

Marketing and Program Development Report for 08/17/17

For the month of July there have been five SPMS Club Swimmer of the Month Recipients. These swimmers recognized for various accomplishments are Keith Robinson, Bruce Walton, Grahm Scott, Blanca Garcia, and Brian McAteer. Congratulations to you all. I would like to thank Coaches Nancy Kirkpatrick-Reno, Audrey Viers, Charles McPeak, and Clay Evans for their participation.

The Try Masters Week in June resulted in membership growth for at least a few clubs although it is difficult to track. I think it is worth repeating in October. I am thinking "Trick or Try Masters Swimming" for last week in October unless USMS is planning a similar recruitment week. I am waiting to hear back from USMS Membership as to their tracking of success of June Try Masters week and future plans.

The upcoming USMS Coaches Clinic and Stroke Clinic on Aug 26 and 27 in La Mirada should be used as a marketing tool. Coaches, please encourage other coaches and swimmers to attend appropriate clinics by announcements at workouts, newsletters, or meetings. There are also Coach Certification Levels 1 and 2 offered in Tustin on August 27. I had requested these programs and courses from USMS for SPMS, and I am excited that they are happening. Please support them.

Anita Cole

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