

Present: Dick Guido, Chairman; Chris Ruppert, Mary Lee Watson, George Hatzfeld, Jan Humeke, Dave Gray, Alfonso Allen, Jack Buchanan, Karen Barnes, Dore Schwab, Bill Tingley, Darcy Fazio, Secretary.

Discussion: Definition of Marketing - to inform, influence, motivate toward a certain goal. Includes advertising, public relations, publicity, graphics, printed material, funding. USMS has no budget for advertising; the proposed brochure is informational.

As a non-profit organization USMS is eligible for Public Service spots on TV & Radio; these run for free if we produce the spots ourselves. This is easier to do in small areas. On the local level--make personal contacts with radio/TV stations; get on list of non-profit organizations.

On five consecutive days at the Irvine Cal. short course Nationals, 2.5' spots were filmed of most master sports (1' of swimming) which generated about 9,000 responses, according to George Hatzfeld from National Masters Sports Assn.

What are we marketing? meets, program, etc. Image or recruitment? In marketing masters swimming, the ultimate objective is to involve more people. At this convention there is a need to define our image and solidify it for all LMSC's. Hatzfeld spoke on the USMS image: What we can be--as the official fitness aquatic sport. Fitness is a side benefit--camaraderie, sense of "belonging" to an organization that offers these tangibles.

Chris Ruppert; recruitment will improve our quality and result in more swimmers at the local level. We have involved only a small percentage of our potential in numbers. The bottom line is physical fitness; USMS provides the support group for Fitness program.

Discussion on association programs to recognize grass roots lap swimmers. Emphasize the USMS is not a "Learn to Swim" Program, but a "let's try it" group.

George Hatzfeld outlined the proposed National Masters Sports Association with a potential 61,000 participants, 11,300 swimmers already registered. Will underwrite masters programs with a high quality commercial sponsor. Budget \$630,000 a year for 3 years; Aquatic Sports would realize approx. \$58K per year for the support of national meets down to local programs. Plan for central office with 800 toll free number; sports info to the media; idea tracking with other master sports; directory and sport calendar. Meet results, direct mailing, funding for data processing equipment. USMS would have representatives on the Board of Directors level, along with reps from all master sports, with vote weighted by membership.

It was moved by Dore Schwab, seconded by Bill Tingley: to provisionally accept the National Masters Sports Association and pass on the recommendation to Pres. Mike Laux. passed unanimously.

LOGO - subcommittee formed to re-evaluate logo and accept logo ideas. Alfonso Allen, Dore Schwab and Darcy Fazio to study this.

USMS bathing suit: investigate source of funding - need to wait on new logo. Tabled for further committee consideration.

Adjourned at 5:03 p.m.

Darcy Fazio, Secretary

## Report on Marketing-- U S Masters Swimming

We are in the initial stages of a developing Marketing Program for Masters Swimming. The public relations value of Masters Swimming has been amply demonstrated lately by the interest of newspapers and sports publications in giving us feature articles on Masters. An example of this is the recent major story in Sports Illustrated, built around Lance Larsen and the long-course meet at Santa Clara.

On the local level, we have been successful with several small stories in the New York and Long Island newspapers. Also, we recently had a television feature on a national syndicated show - Prime of Your Life - a seven-minute segment of which was devoted to Masters Swimming. This was really an outfall of the publicity efforts of Dr. Jane Katz in promoting her book on swimming.

However, in my estimation, we have not really come to grips with the subject of truly marketing Masters Swimming so that we can obtain financial support for the program on both a local basis and a nationwide basis. Our current involvement with Penn Mutual Life Insurance Company is certainly a step in the right direction. However, it's a rather loose arrangement, and being spread through all Masters Sports really dilutes the impact of Masters Swimming. We certainly should maintain our policy of not getting involved in any long-range tie-in for the present, until we can develop a proposal that will provide long-range benefits of a substantial nature for Masters Swimming.

We have had overtures from a local promoter active in the Northeast, who believes he can tie-in Masters Swimming with some commercial sponsorships. This would be a money-making effort on his part. I have agreed to work with him on a local basis, to see what he can develop. However, there is no agreement other than to explore with him what he is able to come up with. This may well be a prototype for future efforts.

A primary concern to me is that we may get too many people involved in marketing ideas -- and find ourselves all over the lot with no central guidance -- and a series of bad deals in various parts of the country that may kick back at us. I believe the National Masters Committee must re-emphasize the need for careful coordination of all marketing efforts, and set up a firm policy that no marketing agreements should be made without the prior approval of the National Masters Committee.

In my opinion, the marketing potential for Masters is substantial, and we should keep ourselves flexible, until we can locate sponsorships that will offer substantial continuing support for the over-

all Masters program.

Since I am actually in the public relations business and located in the New York-Metropolitan area which is the center of marketing nationwide, I am perhaps ideally qualified to combine my long-term interest in Masters with developing marketing programs. However, it is difficult to provide a great deal of time to these momentary efforts and at the same time run a full-time business. I will, however, continue to make a many contacts as possible, and provide guidance and recommendations to the National Committee throughout the year.

s/ Richard J. Guido, Chmn  
Marketing Comm.