

## **SPMS Marketing Report for June 18, 2015**

I attended the coaches clinic at UCLA on May 30 where I displayed and distributed marketing materials. It was an excellent clinic. On June 7 I attended the Pasadena Senior Games at the Rose Bowl Aquatics Center and had a marketing table with SPMS/USMS banners displayed nearby. I met several interested senior fitness swimmers who may join a convenient Masters program.

The Club Swimmer of the Month description has been revised and is an attachment to this report as well the cost proposal from Dan for set up of the award.

Hopefully this award will be made available in August for the coaches to use to recognize an outstanding swimmer.

I have made my reservations for USMS Convention and look forward to attending. Thank you for this opportunity.

Anita Cole

Marketing SPMS 24/7