

## SPMS Marketing and Club Development Report 06/13/24

My SPMS Marketing committee is composed of Lucila Davies, Ralph Porrazzo, and myself.

Swimmers are better together. Please reach out to a friend, co-worker, or relative to invite to a swim practice with you in August if each can swim 50 yards unassisted. August is Try Masters Month! Invite every swimmer you know to try out your Masters Swim Club. It doesn't hurt to try and it costs nothing!

Swimmers go faster with Masters! With the Olympics coming up, try to use this enthusiasm and momentum to share with your Masters Swim Clubs and Masters Swim Friends by creating your own unique way to celebrate the Swimming Olympic Events from July 27 through August 4. Perhaps playing the national anthem before workout could set the mood for an Olympic Theme. Perhaps coaches could include the Olympic Swim Events of the day in a swim workout that same day to coincide. Perhaps coaches could organize friendly swim competitions during swim practice doing some of the same events that day as the Olympians are swimming. It could be an impromptu competition among whoever shows up at swim practice that morning or night and wants to race. You could use old medals relabeled and find a podium for swimmers to stand on to receive their fake medals. Maybe present Club Swimmer of the Month Awards during this Olympic period. Maybe swimmers could wear red, white, and blue swim suits to workout and later after swimming enjoy watching the Olympic Swim Events together at a local sports bar or at someone's home for a swim social or even in the pool parking lot sharing recorded Olympic Races viewed on a laptop screen. The Olympic theme can be used as a motivational tool. Use your imagination and social media platforms to share.

Summer is a good time to grow membership with warmer weather and Olympic Buzz and Try Masters Month of August.

Please post your club's activities, events and hosted swim meets with photos on our SPMS Social Media Platforms to share in the fun. Email Ralph Porrazzo at [rporrazzo@rosebowlaquatics.org](mailto:rporrazzo@rosebowlaquatics.org) for help with your posts.

If you need help with some graphic designs, email Luci at [Lucila.Davies@gmail.com](mailto:Lucila.Davies@gmail.com)

I encourage coaches to reach out to me or my committee members Luci or Ralph. We are available to help coaches and clubs with marketing items and ideas. Feel free to request SPMS caps, luggage tags, stickers, and decals. Don't be left out. Marketing Matters! Just email your requests to [anita.chixwithstix@gmail.com](mailto:anita.chixwithstix@gmail.com).

Our SPMS Annual Meeting with a stroke clinic event will be November 10 at City of Irvine Pool. Our SPMS Annual Meeting subcommittee is making great progress. Michael Collins, Lucila Davies, Diana LaMar, Virgil Chancy, Fiona Duncan, and I are on this subcommittee. Michael is chairing this committee.

Email me any time at [anita.chixwithstix@gmail.com](mailto:anita.chixwithstix@gmail.com) or text or call me at 310-367-4606.

SPMS Marketing & Club Development Committee Anita Cole

Lucila Davies

Ralph Porrazzo