

## SPMS Marketing Report

May 15, 2014

I am trying to figure out tools to better market Masters Swimming to triathletes and open water swimmers. Mike Miranda suggested a survey at the time of USMS registration that could be designed to provide feedback to SPMS and the local master swim clubs so that we can better serve members' needs. I will research that possibility. I would like to add an open water swimmer and/or triathlete to my marketing committee.

The printed calendar project is progressing with many swimmers contributing photos. Some of Mark's photos taken at Santa Clara National Championships recently posted on Facebook just might appear in the calendar. Thank you, Mark. The current SPMS newsletter has a brief article requesting more photos. Thank you, Kim. More swim caps have been ordered. Thank you, Dan.

The Pasadena Senior Games are June 22, and I plan to both swim there and to successfully market SPMS there.

I am counting on Trish to help market SPMS at the summer meets and open water swims while I am in Montana and unavailable for the summer. Thank you, Trish.

I was wondering if a SPMS business card of some form might be useful.

Your marketing ideas and suggestions are very much welcomed. Please do contact me.

Anita Cole