

SPMS Marketing Report
Thursday, August 21, 2014

I continue to enjoy marketing SPMS. I am still collecting photos for the 2015 printed calendar. I plan to use the officer photos as they appear on the SPMS website unless you send me a different photo for yourself.

The new SPMS/USMS business cards are available for those who ordered them. Contact Dan if you would like to place an order. Thank you Dan. The business cards could be most useful at the convention in September in Florida. The new swim caps are also available. Thank you again, Dan.

I am trying to get some media coverage for the upcoming SPMS and Southwest Zone LCM Championship Meet at Mission Viejo August 23 -24. If any of you have a contact for newspaper or television coverage, please share information with me.

For the next newsletter (September/October)I will plan on providing Kim with another article requesting photos for the calendar and reminding swimmers of the free available marketing materials. I will also mention that the new calendars will be available for purchase in early December.

I would like to request an increase of \$3000 for the marketing budget for 2015.

Thank you for your support.

Anita Cole
Marketing Chair