

SPMS Marketing and Club Development Report for January 21, 2021

Happy New Year!

On Thursday, January 14 I participated in a Zoom SCPPOA meeting with speaker Amber Workman on "Communicating with Different Personalities in the Workplace" based on "True Color" codes for personality types of Blue, Gold, Green, and Orange. It was quite interesting. I would like SPMS to be a gold sponsor for SCPPOA. Southern California Public Pools Operator Association gold sponsorship for 2021 costs \$280 and is overdue since January 6. The organization promotes adult swim programs, promotes USMS, encourages USMS Clubs, assists in finding pools for workouts or meets, connects swimmers to clubs, and is a good organization for us. Our ad is on their website and directory and other social media. We are thanked at every monthly meeting for being a sponsor. I would like board approval for treasurer to pay the invoice that I forwarded for payment to SCPPOA for \$280.

The next SCPPOA Zoom meeting is on Thursday, February 4, and I was told they were featuring SPMS in some way. Of course, that probably depends on whether we have paid sponsorship or not by then.

Dan Wegner shipped marketing supplies to me recently. Let me know if you need any items for USMS or SPMS Marketing. I have caps, luggage tags, stickers, decals, etc.

I have been in contact with USMS Membership and Marketing and will work with them on common goals and plans.

Club virtual activities and website contents are important to keep members engaged.

I am concerned about the low number of membership renewals.

Fitness events and virtual competitions and workouts are the main offerings for now as most of the country continues to struggle with Covid-19 restrictions. Most clubs are not able to resume regular coached swim workouts at this time.

The next USMS Zoom Fitness Committee is scheduled for January 20.

Please contact me with your marketing ideas and needs.

Anita Cole
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USMS Fitness Committee
Long Beach Grunions Membership