

SPMS Marketing and Club Development Report  
February 16, 2023

I have a new member on my marketing team. Please welcome Lucila Davies who has already been of great help. She created a survey for Try Masters feedback as well as a friendly request to clubs to identify their Club Reps who may soon be joining us on our monthly SPMS Zoom Meetings. I would like to broaden our base for more volunteers to accept leadership positions as well as better understand needs of underrepresented clubs. Each club needs an active club rep!

Our SPMS Instagram is live and thriving under the guidance of our new volunteer SPMS Digital Social Media Specialist Ralph Porrazzo. Thank you, Ralph!

To post anything on our SPMastersSwimming Instagram account, please Direct Message the @SPMastersSwimming

and Ralph will respond. You may also email Ralph your Instagram post at [rporrazzo@rosebowlaquatics.org](mailto:rporrazzo@rosebowlaquatics.org)

There are several posts on our IG account already. To celebrate Valentine's Day I have been requesting and collecting swim love stories which Ralph is sharing on Instagram. Some love stories may also be in our next SPMS Newsletter. Mission Viejo has the most love lanes so far! Thank you, Coach Mark Moore, for helping to collect these great stories and photos.

Webmaster Steve Ingram has added Instagram to our SPMS Website list of social media platforms. Thank you, Steve!

Try Masters Swimming ended January 31. Only 14 out of our 75 SPMS Clubs (less than 19%) participated in this membership recruitment drive/program. Our Gold Clubs were required to participate. So far 7 of the 14 have responded to our survey designed by Luci. I will let Luci explain the results during the meeting as results are still coming in.

Just a reminder that host clubs will automatically receive \$1500 per day of swim meet or swim clinic from SPMS available funds. We want more clubs to host swim meets or swim clinics. These funds can be used to subsidize expenses as needed. So, get your club to do something in 2023!

I attended the Palm Springs Swim Meet on January 29 and distributed marketing items to several club coaches. I hope to see many of you at upcoming swim meets in March and April. If you need marketing supplies, please tell me ahead of time so that I can bring the proper amount to hand over to you at one of the swim meets instead of mailing items.

The next SCPPOA Lunch Meeting is on Thursday, March 2 at Conejo Valley. Coach Nancy Reno will speak on water safety. The last SCPPOA Meeting was in Long Beach and both Lucila

Davies and I attended. There was a motivational speaker Aumee Frey from Mission Viejo and a nice lunch. We placed USMS and SPMS Marketing Items on the tables and attendees were happy to have them to bring back to their pools.

If you or a Masters Swimmer you know has an interesting swim story to share, please let me know. I would like to continue sharing these swim stories in our SPMS Newsletter and on social media. What is your big WHY do you swim?

Please share your marketing ideas with me and remember to visit and post on all of our social media platforms including Facebook, Twitter, and Instagram.

If you would like to join our marketing team, please email me.

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