SPMS Marketing and Club Development Report for June 21, 2018

An app for SPMS is still one of my major long term goals. I emailed Mark a detailed explanation of my app vision answering his many questions, and he said he would take it under consideration with his executive committee and keep us posted.

I have turned over the SPMS Club Swimmer of the Month nomination approvals to Becky Cleavenger as awards really fall under SPMS Member at Large duties. Dan is helping in this transition. I created this award in 2015 and am happy that we have ongoing coach participation and happy recipients. We had three new nominations for the month of May namely Chris Cook from the Claremont Club, Doug Kajiawara from Southern California Aquatic Masters, and Thomas (Gus) Heydorff from Aquatic Training Center Masters. I continue to encourage you coaches to participate in this simple free motivational award.

The next USMS Fitness event is the 2K Swim the second half of July. This event can be done as a group or club or individual event with no rules. It could be a 2000 yard, 2000 meter, 2000 feet individual or relay event in a pool or open water. Registration fee to USMS is $10 and goes towards Swimming Saves Lives. I have registered for this event and will swim it in Flathead Lake in Montana.

I attended the LCM Mission Viejo Meet on June 3 and used the hundredth birthday celebration of Rita Simonton as a marketing and fundraising tool on social media. I had an enjoyable day taking photos and swimming my final check off challenge events.

June 20 I will be marketing Masters Swimming at the VA Hospital and Medical Center in Long Beach at a LGBT Awareness and Health Fair.

I have delivered marketing items to a few different public pools in our area. I had a friend/coach supply marketing items at the Pasadena Senior Games Swim Meet on June 3.

That about sums up my pertinent recent and future SPMS Marketing and Club Development activities.

Thank you for your interest in reading this report.

Anita Cole
SPMS Marketing and Adult Program Development