

USMS Marketing and Publications Committee  
Ft. Worth Texas September 19, 1986

Members present: Mary Lee Watson, Chair, Bill Weir, Janice Krauser, Hugh Moore, Dore Schwab, Kris Wingenroth, Tom Boak, Chris Georges, Mike Laux, Laura Breaux, Pat Maley. Not present - Dick Guido, Manuel Sanguilly, Janice Hagen, Ed Overton, Rose Steward, Joseph Coplan.

Minutes of the May, 1986 meeting at short course championships in Ft. Pierce, Florida, were approved as mailed to members.

Pat Maley presented the results of the Marketing Survey in both written and oral form (see attached summary).

Calendar promotion. Mary Lee exhorted members to carry copies of the calendar, show them off, and sell them. Dore Schwab presented a synopsis of the calendar effort. Photographs were taken by Caryn Levy, a nationally renowned sports photographer, who did a great job. Mary Lee complimented and thanked Richard Burns and the GNU Group for their production efforts. She also acknowledged the cooperation and support from Speedo, The Finals, McGregor, Patty Kast of Kast-a-way Swimwear, and Barbara Frid of the Swim Cellar.

The dissemination plan for the calendars includes an allotment to each LMSC equal to 1/4 of the LMSC membership. Individual copies are \$6 each (\$7 if ordered by mail) \$5 each in lots of 25 to one address, and \$4.50 each in lots of 100 to one address. The expected minimum gross income is \$22,000, against projected expenses of about \$15,500. Current income is about \$10,000.

It was moved, seconded and carried that USMS should develop and print a 1988 calendar. Suggestions for this 1988 project should be sent to Mary Lee Watson, 6613 Rolling Fork Drive, Nashville, TN 37205.

A draft version of a proposed new USMS brochure was distributed. Discussion included:

- \* need for the brochure - to whom will it be disseminated? What is the intended audience?
- \* content - keep it simple; question and answer format is appropriate; leave room for local information
- \* production - should be a color brochure.

It was moved, seconded and carried that USMS should develop, print, and distribute a new information brochure.

Places to Swim Mary Lee and Dot Donnelly are collecting "Places to Swim" information and will print this for dissemination to interested parties. Deadline for submitting information is yesterday - send information to Mary Lee Watson, 6613 Rolling Fork Drive, Nashville, TN 37205.

It was moved, seconded and carried that the USMS National Office, with the assistance of the Marketing Committee, will compile and update a list of Places to Swim for masters swimmers. Information to be disseminated through the USMS National Office.

Marketing/Publications (2)

An evaluation form was distributed to the Marketing and Executive Committees for the USMS Newsletter. Responses were submitted to Mary Lee, who will share these suggestions with Gail Dummer and Dot Donnelly.

The Finals proposal was discussed by Mary Lee, who indicated that USMS appreciates the interest of Finals to (a) include masters information in The Finals catalog twice a year; (b) sponsor the US Masters All Star Team; (c) sponsor the Super Swim event; and (d) support the USMS nationals as in the past.

Speedo was referenced in a proposal from Greg Eggert of the Metro Swim Shop to help support the calendar project. Speedo's support would be in the form of an indirect support to their dealers rather than direct to USMS.

It was moved, seconded and carried that USMS establish an ad-hoc publications review panel comprised of three persons who shall review the content of all USMS publications prior to printing and dissemination. Members will include Jim Miller, Jack Geoghegan and Chris Georges.

The Marketing Committee had no report on proposed rules and legislation.

New Business.

- (a) It was approved that USMS should purchase for use at the National Office a "Desktop publishing system" comprising word processing and laser printing equipment.
- (b) Recommended that USMS should pursue and investigate the possibility of installation of an 800 telephone number for the national office.
- (c) It was approved that the Marketing Committee should investigate production of a videotape presentation. Named to that ad-hoc committee were Janice Krauser, Chair, Pat Maley and Chris Georges.
- (d) Rich Burns will develop a presentation on "how to present ourselves".

Mary Lee summarized actions taken at the meeting. Tom Boak commented on the importance of the Marketing Committee and suggested that the Committee consider a workable sub-structure to accomplish its work.

The proposals by The Finals were approved and accepted.

The meeting adjourned at 12:03 p.m.

Mary Lee Watson, Chair  
Gail Dummer, Recorder

Marketing

Name of Committee

Mary Lee Watson  
Chairperson

Voting Members

Pat Maley  
BILL WEIR  
JANICE KRAUSER  
Hugh Moore  
Lona Schwab  
Kris Wingenroth  
Michael D. Loun  
Lance Bean

Tom Boake  
Chris Georges

Others in attendance. No vote - voice at the will of the Chair

Therese Walsh - Mid-Atlantic  
Steve Hogan - Potomac Valley  
Eric Snyder - NJ  
Bill EARLEY - SAN DIEGO / IMPERIAL  
CHRIS CAREY - FL  
BILL UHRICH FL  
Margaret Samson SPMA  
Carolyn Cunningham P.M.S.  
Brad Glenn SPMA

Marilyn Early - MI  
Richard Buehly - PMS  
Gail Dummer - Michigan  
Dick Pitman - Wisconsin  
Jeanne Mason - Bostwick - Maryland  
Nancy Bunn - Md.  
BERT PETERSEN - OREGON  
Janet LATHAM - OKLAHOMA

Please attached minutes of meeting to this form and deliver to Jane Moore - PNA  
Nancy Ridout, Secretary, as soon as possible after your meeting.

Jane Moore - PNA

CLAY EVANS SPMA

Stuart Isaac  
Cynthia Jones Central  
Gene Lommer  
Rob Cope land

MIKE SPMA HEATH