

Marketing and Club Development Report for 05/20/21

My marketing committee composed of Megan Johnston, Kenny Brisbin, Karin Perissinotto, and I are working together to promote Try Masters membership drive the month of July. Please help promote this to your club and encourage swimmers on your team to invite friends to Try Masters at no charge for a limited time. I would like to have some form of a club competition within our LMSC, but so many clubs have limited space for workouts that I am reluctant to start something that might be unfair. I have registered for the USMS Try Masters Webinar which is also on May 20 before our meeting.

Michael Moore, Marketing Chair from Pacific LMSC and I have been exchanging ideas. He and I are the only LMSC Marketing Chairs in all of USMS.

I have marketing supplies to share with you if you would like to offer items to prospective new members in July as part of Try Masters Month. Just email me at

Marketing@SPMasterSwim.org

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USMS Fitness Committee
Long Beach Grunions Membership Coordinator