

## Marketing and Club Development Report for June 20, 2019

The recent USMS Membership Drive called "Try Masters" created great interest based on results at local level with my swim club, the Long Beach Grunions. We had about twenty prospective new members complete trial USMS Membership forms and make plans to swim with us. We are welcoming these interested swimmers for the entire month of June. Between "Adults Learn to Swim" in April and "Try Masters" in June, I have witnessed and participated in lots of activity. I think these programs were successful. Time will tell how many new registrations occur as a result. I hope clubs are growing as a result of these marketing and membership events. I have requested that USMS tell me in advance of such events to allow me more time to help promote these worthwhile events in our LMSC.

Our area of Southern California is being promoted as the swim capital of the nation and world with Pre Olympic Open Water Swims being organized in Redondo Beach in October and Pre Olympic Triathlon Open Water Swims in Long Beach in July organized by USMS working with USA Triathlon in conjunction with Legacy Triathlon. This is all early preparation for the 2028 Los Angeles Olympics. We need to take advantage of this national and international attention to our beaches and recognition of open water availability. I am gathering ideas as to how to market Masters Swimming at these venues and take advantage of the 2028 local Olympic Sites.

Maureen Kornfeld, 97 year old fantastic swimmer and person from Rosebowl Aquatics, was featured in various newspaper articles including May 23 article in the Los Angeles Times. She was also recently inducted into the International Masters Swimming Hall of Fame. Swimmer Magazine also has an article about Maureen. She is a great living ad for promoting Masters Swimming as the ideal sport for all ages. She certainly makes for a great marketing tool. Thank you, Maureen, and congratulations for all of your accomplishments.

A fitness tab is now on our SPMS Website with Go the Distance results available as well as other fitness information and events. Thank you Dan, David, and Diana. Most of our members are fitness swimmers. Fitness is so important to marketing Masters Swimming.

My goal to facilitate donations to SPMS by having a donate tab on our website with simple instructions is still in progress. Treasurer Bob is helping me get this going. I will need Dan's help as well. Thank you in advance.

I would like SPMS to be a sponsor to the Southern California Public Pool Operators Association. Our SPMS name and logo would be publicized on the SCPPOA Website and Directory with ad and our marketing items displayed at their monthly meetings if we were a sponsor. We would also be allowed 5 minutes to talk about our organization at the April meeting which is the final end of year meeting with social. Their fiscal year goes September through April and so I can not submit sponsor form at this time. That process is shut down for the summer. We might also be allowed to provide a speaker for one of the monthly lunch meeting programs if we are a sponsor. There are 3 different levels of sponsorship. The golden sponsorship is what I prefer. My

marketing committee is helping me decide on the level of involvement as a sponsor. At some point I will need board approval to increase the budget to pay for a sponsorship. Currently only \$60 is budgeted for SCPPOA. The next SCPPOA Meeting is Thursday, September 5 in City of Commerce. I still need a volunteer to attend this meeting. Please let me know if you are available and interested in attending.

I think everyone who wishes to attend convention in St. Louis in September should be encouraged to do so. All members in attendance at our conference call meetings are promoting Masters Swimming or they would not even be on the call. If members in attendance for more than 50% of our conference call meetings are willing to take off from their work and their family commitments in order to attend the USMS Annual Convention, I think we should welcome and celebrate their interest in doing so by paying their way to convention even if they do not get to vote at convention as a delegate. There is much to learn and contribute at convention and take back home on deck to our swim clubs. It could encourage these members to be even better and more involved Master Swimming Volunteers if these members are permitted to attend convention. These individuals are valuable marketing tools and advocates of Master Swimming. It is our loss if we do not permit these swimmers to attend convention because we have "too many." We can never have "too many" enthusiastic volunteers. They are our wealth! I think everyone who wanted to go to convention, but did not receive enough votes from our committee to attend, should be encouraged to attend convention with expenses paid just like the other delegates. I would like the committee to increase the convention budget and approve extra funds to pay their way if these individuals still would like to attend. It should not be a popularity contest to see who should attend convention. We need new and young members on our leadership committees. We need the voice and opinions and skill sets from both the young and old members of our organization. Let all the people go! We have enough funds to pay for all of these interested individuals.

I ordered a customized paper frame prop for use when taking photos at June 2 Mission Viejo Meet. Megan Andrus helped me find a website for such a thing. Kenny Brisbin helped me by building a support for the paper frame prop and actually carrying it to the meet. Thank you to both of you. I hope it was used for photos to share on social media to help identify location of meet and promote swim meet attendance. I would appreciate any feedback on whether to repeat this "frame it" effort or not. The frame cost \$40 to order plus Kenny's supplies, time, and talent.

A membership volunteer for each club is something I encourage the coaches to select to help grow their club membership. I would like to contact these designated club membership volunteers to assist me in marketing and to network with each other to help increase their club membership. Marketing and membership go together.

Thanks for your interest in helping me to market Masters Swimming.

Anita Cole  
SPMS Marketing and Club Development