

SPMS Marketing and Club Development Report May 18, 2017

There are two more SPMS Clubs since the last meeting. In Twenty-nine Palms on the Marine Corps Base Sherry Powell has organized Lake Bandini Swim Team which will operate alongside Combat Center Aquatics. In Palm Desert Amanda Stone has created a new club called Palm Desert Aquatic Center Masters. I have mailed boxes of USMS and SPMS marketing supplies to each of these hard working coaches and suggested that they update the Places to Swim on the USMS Website with their club information. The efforts at Edwards Air Force Base to establish a new club are on hold due to the federal hiring freeze caused by President Trump. I am in contact with Coach Danielle Dina who almost made it happen. We now have six new SPMS Swim Clubs so far in 2017. The other four clubs are Anyone Can Swim in Long Beach, Paseo Club Masters in Valencia, Playa Vista Swimming in Marina del Rey, and Silver Peak Performance in Glendale area.

In April the Club Swimmer of the Month awards went to Beata Konopka from Conejo Valley Masters and Marlow Peterson from Mission Viejo. The coaches who nominated these swimmers were Nancy Reno and Mark Moore, respectively. Thank you for participating. Recipients for Club Swimmer of the Month for May were Ana Fradkin from Southern California Aquatics Masters and Elizabeth Olsheim from Mission Viejo Masters. Thank you, Coaches Rosella Pescatori and Tina Anderson, respectfully, for participating in this morale building award.

Try Masters June 1 – 11 is a new USMS Marketing/Membership Program to encourage Masters Swim Clubs to invite guests to swim with them at a workout or two to try out our Masters program. USMS emailed every club coach and every LMSC Registrar the details of the program. Each participating club must complete a simple participation application on line and submit to USMS by end of May to be counted in the club participation contest between LMSC's of similar size. SPMS has an advantage because we have 97 clubs to encourage to register and promote this event. I wrote an email to the coaches which Dan has sent out for me. Dan has been extremely helpful and supportive of this project. Thank you, Dan. Christine Maki posted event information on Coaches Facebook page. Another email will be sent out in a week or so in an effort to remind the coaches to please participate. I posted information on the SPMS Facebook. The winning club will be rewarded and honored, but the real success will be in gaining new members for each participating club. The Long Beach Grunions, Competitive Tri-Swim Masters, and SAMO Masters have already signed up. There is supposed to be a leader board to follow LMSC club participation progress on the USMS Website, but it is not there yet. Please encourage your club to participate both by registering and inviting guests. On line social media and newsletters should be used to promote this event in every way imaginable as soon as possible. Announcements on deck at swim practices regarding swimmers inviting guests to workouts June 1 – 11 should be made regularly once the club signs up to participate. Perhaps a sign at the pool office inviting lap swimmers to club practices could be posted. I welcome all of your ideas.

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