

## SPMS Marketing and Club Development Report for 04/21/22

The members on this committee include Megan Johnston, Kris McPeak, Karin Perissinotto, and me.

We usually meet on the second Tuesday evening of each month via Zoom at 7 pm.

My committee and I are discussing the best ways to help clubs improve their websites. We are emailing or calling some coaches or club contacts directly and offering suggestions including applying for grant funds to pay for new website development and maintenance. A second topic is how best to promote Try Masters in July. We are discussing how to reward clubs for participating. We encourage clubs to embrace the USMS 30 Day Free Trial Membership. It would also be helpful for coaches or club captains or chairs to appoint a volunteer membership coordinator even if it is only for Try Masters month of July.

Coach Cory Nguyen of OC Riptide Aquatics Masters attended the last SCPPOA Meeting instead of me representing SPMS, and he shared marketing materials at this meeting. The new SCPPOA Vice President is USMS member swimmer Annie Sumioka of the Long Beach Grunions. Perhaps this fall we can have a USMS representative speak at a SCPPOA Meeting explaining the value of promoting masters clubs to pool managers.

I attended the IGLA Swim Meet in Palm Springs recently and thought it was one of the best run swim meets I have ever attended. Volunteers worked with such enthusiasm. It was wonderful to experience so much positive energy and on deck friendship. Marketing items were popular at the free grab and go table.

I plan to attend the OC Riptide Aquatics Masters Swim Meet in Huntington Beach on May 15 and hope to see many of you there.

If you would like to receive marketing items, please just ask. We have caps, luggage tags, stickers, and decals.

Our next marketing meeting is on May 10 at 7 pm via Zoom. You are welcome to join us. Please just email me for the link.

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