

SPMS Marketing and Club Development Report 10/17/19

On Saturday, October 5 I joined Robin Smith at the USMS Welcome and Marketing table in Redondo Beach at the WOWSA event. It was a fun event.

On Thursday, October 10 I attended the SCPPOA lunch meeting with speaker on how to recruit and retain pool employees including lifeguards, instructors, and other office personnel. I displayed marketing materials on the sign in table. SPMS is now a sponsor and I was warmly welcomed and thanked for our commitment. Our logo and website address is now included on their website.

I am almost out of all marketing supplies and will be ordering more soon. Let me know what you need.

Time for membership renewals is coming up soon. Please stimulate renewals for your club swimmers asap with possible creative rewards for early registration. Those swimmers who have not renewed by certain appointed date may be "forced" to swim fly in the designated "delinquent" lane while other swimmers have a kick social set or whatever. Keep it friendly and fun to renew.

Please leave USMS three fold information brochures displayed at your local pools.

I welcome your suggestions and help in promoting Masters Swimming.

Anita Cole
SPMS Marketing and Club Development