

My SPMS Marketing and Club Development Committee is composed of Megan Andrus Johnston, Kris McPeak, Karin Perissinotto, and myself.

We are trying to encourage and help each club to have a relevant and attractive website with pertinent and easy to find contact information and details of workout schedules among other things. We have studied most of the club websites and know that most of them have room for improvement.

Increase in membership is always our goal. Greater benefits for our current members is also one of our goals.

I have sent marketing supplies to a few coaches recently and had help from volunteers to hand deliver items at swim meets as well. Items were available recently at both the Glendale and Mission Viejo Swim Meets. I sent items via UPS to Nancy Reno for the upcoming March 20 Matt Biondi Meet.

I have luggage tags and various stickers in my inventory to share upon requests. I am encouraging our clubs to get new USMS/Club co-branded banners to display at pool sites.

Two of my committee members attended the USMS Relay weekend March 5-6 and will share their experiences with my committee soon at our next meeting.

SCPPOA met on Thursday, March 10 in Thousand Oaks and was attended by Nancy Reno to represent SPMS. The next in person SCPPOA Meeting is on Friday, April 8 from noon to 2 pm in Newport Beach at the Stag Bar + Kitchen at 121 McFadden Place. It should be a fun member appreciation lunch free for members. I will be in Palm Springs at the IGLA Swim Meet and need a volunteer to attend instead of me. Please let me know if you would like to attend so that I can RSVP accordingly.

Our next Marketing and Club Development Committee Zoom Meeting is on Tuesday, March 22 at 7 pm.

Please do share your marketing ideas with us.

Thank you for your help and support.

Anita Cole
SPMS Marketing and Club Development Chair
USMS Fitness Committee Member
Long Beach Grunions Membership Coordinator
310-367-4606 text or call