

## SPMS 09/19/24 Marketing Report

I attended the SCPPOA Meeting on Thursday, September 5 in Commerce at Brenda Villa Aquatic Center. The topic was water safety and Red Cross safety courses. I was on recent USMS various Zoom Committee Meetings and USMS Annual Meeting House of Delegates sessions. My head is still spinning from so many details and issues.

August was Try Masters Swimming Month. I heard back from a few clubs that they had positive experience with several possible new members. Only one coach told me that it was a waste of her time. There were 15 SPMS Clubs that participated in Try Masters. Some clubs have extended this program through September. The Grunions offer trial memberships year round. If your club needs to grow, I encourage you to contact me to share some ideas.

Co-branded caps are still illegible for reimbursement. If your club orders caps using both club logo and SPMS Logo, please apply to Marketing Committee for reimbursement. If you have a special marketing idea for your club and need financial aide, please ask me about it. SPMS cares about you and your club, and we have funds to help you if it is for a worthwhile cause. Contact me! I am available to help.

I will be ordering more orange SPMS caps in October. There have been a few clubs requesting marketing supplies in the past few weeks. I have mailed some and hand delivered others at swim meets.

Each SPMS Club is encouraged to have an appointed Club Rep to attend our monthly Zoom Committee Meetings. USMS is asking for volunteer social media ambassadors. Coaches, if you have a club member with necessary talent and time, please encourage swimmer to volunteer and help promote your club on social media. Club rep should be a different person than the club contact/coach. We want all clubs to know what our LMSC is accomplishing and what we are offering our members. We want representation from each club so that we can hear what each club needs or wants or thinks of what our board and committee is doing! Our 84 clubs are under represented. Many coaches are still on deck on Thursday nights during our monthly meetings and unable to join us on Zoom. A club rep could participate to represent your club and share your thoughts and needs.

Please save the date of Saturday, November 9 for USMS Coach Certification Courses and Sunday, November 10 for morning stroke clinic followed by afternoon SPMS Annual Meeting with guest speaker. More information with event registration will be coming soon. These events will all be at the Woolette Aquatic Center in Irvine, CA.

Marketing supplies are still available including SPMS orange/red caps, stickers, decals, and luggage tags. Just ask me, and I will get items to you and your team asap!

The SPMS Marketing Committee is composed of Ralph Porrazzo, Lucila Davies, and Anita Cole.

If you need help with social platform posting, contact Ralph at [rporrazzo@rosebowlaquatics.org](mailto:rporrazzo@rosebowlaquatics.org)

If you need help with creating a digital flyer, contact Luci at [Lucila.Davies@gmail.com](mailto:Lucila.Davies@gmail.com)

If you want marketing supplies or to just talk marketing strategies, contact Anita at  
[Anita.chixwithstix@gmail.com](mailto:Anita.chixwithstix@gmail.com)

Thank you for your continued support.

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