

SPMS Marketing and Club Development Report
March 19, 2020

I am trying to stay focused on my 2020 goals despite greater current world issues.

In an effort to encourage each club to create their own website and Facebook or to use the SPMS Facebook more as their own, I am contacting the club representatives of those clubs that do not have websites. I have talked to a couple of these coaches by phone and emailed a few more. I am also suggesting that the club contact assign a swimmer to be the club membership volunteer in preparation for Try Masters the month of July. This Club Membership Volunteer could also research why some of the previous members have not yet renewed their USMS Membership.

I have given various coaches supplies of USMS Brochures and stickers to display at their pool offices as well as caps used in goodie bags to reward certain swimmers or to welcome new swimmers.

On Thursday, March 5 I attended the SCPPOA Meeting in Santa Monica at the Marine Park Auditorium where Zachary Tamayo from the American Red Cross spoke on health, fitness, stress, Red Cross classes and use of Red Cross Website portals. Several pool managers asked me for SPMS and USMS Marketing items which I provided. The next SCPPOA Meeting is on Friday, April 3 from 11:30 am until 1:30 pm at the Rock Bottom Brewery in Long Beach located at 1 Pine Avenue. If you would like to attend, please let me know, and I will send in your reservation with mine. SPMS is a SCPPOA Sponsor and so our name and logo appear in their printed directory and on the screen in presentations and on their website. The topic for the next meeting is "Keeping Staff Motivated."

April is Adults Learn to Swim Month. I am participating in this program with the Long Beach Grunions at Silverado Park Pool on April 21, 23, 28, and 30 from 7 to 8 pm.

The USMS Fitness Committee met on Wednesday, March 11 by telephone conference which I "attended" and shared ideas. Mary Jurey is the Fitness Committee Chair and has a more detailed report. We are working on a revised mission statement and greater recognition and involvement of fitness swimmers. "What do they want?" is the question. I would like to see at least one USMS Fitness Event added to a swim meet schedule of events in any way the meet director thinks it might work this summer or fall. Please consider it.

At swim meets to help reduce the demand for the meet director to answer so many questions, I would like to introduce the concept of a Meet Ambassador to be a volunteer assigned by the meet director. This SPMS Meet Ambassador could wear a bright colored vest with appropriate verbiage of "SPMS Meet Director" with "i" for information. This person could be readily identified by wearing this vest and could assist meet director in any way meet director decides. It could be the same person who also works at the awards table since awards are mainly given

out towards end of meet. Swimmers could ask this ambassador all sorts of questions. What are your thoughts? SPMS could buy and provide these one size fits most customized vests.

A donation tab/link on the SPMS Website is still a work in progress. Thank you, Dan, for your help with this..

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