

SPMS Marketing and Club Development Report for October 26, 2023.

The SPMS Marketing and Club Development Committee composed of Anita Cole, Ralph Porrazzo, and Lucila Davies is working hard to gain greater attention through social media and grow membership through marketing tool suggestions offered to club contacts. We are also offering reimbursement to clubs for marketing items purchased. Time is running out in this calendar year to take advantage of this opportunity.

USMS is still offering free co-branded banners for clubs. Please email Melanie Jaudon to place your club banner order at mjaudon@usmastersswimming.org

SPMS Swim Caps and Luggage Tags are available for your use at no charge. Just look for them at your next SPMS Swim Event or at our SPMS Annual Meeting and Awards Social with free Italian dinner for all of you members. This fun event is on November 16 at Pinocchio's Pizza and Italian Restaurant located at 1449 North Lake Avenue in Pasadena. Let us know that you plan to attend by your rsvp in Annual Meeting email invitation and email me (Anita) how many caps and luggage tags you would like to take back to your club or teammates for our planning purposes. You read it right. The dinner is free for all SPMS Members and the caps and luggage tags are free too. They are part of your SPMS Membership Benefits.

There have been several SPMS Club Swimmers of the Month nominations since our last SPMS Zoom Meeting. Award recipients include Jack McCann from Long Beach Grunions, Bruce McCleave from Mission Viejo and Emil Halchev from Rose Bowl Aquatics. I highly recommend that coaches use this award more frequently. This is a great motivational tool for swimmers. It is especially meaningful for the fitness swimmers who do not compete at swim meets or new swimmers making great effort to improve. Please visit our SPMS Website Awards section to read all about it. Swimmers love the automated certificates that they receive. Maybe clubs could share these certificates on their club social media platforms as well as tag us on SPMS Instagram @spmastersswimming or email them to Ralph for our SPMS Instagram as well as Jorge Ferrero for the SPMS Newsletter jorgeferreroq@gmail.com

The Fall Fitness Progressive Mile Swim Challenge on Sunday, October 15 at Palm Park Aquatic Center Pool located in the Greater Whittier area was enjoyed by all who attended with perfect sunny weather in the 70's at a beautiful outdoor pool. We enjoyed bagels, coffee, donuts, and plenty of time to swim and socialize. A few unattached swimmers who attended just may join one of our convenient clubs.

Ralph has been posting on Instagram. Coaches, please assign a swimmer to take photos at your swim meets and workouts. Please send photos to Ralph for Instagram account via DM or tag @SPMastersSwimming Instagram page or email Ralph at rporrazzo@rosebowlaquatics.org Please share all of your club posts with SPMS Instagram by tag @spmastersswimming to increase visibility of SPMS on line.

Please send articles and photos to Jorge Ferrero regularly for the SPMS Newsletters.

The new SPMS Swim Club at the Van Ness Pool at the Van Ness Recreation Center located at 5720 2nd Avenue, Los Angeles, CA 90043 needs more swimmers. Workouts are offered on Tuesday and Thursday nights from 6 to 7 pm. Please help spread the word about this new swim club in South Central LA. All swimmers are welcome. The name of the club is Unidos Masters Swim Club and Luci is the coach. Feel free to email Luci at Lucila.davies@gmail.com for more details.

We welcome your ideas and would like to hear how you are marketing your club to include all swimmers and how we can help your club grow or offer better benefits to your members. We are also interested in knowing where you think a new club should be created.

Thanks for your continued support in our marketing efforts.

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