

## Marketing Report for April 16, 2015

SPMS Marketing items continue to be popular. I have attended the Matt Biondi meet on March 22 and the UCLA meet on March 29 where I worked the marketing materials table between my swim events. I would like to thank Alina and Robin for helping transport marketing items to various meets as well as my Grunion teammate Stan Smith. Christine Maki picked up marketing items at my house to help market SPMS at the San Dimas Stage Race to the runners on March 29. I provided marketing items to The Swim Guy for his Redondo Beach and Santa Monica outlets. I also gave more marketing items to various pools that I frequent such as Silverado, Torrance Plunge, Los Alamitos, Kramer Club, etc.

Monday, March 30 and Tuesday, March 31 the Long Beach Grunions hosted Dr. Pete Andersen to teach sessions on how to teach adults to swim. About 18 SPMS Master Swimmers attended and 3 non swimmers were taught to swim to some degree. It was a worthwhile project in an effort to support Swimming Saves Lives and April, the Teach Adults to Swim Month.

Because most of our SPMS members do not compete at swim meets, I am making an effort to provide more support for them in basic ways.

A new Swimming for Fitness webpage on our SPMS website is in progress with help from Dan. I would like to make it easy for our members to locate information on USMS swimming for fitness activities such as The Check-Off Challenge and Go The Distance as well as other pertinent articles on fitness swimming. I have asked Kyle to write an article on the advantages of swimming for fitness for this new webpage.

Swimmer of the Month is a new recognition program I would like to initiate whereby any coach can submit to me the name of an outstanding swimmer for any achievement that he or she wants to reward. There could be multiple deserving swimmers, each from a different swim club, recognized each month or none. It is not a contest. The greater the number of deserving swimmers that are recognized, the greater is the success of this marketing tool. The swimmers of the month could be publicized on the SPMS website, club website, SPMS newsletter, swim club newsletter, Dan's news email, facebook, etc. with his or her name, name of swim club, photo, and a brief one line description by the coach of just what this swimmer accomplished or why he or she was selected to be honored. There is opportunity for coach creativity here. It is an opportunity to reward a swimmer who does not usually compete or a new member of the team who is really trying hard and has attended the most workouts that particular month. A swimmer might be selected for any personal best such as swimming a lap of legal butterfly for the first time, successfully doing a flip turn for the first time, swimming

the greatest distance for the month, attending a first swim meet, etc. I plan to email a document explaining this Swimmer of the Month program to each coach listed for each SPMS swim club with Dan's help. Coach/club participation is optional, but will be encouraged. Perhaps a certificate could be created and emailed to the coach to print and present to the recipient at a swim workout or banquet or whatever is appropriate for their situation. It is an easy way to reward a fitness swimmer who has never ever received a ribbon or medal or to reward any swimmer for any outstanding effort. It is a means of retaining membership.

I am always open to any of your suggestions. Thanks for your continued support and encouragement.

Anita Cole

Marketing SPMS 24/7