

Minutes of the Marketing Committee Meeting

September 23, 1993
Imperial "A"

9:00 to 11:00 a.m.
Biltmore Hotel, Los Angeles, California

Called to Order by Chairman Richard Burns at 9:15 a.m.

The Following Committee Members were present:

E. Hines, ML. Schulz, L. McCowan, T. Lyndon, ML. Watson, G. Rodrigues, T. Laughlin, J. Wheeler.

Discussed Executive Committee mandate in regard to growth, Mel Goldstein confirmed that growth was the mandate. With this in mind the discussion evolved to whether or not the marketing committee should develop sub committees to deal with different aspects of our current duties. Perhaps there should be sub committees on Publications, Sponsorships and Membership Development (Growth/Retention).

GROWTH MANDATE:

- Need to create an image of Masters Swimming
- Should address 50% attrition rate and Internal (retention) Growth or External (new) Growth, It was decided that both were equally important.
- Discussed why people come and go from USMS, it was felt that activities retain members, activities need to be balanced for all types of members.
- Explore working with YMCA to Capitalize on their current growth mandate.
- It was felt that National communication was essential for LMSC's to function to their full potential, need to provide marketing programs that will have the ability to pass along to the LMSC's and Clubs.

MEMBER RETENTION:

- Re-registration was discussed, SWIM magazine said they could work it out so that they could send out renewal notices as they already have this capability for their magazine subscriptions, It was also mentioned that perhaps the national registrar could find the means to provide this service.
- Discussion from those who have successfully used invoices vs. Dues notices to increase their retention.
- Could USMS send notice to renew membership?

SPONSORSHIP PROGRAMS:

- An overview of the sponsorship document regarding the possibility of packaging programs, published materials, Logo, Championship meets, and sponsorship opportunities was reviewed by R. Burns. The purpose would be to develop a packaged, association-wide, unified approach to soliciting those sponsors with an interest in reaching our membership.
- A Sub Committee was set up to investigate the following in regard to the above:

* Develop package prices for service to be rendered that would include:

1. Possible media placement in SWIM
2. Media placement in Planner
3. Media placement in rule book
4. Exposure at the National Championship
5. Use of the Mailing List
6. Right to be identified as an official sponsor
7. Right to use the logo identification
8. Media placement in places to swim

* Contact potential sponsors to survey the viability of such a package.

* Contact other USMS Committees that would be involved/effectuated, Championship, Finance, Sports Medicine, Executive.

* Contact Legal Counsel to Look at effect on Tax Status.

Sponsorship Sub Committee Cont.

- * Research similar organizations which have similar existing programs.
- * Answer the question of where funds that are raised will go in USMS.
Sub-committee appointed: Burns, Watson, Wheeler, Clark, Rodrigues, Deal, Donnelley.

SWIM MAGAZINE SURVEY RESULTS:

- Mark Clark presented the preliminary results of the survey done by SWIM magazine at the face value cost of approximately \$15,000.
- The survey explained a multitude of things about our membership including the following:
 - * Reasons people swim, Age Groups participating, Sex, location in the US, Employment class, Income, Type of Swimmer, Type of Pool, Number of swims/week, number of years in swimming, If they were coached, if they were USMS members, Why they joined USMS, How long members of USMS, activities besides swimming, where they buy swim accessories.
- Request \$6,000 from USMS Mark Clark to conduct a Communication Strategy/Methodology secondary survey built upon the SWIM magazine survey. The Goals and Objectives of the survey include a more complete definition of Masters Swimmers, determination of potential sponsors of our sport and an effective means of communication and interaction with the aforementioned groups. If no sponsorships are attained no survey will be done.
- The committee felt the current relationship with SWIM was working and that it should be continued. The Executive Committee recommended a 3 year extension of the contract.

PLANNER:

- Committee wants to move forward with the planner again this year, want to send the planner to all swimmers in USMS. This plan is contingent upon the ability to find sponsorship to fund the entire project. No sponsors, no planner.

NEWSLETTER FOR FITNESS SWIMMERS:

- Proposal was reviewed to insert a newsletter for fitness swimmers in SWIM magazine. No decision was reached on this item.

COACHES STROKE MANUAL:

- Discussed the stroke drill project and it's status. Manual would be in SWIM magazine in a tear out, 3 hole punch form. Additional publication lay out work and further communication with Speedo is necessary to continue this project, hope to finalize this by years end.

PLACES TO SWIM VS. AMERICAN LAP SWIMMERS ASSOCIATION GUIDE:

- ALSA asked to fold our places to swim information into their publication. They said if we did perhaps we should then stop our publication. This discussion did not go too far.

Motion to Adjourn 12:48 p.m. MSP

ACTION ITEMS

- * Change the SWIM magazine subscription term to coincide with the USMS membership term.
- * Receive approval to enter into contractual sponsorship agreements.

Submitted by,
Jim Wheeler