

SPMS Marketing and Club Development Report for 4/18/19

Friday, April 5 I attended the SCPPOA final meeting of their fiscal year at the Rock Bottom Brewery in Long Beach. I gave out some marketing materials and walked from table to table or standing group to group explaining who I was and the benefits of establishing a Masters Club at their pools. I did this visiting before the meeting began and during lunch and after the meeting ended. The guest speaker presented a talk on the future of aquatics giving various demographics and trends. We need to understand the demographics of our community and know our neighbors. In the United States now 30% of the population is between 21 and 36 years old. What are we doing to capture or attract this group? The average age of first time mothers is now 28 years old. Swim clubs are competing with fitness centers and should consider offering more than just swimming such as yoga or stretching or strengthening on deck before getting into the water. This might attract more members. By 2025 there will be more adults over age 65 than there will be teenagers In the United States. Our older members will be leaving us. Will the younger ones replace them and join swim clubs? How can we attract these young adults?

The next SCPPOA Meeting is on Thursday, September 5 at City of Commerce. I will not be able to attend this meeting due to travel plans. I hope someone else on our SPMS Committee can attend and bring back more interesting information to share with us.

Sponsors for SCPPOA are given the opportunity to display marketing items on a separate table at each meeting as well as make brief monthly announcements. Sponsors also enjoy priority on the program schedule to provide a guest speaker. It costs \$500 to be a sponsor. I would like for SPMS to be a sponsor. Bill Brenner from USMS has agreed to fly out and be a presenter if given enough notice.

Bob Eberwine is helping me with streamlining the donation process for anyone who wants to donate to SPMS now or after death as a legacy donor. The donation process needs to be made easy and have correct information readily available.

Coach Charlie McPeak from Silver Peak Performance Aquatics is helping me create a prototype for a collapsible branded life size frame to be used for framing photos of swimmers taken at swim events to make for a more meaningful sharing of photos on social media. The labeling on the frame will identify the club or event. These photos could advertise or promote upcoming or current swim events and clubs. Perhaps these frames could be co branded with both specific Masters Club and SPMS names and logos. I will also contact USMS to try to encourage them to possibly create co branded frames with both USMS and Masters Club names and logos requesting USMS to pay for these photo frames like the co branded banners are handled. USMS might consider use of frames to promote ALTS and Fitness Events with appropriate wording and Logos on the frame to easily identify events.

I participated in the ALTS free swim lessons at three Long Beach Grunion Swim Practices at Silverado Park Pool by teaching non swimmers to swim. I also helped out at a private club. I

found it a rewarding experience and will continue to offer this free opportunity when convenient and possible. One young man shared his story about how he almost drowned as a kid, but was now ready to conquer his fears and learn to swim. He is an athlete and was motivated and made quick progress. He may join our Long Beach Grunion Swim Team.

At the UCLA Meet on April 7, I was able to share ideas with a few club leaders to help grow their clubs. I think each club needs a volunteer membership person to network with other club membership volunteers to share ideas.

Thanks for your support in my efforts.

Anita Cole
SPMS Marketing and Club Development