

UNITED STATES MASTERS SWIMMING, INC. COMMITTEE MINUTES

MARKETING COMMITTEE

DATE: 9/12/85

TIME: 1:00PM

PRESENT: Mike Laux (President, Pro. Tem), Dore Schwab, Darcy Fazio, Bill Tingley.

NONMEMBERS PRESENT: P. May, Sara Willien, Jim Miller, Suzanne Rague, Janice Hagen (Acting Secretary), Gail Dummer, Bert Petersen, Sandi Rousseau, Jane Moore, Pat Maley, Nick Fazzano, Larry Kreitzer, Kris Wingemoth, Carolyn Ferris-Johnson, Bill Barthold, Dick and Barbara Bower, Robby Fritscher, Ham Anderson, Chris Georges, Judy Miller, Ed Overton, Mani Sangwilly, Hill Carrow, Laura Breaux, Hugh Moore, Ted Haartz.

A. AGENDA - an agenda was developed which included:

1. Speedo presentation
2. Fund Raising proposal
3. Image portrayal in publication
4. New brochure
5. Patches
6. Swim magazine

B. Report given from the Long-Range Planning Committee. The report will be typed and referred to this committee.

C. Proposal presented by Stu Isaac from Speedo (see attached).

- report was regarding a brochure which Speedo will publish which will be distributed at Speedo outlets, aquatic conventions, etc. Posters will be posted at pools. Hang-tags on suits will also reference the brochure. Speedo would like to give Masters one panel of the brochure.
- length of agreement is approximately 3 years.
- suits, goggles, caps, warmups, swim bags, etc. are included (anything that Speedo has a substantial interest invested).
- this would involve "support" from Speedo, no dollars given.
- Speedo would pay for mailing labels, and price would be negotiated.
- Speedo would send a letter and brochure in the mailing. USMS could review letter.
- "The official sponsor" definition is flexible.
- any special vendor fees and existing relationships could be worked out and resolved.
- if there is an existing Pro Shop that doesn't handle Speedo, they would not be allowed to sell other than Speedo exclusively.

- team banners can be displayed regardless of outcome of this meeting.
- Mr. Isaac stated that Speedo would go ahead with the brochure regardless of the outcome of this meeting.
- Questions were raised whether USMS was gaining anything from this proposal.

D. Brad Glenn from Finals presented a review of their sponsorships and participation in Masters/ Swimming in the past. Finals will be willing to help underwrite the cost of brochures and are open for other suggestions.

- Motion made to form an ad-hoc committee to review these proposals. Motion died for lack of a second.
- The title "An official swimwear supplier" is not acceptable by Speedo.
- Motion made to end discussion on the Speedo proposal and the Finals proposals and for this committee to determine our marketing needs and to present that to the House of Delegates and to the companies for a bid. Motion seconded and carried.
- It was reported that the Executive Committee had made some recommendations and suggestions as listed below:

SPEEDO:

1. May attract temporary members who don't really fit what we have to offer. We would have used USMS resources to reply to correspondence.
2. Do not favor exclusivity of sales of merchandise at Nationals. This may be adverse to the wishes of competitors who want some variety of choice. This would also create a level of franchising which we are not prepared to make.
3. We can achieve exposure in other ways such as magazines.
4. We question whether we are undertaking a project which will cost us more than is returned to us either directly or indirectly, but are not closing the door to this proposal.

FINALS:

1. Authority to do Super Swim and All Star Teams as an official USMS activity is requested, and requests nothing of us other than recognition to them.

E. Dore Schwab recommended a calendar with pictures for each age group. Both Finals and Speedo stated they may be open for sponsorship. The committee considered getting sponsors for each page and letting sponsors select participants. It was also suggested that we utilize USMS swimmers for the calendar, and that LMSCs submit pictures and select swimmers. It was moved, seconded and carried to investigate the feasibility of the calendar and to develop a plan of action.

F. The discussion was tabled on the current brochure.

G. Magazine proposals were discussed. One such proposal is from Swim Magazine, who request to be an official magazine of the USMS. (Refer to attached).

- this proposal was discussed by the Executive Committee, and the item of concern was the mailing list. It was felt that the mailing list couldn't be passed on by the magazine. There were also questions about the label cost.
- it was suggested that we recommend that the access to the mailing list be deleted in any agreement.
- the magazine would also publish entry forms.
- it was moved, seconded and carried that we accept Swim Magazine's offer if confidentiality was assured.
- it was suggested that USMS give more back to their members (such as publications, etc.) as membership benefits.
- It was also suggested that we include Swim Master information along with Swim Magazine information on the bottom of the registration card data.
- The new newsletter was discussed. Questions were asked regarding the use of the term "an official publication" instead of "an official newsletter" as was previously agreed.

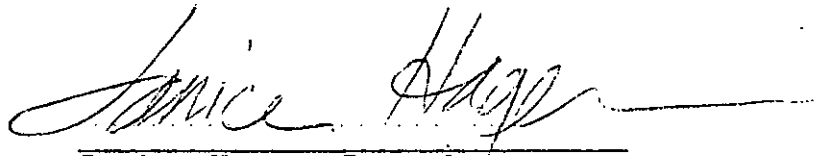
H. A suggestion was made that we develop patches for sale and for recognition. The suggestion also was made that we re-evaluate the current logo. It was discussed that we have many patches still available with the old logo, and that we sell those patches through the LMSCs. It was also suggested that we develop windshield stickers (decals).

J. The image portrayed of the USMS by some publications was discussed. A Swimming World article (June, 1985 issue, page 55-6) by Dick Guido was discussed in which he described a swimmer obtaining a lane in a crowded pool. Adverse correspondence was received regarding this article and there were questions regarding whether it was a serious article, or was meant as comedy.

- It was discussed that we do not get media exposure, and that USMS has no information director. It was also suggested that we establish a press liason and recommended that the executive secretary could fulfill this role.
- a letter from Clarence oss was discussed which recommended the appointment of a press agent.
- a letter from Richard Smith from Sacramento was discussed in which he stated his disapproval of the Guido article.
- it was voiced that USMS has a serious image problem.
- it was suggested that persons representing the USMS obtain the approval of USMS before publishing their writing.
- It was decided that Dore Schwab and Darcy Fazio would evaluate the budget for this committee, and that we consider including a Promotions/Press Director.
- Motion made, seconded and carried that members of this committee working on the budget evaluate the possibility of hiring a promotion/press director.

K. Hugh and Jane Moore from the Pacific Northwest Association discussed a survey for their association which showed that approximately 50% of their 1983 members did not renew in 1984. They surveyed those members who did not renew, and received 80 responses out of 209 (the 209 figure was adjusted for mail that was returned, original sample was 250). They presented the results to this committee which demonstrated that there were some members who moved out of the area, some who were judged to not be very interested in the program, some who joined for insurance purposes, and some with complaints about meets and/or meet participants. It was decided that their report would be disseminated to the Board of Directors, LMSCs, and Zone Committees.

The meeting was adjourned at 4:07PM.

  
Janice Hagen, Recorder.

ATTACHMENTS:

- A. Speedo proposal
- B. Swim Magazine proposal.

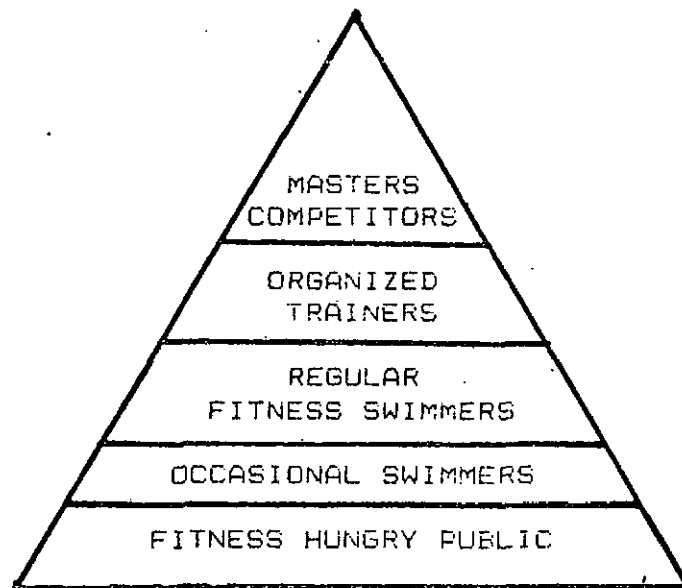
820 W. Huron  
Ann Arbor, MI 48103  
September 4, 1985

Mr. Michael Laux  
8 Myrtle Ave.  
Westport, CT 06880

Dear Mike:

After our discussions in Milwaukee, I decided to take your suggestion and postpone the swimming brochure until the first of the year in order to allow time for consideration of the proposal at convention. I will be arriving in Phoenix and hope to have a chance to discuss this proposal with you and the board early in the convention's proceedings. In this letter I have also tried to explain our thinking behind the proposal. I hope this helps you understand Speedo's commitment to swimming.

Masters Swimming is the pinnacle of adult swimming. Masters competitive programs are the peak of a huge pyramid of adult fitness swimmers ranging from serious trainers to millions of lap swimmers and weekend "dippers." Speedo sees the swimming pyramid in this manner:



It an important goal of Speedo America to move everyone one more level up this pyramid, getting more runners and other fitness

aware adults to turn to swimming, to get more of these fitness swimmers to join regular training groups affiliated with Masters, and to get more of those training to compete in the Masters programs. After attending many Master Nationals, and convention meetings, it is apparent that these goals, especially the last two are also important goals of U.S. Masters Swimming. Speedo is very interested in working with Masters to develop a promotional program to address these goals.

To achieve these goals, several areas must be considered.

**EDUCATION:** Develop programs to educate Masters swimmers in technique, training, etc., while also instructing beginning fitness swimmers in fundamentals of swim training.

**OPPORTUNITY:** Make the swimming public aware of the opportunities offered by Masters Swimming and increase the availability of coaching and pool time for masters programs.

**PROMOTION:** Make swimming and the Masters programs more visible in order to not only attract more members, but to attract national and local sponsor interest.

**PUBLICITY:** Create more media interest in Masters and fitness swimming.

The attached proposal from Speedo attempts to address these areas in a manner that we believe will greatly aid in the growth of Masters Swimming. Speedo greatly appreciates your consideration of this proposal. I look forward to further discussing it with you and the board in Phoenix.

Sincerely,

Stuart A. Isaac  
Sports Promotion

Attachment

cc: Masters executive board  
zone chairpersons

SPEEDO/U. S. MASTERS SWIMMING  
PROMOTIONAL PROPOSAL

SPEEDO'S CONTRIBUTION TO MASTERS SWIMMING

I. FITNESS BROCHURE

A. DESCRIPTION OF BROCHURE

Speedo will develop, with input from Masters Swimming, a fitness swimming brochure designed to instruct beginning fitness swimmers and regular lap swimmers in fundamentals of swim training.

The brochure will include

1. training
2. using a pace clock
3. circle swimming and etiquette
4. training equipment
5. de-fogging goggles
6. health benefits of swimming
7. why swim?
8. bibliography of swimming texts and magazines
9. Other helpful tips

Speedo will offer a panel of the brochure to Masters Swimming to describe their programs and list a national contact for more information. A blank space will also be available for a local Masters contact to print their information.

The Brochure will be poster size, folding out to be able to be displayed on pool walls.

B. DISTRIBUTION OF BROCHURES

1. 4000 Speedo retail outlets throughout the country
2. Pools
3. Local masters groups
4. Magazine and print ads
5. hang tag identification (tentative)

NOTE: Included in Appendix A is information on Speedo's market share which gives an idea of how far reaching the Speedo name and distribution network is.

II. CLINICS

Speedo will support local efforts to put on swimming clinics aimed at both the fitness and competitive swimmers. This support will include access to top Speedo coaches in the area of the clinic.

NOTE: In the last year Speedo already has conducted 15 fitness swimming clinics. Our committment to such programs is not new.

III. SUPPORT OF MASTERS NATIONALS

Speedo will continue their support for Masters Nationals.

IV. PROMOTIONAL HELP TO MASTERS SWIMMING

Speedo will help Masters promote their programs and secure further sponsorship.

RESPONSIBILITIES OF U.S. MASTERS SWIMMING

I. OFFICIAL SWIMWEAR SPONSOR

Speedo will be designated the official swimwear sponsor of U.S. Masters Swimming.

NOTE: This designation leaves opportunity for other non swimwear national sponsors.

II. NATIONAL BANNERS

Two Speedo banners will be displayed at the site of the Masters Nationals. One banner will designate our role as swimwear sponsors. Speedo will provide these banners. These banners will be the only swimwear banners at the competition site.

III. SPEEDO ADVERTISEMENT

Speedo will receive a full page ad in the Masters rule book and directory as well as the back cover ad in the program at Masters Nationals.

IV. SPEEDO DEALER AT NATIONALS

Speedo will have the opportunity at all Masters Nationals to have a dealer (mutually agreed upon by the local sponsor and Speedo) present. This dealer would be the only dealer selling swimming merchandise, and Speedo suits and accessories would be the only ones sold. They would be free to sell other non swimming equipment of any manufacturer. The local sponsor is still free to have other merchants selling non swimming items, as well as to sell their own souvenirs.

V. MAILING TO MEMBERSHIP

Masters will provide Speedo with mailing labels to do a mailing to the membership. (We do not want the mailing list)

NOTE: This proposal does not prevent the local sponsors of National Championships from seeking additional support from other swimwear manufacturers in the form of advertising, awards, give-aways, dinner sponsorship, or other traditional sources of support.



APPENDIX A

The National Sporting Goods Association (NSGA) has released the following figures on market share of Swimwear in the United States in 1984.

Total market share of all swimwear purchased in the U.S. in 1984

Jantzen	11.6%
Catalina	10.5%
Speedo	7.1%
Avon	3.6%
Arena	1.7%

(Hind and Finals not listed)

Total market share of all swimwear purchased at Sporting Good Stores in the U.S. in 1984

Speedo	43.7%
Arena	5.7%

(Hind and Finals not listed)

These figures indicate the strength of Speedo in the market areas Masters is trying to reach.

June 19 deadline for Aug/Sept issue

subscriptions  
advertising to  
Speedo - long term back cover

# SWIM<sup>TM</sup>

The Magazine For Adult Fitness & Competitive Swimmers

SWIM Magazine published by Kim A. Hansen hereby proposes to become "An Official Magazine of United States Masters Swimming." SWIM Magazine is currently the only magazine in the nation published exclusively for adult fitness and competitive swimmers.

As "An Official Magazine of USMS," SWIM Magazine will publish in each issue an editorial of USMS written by the National Secretary (Dot Donnelly) or any other USMS approved officer; and National USMS Meets and Places To Swim Across The USA as contributed by the Local Masters Swimming Committees. In addition, SWIM Magazine will carry the Official Entry Forms for Short Course and Long Course Nationals; National Championship Meet Results; and National Top Ten Short Course and Long Course Results. USMS will have editorial control over its one to two page articles per issue, USMS agrees to strictly adhere to SWIM's submittal deadlines. SWIM Magazine will publish results and official Nationals entry forms exactly as received. All of the above will be published in SWIM Magazine at no cost whatsoever to United States Masters Swimming.

In return for becoming "An Official Magazine of USMS," SWIM Magazine will be provided the USMS member mailing list, twice yearly. SWIM Magazine requests the first label printout within two weeks following formal approval of this agreement, the second printout six months later. USMS will cover the cost of printing the peel-off labels. In addition, USMS will acknowledge on its national registration forms and official promotional information that there is "An Official Magazine" of USMS available at the rate of \$12.00, prepaid per year. (A two-year rate is \$22.00; three-years is \$32.00, prepaid). SWIM Magazine's address and telephone number will also be listed. As such, it will NOT be mandatory for registered USMS swimmers to subscribe to SWIM Magazine. Also, "An Official Magazine of United States Masters Swimming" and the USMS logo will be printed on the inside cover of SWIM Magazine and will be used in our promotional brochures.

SWIM Magazine will continue to cover all production, publishing, subscription fulfillment, promotion and distribution costs for SWIM Magazine. As such, Kim Hansen, Publisher of SWIM Magazine will retain complete control over all of the publishing, editorial and design aspects of SWIM Magazine and will continue to solicit articles and advertising as she sees fit.

SWIM Magazine is a glossy publication with four-color covers and advertisements. The contents of the magazine are published in black & white, approximately 48 pages per issue. SWIM Magazine is one-year old and is published six times per year.

*Kim A. Hansen* 8/25/85

523 South 26th Road ★ Arlington, Virginia 22202 ★ 703/549-6388

*membership to California*