

SPMS Marketing and Club Development Report 04/18/24

My marketing committee is composed of Lucila Davies, Ralph Porrazzo, and myself.

How is your club membership growth doing? Have most of your 2023 club members renewed for 2024? We would really like to know!

April is Adults Learn to Swim Month. How is your club participating in this worthwhile event?

Please post your club's activities, events and hosted swim meets with photos on our SPMS Social Media Platforms to share in the fun. Email Ralph Parazzo at rporrazzo@rosebowlaquatics.org for help with your posts.

If you need help with some graphic designs, email Luci at Lucila.Davies@gmail.com

I encourage coaches to reach out to me or my committee members Luci or Ralph. We are available to help coaches and clubs with marketing items and ideas. Feel free to request SPMS caps, luggage tags, stickers, and decals. Don't be left out. Just email your requests to anita.chixwithstix@gmail.com.

Our SPMS Annual Meeting will likely be November 10 at City of Irvine Pool. Our SPMS Annual Meeting subcommittee has met twice and is making great progress. Michael Collins, Lucila Davies, Diana LaMar, Virgil Chancy, Fiona Duncan, and I are on this subcommittee. Michael is chairing this committee.

Please send articles and photos to Jorge Ferrero by April 26 for the next newsletter for May/June. It is a good way to recognize all the Club Swimmers of the Month from various Master's Clubs. A photo of recipient holding the certificate presented by the coach on deck is worth a thousand words. If your club has hosted a swim meet or stroke clinic or social event, please share info with photos and send to Jorge for the newsletter and similar content to RJ Porrazzo for Instagram posting.

Hope to hear from coaches or club reps with their ideas and activities for membership renewals and ALTS soon.

Email me any time at anita.chixwithstix@gmail.com or text or call me at 310-367-4606.

SPMS Marketing & Club Development Committee Anita Cole
Lucila Davies
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