

SPMS Marketing Report

June 19, 2014

Over the past month I have continued with my usual activities and contacts, but also realized that I am a rare entity in that only one other LMSC even has a marketing person. Richard Burns is my counterpart in California's Pacific LMSC. I have emailed him in an effort to share ideas. I have also been in contact with USMS Membership Director. I have requested that Jacquie attend the September 6 coaches' certification program to share marketing ideas with the coaches. I am trying to network ideas.

The 1100 new swim caps have not yet been received by Dan, but are due in a week or two. I have over 60 photos accumulated for the 2015 calendar and even have tentative open water swim dates thanks to Sherry Brooks. I am waiting for tentative pool swim meet dates and then I can progress to the tentative printing outline. I so want the calendars to be ready for distribution by Thanksgiving.

My newest endeavor is to place an order for business cards via Dan's creativity and expertise. Dan and I definitely desire business cards. If you also want business cards, please contact Dan providing him with your specific information to customize your order. Attached is the sample that Dan created for himself. Mine will be identical to Dan's except for my contact information.

It is important to keep adding marketing materials and to keep growing our organization through whatever means we can think of to try.

I am confident that our product is a valuable one and is worthy of my time spent in thought and action.

Anita Cole

Marketing