

Marketing Committee Meeting
Thursday, September 29, 1994

Members Present: Nancy Ridout, Mary Lee Watson, Rich Burns, Pierce Bray, Linda McCowan, Mary Lou Schultz, Jim Wheeler, Debbie Morrin, Tom Lyndon, Gerry Rodrigues

Planner: The committee voted to go forward with its plan to market the planner in the way most viable to reach the number of USMS members that want it which is financially feasible. Possible ways to distribute the planner was also discussed. It was pointed out that obtaining sponsorship is difficult when reaching less than our total membership.

*** Sponsorship Package:** The committee decided to continue the development and promotion of the various packages to potential sponsors. A possible relationship to market the packages through SWIM Magazine has been discussed.

*** Guide for Masters Clubs:** A guide is being developed with a variety of information on how to run a Masters swim club. Drafts of the booklet have been sent to a number of committees for their review and input. Some good suggestions have been received, and the committee voted to continue its development. We hope to publish by Spring.

Marketing Poster: A draft of the 11"x17" poster was presented to the committee. It's being design for distribution to the LMSCs and area teams. A number of suggestions to improve its impact were made. The committee decided to continue with the project, and spend it own funds if a sponsor could not be found.

*** Clothing Line:** Kastaway was approached about helping USMS developed and promote a line of clothing with the USMS logo to be merchandised to members and anyone else who was interested. A 2-sided trifold brochure is being designed to market the clothing. It will fit in a #10 envelope and can be mailed with the USMS registration card. Kastaway has received the exclusive right to sell merchandise with our logo. USMS will receive 10% on every item sold. The committee approved the promotion of this project.

*** Affinity Card:** Andrew Smith of Kessler Financial Services gave a presentation on the benefits of USMS marketing a credit card with its name and logo. USMS would receive royalties on the marketing and purchases. Past trends show that approximately 10-15% of an organization's membership carry the card after 3 years. It was estimated USMS could realize \$87,000 over 5 years. A motion was made to present the program to the House of Delegates.

Ad Revenues: \$3000 in Rule Book Ads has been received, and another \$2000 should be collected before press time.

NRPA Convention: USMS is guaranteed a reduced rate for at least 1 more year. The rate is about 1/4th the regular price. We made a lot of contacts, and quite a few people from last year's show came back with questions. We have also been invited to attend a USOC Congress in November which we plan to attend.

Calling Card Evaluation: This program is widespread in Europe and Japan, and has just recently been introduced in the United States. Members would prepay for long distance service. These cards would basically be used while away from home. Additional

minutes could be purchased by calling an 800 number and paying with a credit card. The price for non-profit organizations is 28 cents/minute and 12% of all purchases would come back to USMS. The only risk for USMS would be the cost of creating the cards which is nominal.

Liaisons to other Organizations: Nine organizations were sent letters to see if they were interested in working on a brochure to enhance masters swimming within their groups. Five responded and will be provided with a sample brochure like the one developed for the Public Recreation Agency.

Compuserve: This would be a major source of information for the membership (pool/club lists, meets, clinics, workouts, etc.) and can be used as a marketing tool for USMS. A sub or ad hoc committee should probably be established for management and directional purposes. The idea will be presented to the Executive Committee.

February Fitness Challenge Follow-up: All non-registered participants (190) were sent a letter and brochure promoting USMS membership along with the name and number of their LMSC registrar. No tracking was done so unless we were made aware that this was a result of our outreach, we don't have data to determine its effectiveness.

Marketing the USMS Video Tape: A letter and copy of the tape will be sent to each Masters Aquatic Sport inviting them to contribute to the cost of copying the tape for their use. Copies will be donated to our video library and sold to interested persons or groups.

Nationals Marketing Update: The Informational/Sponsorship packet for the SC National Championships in Ft. Lauderdale was presented. A sample of the logo was passed out.

Secondary Membership Survey: Last year's survey needed to ^{be} better defined to target the USMS market. An instrument has been developed and used to test 6 swimmers. The project was tabled when it was announced that \$15,000 would be necessary to continue. This subcommittee reported a sponsor on the order of Phillips 66 might be available, but not for another 2-5 years.

SWIM Magazine Report: The relationship with SWIM is going well, and some of the details that were not anticipated in the beginning are being worked out. The magazine has been a definite benefit to the membership, and the content has steadily improved. The biggest problem has been with distribution and invoicing of members.

Respectfully submitted,
Linda McCowan