

SPMS Marketing and Program Development Report for October 19, 2017

In September there were four SPMS Club Swimmer of the Month Recipients. I am encouraging all coaches to use this award as a motivating tool for all swimmers, but especially the new fitness swimmers.

September 23 I attended the Coaches Clinic in Mission Viejo. It was an excellent event that was well attended and well organized with interesting speakers and coaching knowledge to be gained. I really enjoyed it. Christine Maki is to be commended.

Dan ordered much needed marketing supplies which I received recently.

I attended the UCLA SCM Swim Meet on October 8 and was able to distribute marketing supplies to coaches on deck who needed items to grow their membership as well as to reward their swimmers for attaining set goals at swim practices. It was interesting to discuss coaching styles, marketing ideas, and program growth goals with club contacts on deck. There is nothing better than in person conversations and handing over appropriate amounts of requested marketing supplies. Supplying the pool offices with USMS information brochures seemed to be a simple and commonly used method for recruiting new Master Swimmers. I felt good about making the effort to attend the meet and even won three reds and one blue ribbon.

The bylaws update and 2018 budget both seem adequate for my marketing and program development goals.

Please view and use some of the "Here's Why We Swim" dialogue on the USMS Website in a discussion when appropriate. Swimming makes us all feel better.

Get wet, stay fit.

Anita Cole