

May 21, 2015 SPMS Marketing Report

The Swimming for Fitness webpage with links to fitness swimming events and article on Benefits of Master Swimming written by Kyle Durieux are new additions to our SPMS website in an effort to retain and attract more fitness swimmers. Thank you, Dan and Kyle, for your help.

I have updated my description of the proposed new award, "Club Swimmer of the Month," of which I need your approval. Please see attachment with this report. Dan has a simple, but effective template design for the award certificate in mind which could be completed on line by the participating coach for delivery to recipient with award information automatically posted to our website. The information and link could be available under "Awards" category of the website for coaches to use as needed. I have already heard from a couple of coaches that they are anxious to get this award available because they have deserving recipient swimmers in mind to honor as soon as possible.

Robin and Kenny will be helping market SPMS at the 2015 Swim to Win Event in Palm Desert on May 23. They now have marketing materials and banner to do so. Thank you, Robin and Kenny.

Alina continues to travel to meets sharing marketing items in her fold up organizer which I liked so much that I also purchased. Thank you, Alina.

I will be attending the Pasadena Senior Games Swim Meet on Sunday, June 7 to compete and market SPMS there.

Thanks for all of your help and support.

Anita Cole

Marketing SPMS 24/7