

SPMS Marketing Report for Thursday, October 15, 2015

I learned a great deal at convention and am grateful that I had the opportunity to attend. I still have a great deal to learn. I especially gained knowledge from talking to USMS Marketing chair Kyle Deery and the USMS program and education directors. The fitness sessions were also helpful. We all shared ideas.

Letters from unattached SPMS swimmers continue to arrive, and I continue responding trying to help some of these individuals attach. I met with a coach named Neisha who responded to my unattached letter emailed to her. She has a swim group at Equinox in Rolling Hills Estates. She is an unattached member teaching several unattached swimmers. I am encouraging her to register and create a new swim club. Neisha is also a certified Silver Sneakers Water Exercise Instructor. This is an important certification because USMS is trying a test model in Florida where health insurance plan is to pay monthly club membership dues or a portion thereof.

The on line SPMS logo store is still a work in progress. I hope to have some sample items to share at the November Face to Face so that I can show and tell.

So far we have 6 Club Swimmer of the Month Recipients. USMS fitness committee and club development staff Members liked this award concept and may copy it. USMS likes all of our SPMS Award descriptions.

I enjoy my position as SPMS Marketing Chair and plan to continue striving to do a better job with my excellent marketing committee members. A special thanks goes to Dan and Kenny and Robin and Jax for your help and patience with my many questions.

Anita Cole
Marketing SPMS 24/7