

SPMS Program and Club Development and Marketing

April 20, 2017 Conference Call Meeting

There have been a few more Club Swimmer of the Month Recipients during the past month.

The event subcommittee of the USMS Fitness Committee had a conference call meeting on Monday, March 27 which I participated in. We are planning three or four fitness events for 2018.

So far the triathlete contacts have not expressed any interest in using our marketing items in event goodie bags.

I have heard from one military swim coach in Southern California who is trying to start a club at Edwards Air Force Base near Lancaster.

I have been in contact with Coach Charles McPeak regarding his new club SPP in Glendale area

A survey is being developed to collect information from Master Swimmers to better serve their needs. The Long Beach Grunions will be my test sample swim population. Kenny Brisbin will help in distribution using Survey Monkey. This survey will be customized, modified, and improved for SPMS distribution based on findings from test group.

I would like to help organize stroke development clinics for local lap swimmers as a recruitment tool. I am planning such an event at the Torrance Plunge.

Thanks for your support.

Anita Cole

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