

Marketing Committee
Second Meeting

Meeting reconvened at 1:30pm.

Elin Zander presented a request from the Zone Committee for help in using the one-day registration as a marketing tool. Linda McCowan will work with Elin Zander to produce a document to be included in information mailed to LMSC chairs.

Additional Revenue Producing Opportunities

Phone Carriers/Cards - Three proposals were considered.

a) The Committee decided not to further consider the Continuous Income Program consisting of switching carriers.

b) The Intellicall proposal, mainly a card sale fundraiser which would be on a local level, was discussed. The committee decided not to pursue the program at this time.

c) The committee discussed the possibility of a debit card as proposed by Rich Burns. The card would be rechargeable and USMS would receive a profit on each card bought and recharged. There is also the possibility to have an electronic information messaging component to the card system. A motion was made to move forward with the debit card and electronic messaging proposal, seconded, and approved. A subcommittee, headed by Rich Burns, will put together a plan and proposal for the card and messaging. The message programming should involve other committees, such as coaches, fitness, coaching, zone, and long distance. The committee will work to get materials enclosed in the January SWIM Magazine.

Three travel-related proposals were discussed.

Travel Card - A proposal was considered from Destinations for travel card memberships, each card purchased by a USMS member would result in a commission to USMS. The only cost to USMS would be getting out to the members. A motion was made to move forward with the travel card proposal, seconded, and approved.

Airline alliance - A proposal from US Air was discussed. The proposal was for groups rates for events. This would only be useful for Nationals, which is currently handled through the local host. A motion was made to not move forward with the US Air proposal, seconded, and approved.

Rental Car - A proposal from Alamo Rent A Car to become a part of their Association Program was discussed. There would be no cost to USMS other than in getting the information to members. Alamo provides sponsorship for other aquatic sports events and this type of alliance might provide a stepping stone for USMS. A motion was made to move forward with the Alamo Rent A Car proposal, seconded, and approved.

Trading Cards - A proposal from Hot Toppix for personalized trading cards was discussed. Committee members expressed interest but decided not to proceed at this time.

Greeting Cards - The committee reviewed a proposal from Hallmark Cards. Committee members saw no real use within USMS. A motion was made not to move forward with the proposal, seconded, and approved.

Membership Directory - A proposal from Harris Publishing for a USMS Membership Directory was considered. A motion was made not to move forward with the proposal, seconded, and approved.

The Marketing Committee's decision was to pursue, as member benefits, a debit phone card (with messaging component), a travel card, and the Alamo alliance.

Analysis of Non-Revenue Project

CompuServe - Marketing Committee's decision was to proceed.

Planner - A motion to continue production of the Planner and look into producing a 2-year calendar, seconded, and approved.

SWIM Magazine - Mel Goldstein presented a proposal for a new contract, running to the year 2000 between USMS and SWIM. The contract would be for a cost of \$7/member/year and include an annual poly bagged issue in which USMS could send out information and marketing materials. A motion was made to approve the concept of this contract proposal, seconded, and approved. It is felt that no dues increase would be necessary.

New Business

Request from the Coaches Committee for help in finding sponsorship to cover cost of production and distribution of Coaches Manual. Committee requested more information before proceeding.

Committee adjourned at 3:30pm to reconvene Friday, September 22, at 12:15pm.

The Committee reconvened on Friday, September 22 to fine tune plans and proposals.