swim meets still seem to enjoy picking up marketing items at the check in table or awards table.

The March-April SPMS Newsletter welcomes and congratulates our new Silver Peak Swim club and The new Club Swimmer of the Month recipients. Thank you, Tami Barrera for a very nice newsletter.

June 4 is Pasadena Senior Games. I will be there promoting USMS/SPMS.

Kenny Brisbin and I will be working on a survey for our SPMS Membership to better communicate their expectations from our organization. I will be gathering possible survey questions from my SPMS Marketing/Club Program Development committee members.

Anita Cole

Marketing and Club Development