

## SPMS Marketing and Club Development Report for January 19, 2017

There have been two new Club Swimmer of the Month Recipients: Ronald Durkee from the Los Alamitos FINS and Carolyn Kluss from Mission Viejo Masters.

I have been in contact with Thomas Richmond from California Triathlon regarding supplying items for goodie bags for events.

Megan Andrus will be assisting me in social media marketing of Masters Swimming.

Dan ordered USMS marketing items and volunteer recognition gifts for our use.

I have requested that I receive notification when a new SPMS Club is formed. There is no easy way for this to be accomplished. Dan is helping me with this project.

The USMS Fitness Committee is creating a monthly fitness theme. Some of the themes will be helpful marketing tools such as "Bring a Guest" month, Open Water Clinic in June, ALTS in April, dry land training prior to swim practices with swimmers leading group in yoga, pilates, stretching, etc. Go the Distance, Check off Challenge, Virtual Swims, and 30 minute swim will each be assigned a month. Ideas for coaches with tardy swimmers included "Break the Ice" to encourage swimmers to arrive early for workout to see who can get there first. There is to be a conference call fitness committee meeting soon.

About 90 swimmers participated in the Check off Challenge for 2016. Mark Johnston in Montana is hosting this event for 2017.

Anita Cole

