

Minutes of the Marketing Committee
Pittsburgh, Pennsylvania
Thursday, September 20, 1990

The meeting was called to order at 1:14 PM by Chairperson Mary Lee Watson.

Minutes from last year's meeting were approved by the committee.

OLD BUSINESS

Brochure - is available from the National Office through your LMSC. There is no charge for the brochure. There has been an average of 16,000 usage per year. A printing of 20,000 has been requested this year. It will be printed in same format without any changes, except for corrections, this time. Changes to reflect interest of fitness swimmers will be considered for next printing. The title will be enlarged for this printing.

Decals - Approximately \$400 income from decals. There are currently enough in stock to take us through the remainder of the year.

Logo - The logo is now a registered trademark. The "R" will appear on the logo from now on. Details on how it can be used outside of USMS organizations will be worked on by a subcommittee. An article on the logo should be placed in the next newsletter.

Rule Book Ads - \$4,600 in ads sold for 1990 rule book. It is time to sell ads for the 1991 rule book, the deadline is October 15, 1990. Full page \$200, 1/2 page \$100, 2 page spread \$400. Money from sale of ads does not go into Marketing committee funds. Since rule book is self supporting without ads, it is believed that the funds should be credited to the Marketing Committee.

Television - Tom Boak was approached by a packager of television who would like to package the Short Course Nationals in Nashville, TN and the World Championship Meet in Indianapolis. It would appear on ESPN or a Public Service Network. This would not be a source of revenue to the USMS, but would provide exposure. It is possible that advertising could be made available for us to sell in order to generate revenue. The following questions were raised:

1. Would we have rights to tape after it is made?
2. Could we work with them through a USMS advisory group?
3. Is a release necessary for swimmers competing in these events?

The committee recommended to Tom Boak that he continue negotiations.

Planner - Received very positive response. Cost was \$15,000.

Received \$10,000 from Ultra Swim and Speedo for 1990 planner.
Changes to be made in 1991 Planner:

1. Run from September to December of the following year.
2. Run days from Sunday to Saturday.
3. Remove Grid and leave spaces for each day blank.
4. Holidays will be more clearly identified.

Masters Swimming Handbook - Executive committee asked us to update the brochure on how to organize a swim club which was sold for \$2.00. Tom Lyndon chaired a subcommittee who presented an excellent first draft.

SWIM Magazine - Swim is an official magazine of USMS, with a distribution of 10,000, published 6 times/year. They would be willing to publish some of the information we have been talking about distributing to members. Swim magazine could be a vehicle for USMS newsletter. SWIM would be very happy to listen to a proposal from USMS. A subcommittee, chaired by Rich Burns, was formed to work on a proposal.

How to Brochures - It was suggested that we could use a series of "how to" brochures. i.e. stretching, stroke drills.

NEW BUSINESS

Mailing labels - The marketing committee supports marketing the mailing list. It was generally believed that the members should have an opportunity to write in and have their name removed from any list which would be sold.

Major Sponsor - A subcommittee will formulate a statement of policy/intent that we pursue a major sponsor.

Fitness Swimmer - Members of ad hoc Fitness Committee presented their ideas on how to recruit and keep members. See their minutes for details of proposals. The logistics of distribution were seen as a major hurdle. SWIM magazine could be a possible means of distribution.

National Recreation and Parks Association (NRPA) - The National Aquatics section of NRPA is holding a conference February 15-20, 1990 in San Diego. USS, USSS and US Diving had booths at the last conference. Booths cost \$750.00. Conference attended by 800-1000 recreation professionals. The marketing committee recommends that we buy a booth at the conference and distribute information on USMS.

Advertisements in Newsletter - It was decided that the marketing committee would recommend that USMS should NOT seek advertisements for the newsletter.

The meeting was adjourned at 4:09 PM.

BILL WALTER, Recorder

UNITED STATES MASTERS SWIMMING CONVENTION

SEPTEMBER 19-24, 1990

PITTSBURGH, PA

COMMITTEE MARKETING

CHAIRMAN MARY LEE WATSON RECORDER _____

VOTING MEMBERS PRESENT:

RICHARD BURNS
JEAN DIERCKS
Marylou Schultz
Brooke Dick
Nancy Miller - VA
ERNEST HINES

Steve Hogan
TOM LYNDON
Dreischwitz
Bill Walter
Barbara Find
Bud Glenn

NON-VOTING MEMBERS. VOICE AT OPTION OF THE CHAIR.

CLAY EVANS
KIM HANSEN | SWIM MAGAZINE
JIM WHEELER
EDNA SPRING
Meg Smath (Kentucky)
Steve Wyck (South Carolina)
FRED TAN (Ohio)
Rocky Motter
Mami
Patricia Diehl (PVMS)
David Diehl - Potomac Valley
LIBBY NEUFELD SO. TEXAS
JEFF NEUFELD SO. TEXAS
Tim HALL SOUTHERN

Rhea Wilkins - Va.
MICHAEL LEATHER SPMA
Dan Per-Leo Lake Erie
Judy Bonning
Marcia Marcantonio ^{So.} TEXAS
DON MEHL - BORDER
Jan Karadas PVA
Ann Svanson (Potomac Valley)

Please attach a copy of the Minutes of your meeting to this form and return it as soon as possible to Mel Goldstein, USMS Secretary. It must be handed in before you leave the Convention.

All Committee actions require approval of the House of Delegates. Any such actions must be handed to Mel Goldstein prior to the House of Delegates meetings.

