

SPMS Marketing and Club Development Report for September 19, 2019

My goal to have Bill Brenner from National USMS speak at a SCPPOA meeting may occur in March, 2020 depending on a few factors. Bob Eberwine is helping to make SPMS a SCPPOA sponsor. The actual cost of sponsorship will be \$560 for the year. Alina attended the first meeting of their fiscal year on Thursday, September 5. Thank you, Alina. I plan to attend the next monthly SCPPOA meeting in October.

Susan Kuhlman, CFO at national USMS office, is trying to investigate and correct our incomplete SPMS mailing address as stated on IRS non profit organization list. At this time donation checks sent by regular U. S. mail can not be delivered to mailbox checked by Bob Eberwine.

Dan and I will be ordering more SPMS and USMS Marketing items in October. Please let me know if you need any marketing items to make available for any upcoming special events. Dan and I need to plan accordingly; so, please give us notice. I have had to say no to some requests due to lack of immediate supply on hand of items.

USMS Convention was quite informative. I attended committee meetings for Fitness Education, Sports Medicine & Science, LMSC Development, and USMS Swimming Saves Lives Foundation. I am officially on the USMS Fitness Committee and so will share details of this committee meeting in this report.

Mary Jurey explained the desired connection of Fitness Committee with the Sports Medicine and Science Committee. The 2019 Fitness Events have been projected to earn about \$10,000 to donate to the Swimming Saves Lives Foundation. A goal of gaining new members from non members attending fitness events as guests at local clubs was discussed. The most successful events included local club incentives and social gatherings after swimming the fitness event. USMS national marketing and education offices will be requested to furnish templates for customizing digital flyers and posters to be print ready for displaying at pools or easily forwarded and shared on social media platforms. A digital or physical frame with appropriate labeling may be designed to encourage sharing photos of participants on social media.

I attended workshops entitled Developing Officials in your LMSC, Registrar as Membership Coordinator and the new Volunteer Coordinator Role, and How to Run a Successful Adult Learn to Swim Program.

I have notes on each of these attended meetings and workshops. If you are interested in hearing these details, please contact me by email and I will share what was discussed and learned.

Anita Cole
SPMS Marketing and Club Development