

SPMS Marketing and Program Development Report for March 21, 2019

There have been no further results generated from the email with survey sent February 1 to 2018 member swimmers who have not yet renewed for 2019. I may send a second email to the almost 2000 swimmers who have not yet renewed. Dan says we are about 150 swimmers and 5 clubs under last year numbers for this time period.

The recent SCPPOA lunch meeting was on Thursday, March 7 in South Gate. I promoted Masters Swimming and gave out USMS Brochures and New Club Presentation Folders as well as some USMS caps. I spoke to the pool representatives individually or in small groups and during lunch, not a formal presentation. I felt it was worthwhile. The speaker, Lori Thompson, explained how renting out pool space and time for film productions, television shows, and television commercial shoots can bring in great valuable revenue to help keep routine rental prices to Masters Clubs and school swim and waterpolo teams at reasonable rates. The next SCPPOA gathering is a lunch social at the Rock Bottom Restaurant in downtown Long Beach on April 5. I plan to attend this meeting.

April is USMS Adults Learn To Swim month. On Tuesday night, March 12, I participated in a USMS Peer to Peer ALTS Conference Call where many ideas were shared. I have organized free lessons for non swimming adults at Rolling Hills Country Club in the City of Rolling Hills Estates where all members, employees, and guests are welcome on Tuesday and Thursday evenings from 6 to 7 PM for the entire month of April. I will attend some of these evening swim sessions to help out. Certified instructors have been hired by this country club for these evenings. Also in April I am organizing free ALTS sessions at the Silverado Park Pool in Long Beach during our Long Beach Grunions workout sessions one week also on Tuesday and Thursday nights from 7 to 8 PM. This will probably be on April 23 and 25. Grunions will be encouraged to bring/invite non swimming relatives, friends, co-workers, neighbors for the designated two nights.

Donations should be made easier to make to SPMS. Treasurer Bob is helping me with this project. Eventually I will ask Dan to add a link with information to our SPMS Website.

The dominant continued use of social media platforms for marketing is still the best far reaching tool. Photos seem to be so popular that I am working on a prop to encourage more photo taking, posting, and sharing at convenient Masters Swim Events.

Anita Cole
SPMS Marketing and Program Development