

SPMS Marketing and Club Development Report
10/15/20

An abundance of USMS Zoom Meetings kept me busy and engaged for all of September. The convention committee meetings and HOD sessions on Zoom was a far cry from meeting in person although much was accomplished. I missed the face to face interactions and the social aspects of normal convention.

I have participated in several "SPMS Membership Support Program" subcommittee Zoom sessions under the leadership of Arlette Godges. We want to offer our members benefits by encouraging coaches and swimmers to apply for financial support/reimbursement for such events as membership renewal, swim meet registration, open water event registration, club renewals, stroke clinics, coach certification courses, registration for fitness events, etc. An application form created by Kris McPeak will soon be available on our website for this purpose if the board so approves. A maximum of \$500 per request and one request per year per club has been suggested with authorizing subcommittee possibly consisting of treasurer, vice chair, and member at large to review applications.

I have also participated on several Fitness Education Committee Membership Retention Subcommittee Zoom meetings as well as the monthly and annual USMS Fitness Education Committee Meetings on Zoom. Keeping our members fit and engaged will help with membership renewal goals. Fitness is key to our health, both physical and mental. Clubs have different obstacles during this Covid-19 crisis. Many clubs still have no access to pools for team/club workouts. The Fall Fitness Challenge is a one mile swim November 15-30. We hope to LEAP forward to new fitness challenges in 2021 which is a leap year. The winter fitness event in February is a 30 minute swim.

I attended the SCPPOA monthly Zoom meeting on September 10 and again recently on Thursday, October 8. The speaker on October 8 was Jim Wheeler and the topic was pool safety and lifeguard management. SPMS is a gold sponsor and ads for our organization will be on SCPPOA social media platforms like Facebook, Instagram, and Twitter as well as their website. Megan Johnston was of great help to me in creating these digital ads. Kyle Deery from USMS also helped me by providing a USMS Promotional Video and a USMS digital brochure. November 5 is the next SCPPOA Zoom meeting at 1 pm.

Marketing and Club Development continues to be a challenge. Thank you for your support. Please share your ideas with me. Please remember that I am here to help you and your club in any way that I can.

Anita Cole
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Long Beach Grunion Membership Coordinator

