

SPMS Marketing and Program Development Report for 10/20/16 Conference Call Meeting

I attended the Adults Learn to Swim USMS Course in Atlanta on September 21 in Atlanta. I am now a certified ALTS Instructor as well as a USMS Certified Coach for Levels 1 and 2. I took the regular coaching course on April 2, 2016.

I am planning ALTS teaching sessions on April 4 and April 6, 2017 in Long Beach at the Silverado Park Pool. Coach Penny Dean will join me in training other volunteer swim coaches who can be observers while Penny and I teach fearful non swimming adults who volunteer to take this free two session course. Penny Dean taught beginner swimming at Pomona College as well as coached the swimming and water polo teams for over 20 years and has volunteered to help me in this project at no charge.

At the USMS Convention in Atlanta I became aware that I am the only Marketing and Program Development Chair in all of USMS. I find this an interesting statistic since USMS has a goal to increase membership, but without marketing or club development committee or instruction. The closest focus group I could relate to was Communications. There was no marketing or program development zone for the speed dating event for exchange of information.

To stay informed of upcoming triathlons of interest I have joined California Triathlon organization. I plan to participate as an athlete in a mini triathlon in March in La Quinta which will offer me a new experience as well as give me insider information as to the best way to market Masters Swimming to this group of athletes.

I have a dream of creating "A One Day in May Swim Fest" with several information booths and pool "corners" including topics of fitness through exercise and nutrition, Masters Swimming and You, open water swim training and safety, stroke technique pool corner, coaches exchange of ideas pool corner, ALTS corner of instruction, etc. The day would have a busy agenda with some events overlapping. I would like to have volunteer coaches and speakers all from within our SPMS membership. Perhaps La Mirada could be the pool venue in May of 2017 or 2018 if we can get the facility for a good price. This SPMS Swim Fest would require a group effort. I envision this being a fitness clinic and coaches' clinic and health fair all in one. It would need to be publicized to the general public community as well as to athletic organizations as well as to all of our members. All are welcome, but there may be a small entrance fee. At Convention in Atlanta Karin Wegner, Robin Smith, and I discussed the concept briefly. It will take a great deal of planning. It may not happen until May of 2018 or even later at the new Belmont Pool, but I think it is a worthwhile plan to attract new members and to publicize the existence and availability Masters Swimming Programs. The feasibility regarding cost is the first hurdle.

The SPMS Logo Store has a total of \$441.94 in sales excluding tax and shipping. The last item was sold in September. The store will close down November 1, 2016.

The USMS Check off Challenge hosted by the Long Beach Grunions has a total of 83 participants to date and will also close down on November 1, 2016.

The 2017 limited SPMS budget for Marketing and Club Development is a disappointment.