

Marketing Committee Meeting
October 20, 1988

The Meeting was called to order by Chairman Mary Lee Watson. Committee members in attendance were Dick Monahan, Dick Pittman, Kathy Keffer-Sharpe (for Janet Latham), Janice Krauser, Rich Burns, Elfrieda Rogers, Dore Schwab and Barbara Frid, and Margaret Stannard.

An announcement was made about the availability of 1988 USMS calendars from Barbara Frid. To obtain a quantity of these calendars, contact Barbara at 503-292-3379 or Gene Donner at 716-823-3880. These are free of charge except for shipping charges.

A motion was made by Dore Schwab and seconded by Dick Monahan to approve the minutes of the last meeting. The motion carried.

The first order of business was to discuss the purpose of the marketing committee. Rich Burns lead the discussion off by stating that the purpose is not necessarily to generate revenue. Two goals and directions were agreed upon: The committee is directed to increase publicity about Masters Swimming by working with the media, providing press kits, and any other way chosen by the committee; The second direction is education and outreach both about and for USMS.

Since several LMSC's have good publicity programs, it was asked that Mary Lee Watson be put on all LMSC mailing lists. Her Address is: 6613 Rolling Fork Drive, Nashville, 37205. Her Phone # is 615-353-1632.

Reports were then presented on current Marketing projects:

1. Brochures: The brochures went out last year and the first printing was distributed immediatley. The second printing is now available through the national office. This has been a great success.
2. Decals: USMS decals were sent to all registered swimmers in the last USMS newsletter. They are available either through the national office or Gene Donner at the above phone number, at \$0.25 each.
3. Resource or Scrap Book: Elfrieda Rogers has collected clippings, photos and articles from USMS members, for archive purposes. To contribute, please send your press clippings to her at 3710 Northridge Dr., Concord, CA 94518.
4. Image Package: Rich Burns has assembled a graphics standards summary for LMSCs. It is meant as instruction or guidance. It will be included in the LMSC handbook.
5. Logo: It was felt that the logo needed to be copyrighted or registered. Dore Schwab volunteered to find out what ramifications are involved.

6. Package of specially priced and imprinted merchandise designed for USMS and the Pan Pacific Games was proposed by Kast-a-ways, and approved by the committee.

7. Pocket Planner: Small calendar booklets with USMS information and important dates was presented to the committee as a possible new project for 1989. Distribution, financing and logistics were discussed. A subcommittee was appointed to prepare the proposal for presentation to the Finance committee.

New Business:

The marketing committee was charged by the Championship committee with design and bidding of new medals and patches. The consensus was that we want a 2 inch medal, antique finish, die struck, using the new USMS logo. A subcommittee was appointed to finalize designs to be presented to the house of delegates.

Kathy Keffer-Sharpe and Janice Krauser have agreed to continue the development of a press release guide for LMSCs.

A subcommittee of Dick Monahan and Margaret Stannard was appointed to send a semi-annual letter to all LMSC's requesting information about their marketing efforts and needs.

Mary Lee Watson

UNITED STATES MASTERS SWIMMING CONVENTION
OCTOBER 19-23, 1988
ST. LOUIS, MISSOURI

COMMITTEE Marketing

CHAIRMAN Mary Lee Watson RECORDER _____

VOTING MEMBERS PRESENT:

Dore Schwab
Elfriede Rogers
Nathyn Keffu-Shaape
Barbara Tril
Dick Monahan
Margaret Stannard

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

Leslie Molony
Dorothy Metzger
Marilyn Early
Jane Moore
John Maguire
Russ Lyman
Kris Wingeard
Cordelia Cunningham
Clay Evans
Jeff Philodenis
Edna Spring
Dennis Hamilton

Terry Scheibner
Pat Mally
Josephine Young
Bill Walter

Please attach a copy of the Minutes of your meeting to this form and return it as soon as possible to Nancy Ridout, 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 Nancy Ridout prior to the House of Delegates meetings.