

The SPMS Marketing and Club Development Committee is composed of Megan Johnston, Kenny Brisbin, Karin Perissinotto, and myself Anita Cole.

Megan designed a fresh look for new marketing items including metal pins, luggage tags, stickers, and decals. Attached are images of these new designs. USMS Marketing has approved these new designs so that we can use the USMS Logo and proceed with proposal to SPMS Finance Committee for board approval to spend funds to purchase these items. I am keeping Kris McPeak in the financial loop.

Approximate costs:

1000 of 4" x 2" luggage tags is \$1900.

1000 of 4" x 2" stickers is \$60.

1000 of 4" x 2" cling decals is \$250.

1000 of the 1" round metal pins is \$2000.

Try Masters Month of July was successful in recruiting new members and was the most productive month ever for registering new USMS Members. There will not be a USMS Try Masters in October. We can organize our own membership drive whenever we see fit and maybe rename it "Bring a Swim Buddy Month" or "Guest Week" or "Guest Day" or whatever either on the LMSC level or local club level.

I personally contacted clubs from 2020 list of members that did not renew in 2021. The most common reason for not renewing was lack of available pool to accommodate swim workouts. Some clubs are still waiting for college or university pools to reopen.

I personally verified SPMS Club websites and current contact information correcting and helping wherever I could. Only 14 clubs did not have websites and two of these clubs were actively working on new websites. Some clubs have direct link to USMS contact information, but others do not. Some clubs are sharing websites with larger organizations like health clubs or country clubs or USA Swim Clubs and Masters Club contact information is difficult to find and often not accurate.

Two clubs requested marketing items be mailed to them during our phone conversations. I mailed items to Niecia Staggs of Redondo Dolphins and Diego Pombo of Costa Mesa Aquatics Club. Kris McPeak already reimbursed me for these shipping expenses.

I have not heard from SCPPOA lately. Usually monthly meetings resume in September on the second Thursday of every month.

Marketing items are currently listed on our SPMS Website under the Membership tab. Marketing Items are not featured prominently. I am requesting a separate tab for marketing items so that coaches and club contacts can easily view what items are available at no charge by simply emailing me and requesting items desired. Currently I have about 100 USMS Logo caps, 20 USMS luggage tags, 10 SPMS keychains, 100 USMS brochures, 200 SPMS stickers, and thousands of USMS stickers or cling decals. We no longer have print newsletters available. The newsletter is only available on line. We hope to have our newly designed marketing items in a month or two and can then update items which will be available upon request by clubs.

My committee and I are working with USMS in an effort to combine forces in advertising on social media platforms targeting younger swimmers in May or June upon high school or college graduations when their swim team commitments end and older swimmers in January when New Year's resolutions for fitness may be the focus.

Our SPMS Marketing Committee has Zoom meetings at 7 pm on the second Tuesday of each month. Please contact me if you would like to join us for a meeting.

Thank you for your continued support and interest.

Anita Cole

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