

Marketing/Publication Committee Meeting 25 September 1987

Meeting called to order at 9:12 am by Chairperson Mary Lee Watson. Present were committee members Chris Georges, Kris Wingenroth, Hugh Moore, Bill Weir, Pat Maley, Dore Schwab, Richard Burns, Janice Krauser and Mike Laux.

The goals and objectives of this committee were defined by Mary Lee to be that of enhancing the image of USMS and improving communications rather than recruiting new members.

Item I: Calendar Project Report

A. Results of 1987 Calendar

The financial statement of the 1987 effort was reviewed, and it was noted that a small profit was made.

Sales were discussed. It was asked that everyone on the committee help to find means of distribution to major book retailers and university book stores. Each LMSC was assigned an allotment, but that was not followed. A more vigorous sales campaign is needed. Dory Schwab was assigned to contact national calendar distributors as soon as possible.

The purposes of the Calendar were discussed. We used the calendar as a public relations tool, and it was noted that this was most effective in house rather than to the general public. The distribution programs discussed above will help PR to the general public.

B. Report on 1988 Calendar

Suggestions for sales and distribution were elicited from the committee. It was recommended that all members attempt to distribute. Also, it was decided to have a convention special of \$4.00 per calendar for 25 or more, only at convention. Janice Krauser moved and Chris Georges seconded the motion that we discount the cost for convention. Otherwise the previous pricing stands.

It was moved by Janice Krauser that we send 1 copy of the calendar to each LMSC for promotion as soon as possible. Pat Maley seconded the motion. It passed unanimously.

C. Calendar for 1989

It was moved by Chris Georges that we request a budget outlay as per the previous 2 years to produce a calendar for 1989. Seconded by Pat Maley. Motion passed unanimously.

It was suggested that we include a group picture from nationals on the cover of our 1989 calendar. It was moved by Hugh Moore and seconded by Chris Georges to mandate this. However, discussion indicated that there may be budget and artistic constraints. A friendly amendment was made that we TRY to include a group shot somewhere in the 1989 calendar. The motion passed.

Item II: Report on Marketing Program and Brochures

Rich Burns presented a proposed corporate identity and image program. Janice Krauser moved that the entire package be accepted by the committee and recommended to the House of delegates. Motion seconded by Pat Maley. Discussion followed. The motion passed unanimously.

Item III: Places to Swim report.

The committee is satisfied with the format. It was decided that the file is constantly changing, so need not be in book form. Thanks to Kim Hansen for publishing Places to Swim regularly in Swim magazine.

Item IV:

A "How to" Press Packet for teams and/or LMSCs was presented by Hugh Moore. It was suggested that Long Range Planning Committee's Press release program is good and there should be an ad hoc committee which reports to Marketing to build this press kit. Chris Georges moved that this ad hoc cm. be established, and Hugh Moore should chair for the first year until a more experienced person is available. The motion was seconded and passed.

B. Establishment of a Press release bank was suggested, with a video bank as well. The feasibility of a clipping service will be investigated. Elfriede Rogers volunteered to establish such a publicity resource book. Dore Schwab moved that this be established to compile, gather and make available for distribution to all media. The motion was seconded and passed.

Item V: Report from Ad Hoc Committees

A. Television and video report was presented by Janice Krauser. A video to promote Masters was deemed too expensive. It was moved by Kris Wingenroth that we continue investigating the use, audience and dollar values of this project. Second by Hugh Moore. There was a friendly amendment to continue the project on creative lines.

Item V: Proposals from Retailers:

A. The Finals proposed to again a) include Masters information in their catalog twice a year; b) sponsor the USMS all star team; c) sponsor the Super Swim event; and d) support the USMS nationals as in the past.

B. Stu Isaac, representing Speedo, proposed a package consisting of a special suit, carry bag, and cap with other options designed especially for Masters attending the Brisbane World Championships to be sold at a discounted price through Kast-a-Ways.

Patti Kast is offering a Package of merchandise with the US Masters logo to individuals and/or teams at a substantial reduction in price.

C. An agreement was reaffirmed with Swim Magazine to continue their status as "an official" magazine of United States Masters Swimming.

New Business:

Dr. Jane Moore and Mike Laux informed the committee that all publications should contain the following disclaimer: "Note: Masters swimming is a strenuous athletic activity and each participant is advised to consult his or her personal physician before undertaking the program".

A vote of appreciation to Barb Frid for her invaluable assistance in the dissemination of both the 87 and 88 calendars was made.

Chris Georges moved to adjourn. The meeting was adjourned at 12:13pm.

Respectfully submitted,

Leslie Molony, recorder