

SPMS Marketing and Club Development Report May 17, 2018

There are two new Club Swimmer of the Month Recipients: Doug Kajiawara of Southern California Aquatic Masters and Thomas (Gus) Heydorff of Aquatic Training Center Masters.

I purchased 200 USMS caps of various colors for marketing purposes. On June 20 I am attending a LGBT Pride Health Fair Event at the VA Medical Center in Long Beach. I will be bringing marketing materials to this event. I gave marketing materials to Liz Carlin to use at the International Gay and Lesbian Aquatics Swim Meet in Paris in August. Liz Carlin also uses items in a welcome goodie bag given to each new Grunion member. Liz also distributes neon orange caps to our Grunion open water swim group.

My SPMS Marketing and Club Development Committee Members Dan Wegner, Ken Brisbin, Megan Andrus, Deborah Hefner, and I are having conversations regarding the need and feasibility of creating an SPMS App. Details will be shared at a later date.

Anita Cole
SPMS Marketing and Club Development