

Minutes of the Marketing Committee
Portland, Oregon
Thursday, Sept. 21, 1989

The meeting was called to order at 1:05 PM by chairperson Mary Lee Watson.

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

Dr. Samuel Freas of the International Hall of Fame explained that a program was being developed to induct world class and national champions into a Masters Swimming Hall in the ISHOF. His proposal is that he would like to get information about participants and a letter of support from the LMSC level. In return, the Hall of Fame would rebate 5% of collected funds. He will provide a written proposal to Mary Lee Watson.

Old Business:

- A. Report of Survey - Margaret Stannard gave a report of the survey which the Committee was directed to complete during 1989. Concerns were raised about the fact that only 24 of the 54 LMSCs responded. A copy of the survey has been forwarded to the Long Range Committee.
- B. Brochure - 22,000 brochures were reordered at a cost of \$.24 a piece, there are 6,000 left in stock. No updates or upgrades appear to be needed now. When the stock is reduced to 1000, it will be reprinted.
- C. Decals - 41,500 decals were originally printed at a cost of \$.075 each. Approximately 9,000 are left in stock. One decal was sent with each November newsletter. Additional suggestions for use of the logo included a book plate and post-it notes. MSC to form a subcommittee to study the possibility of production and distribution of post-it notes throughout USMS.
- D. Logo Registration - The legal paperwork has been completed for registration of the logo and awaits the signature of the new president. It will take approximately one year to complete this process. This will provide USMS with licensing capability with a possibility of a monetary return. MSC to form a subcommittee to study licensing details.
- E. Championship Medals and Patches - The new medals debuted at Boca Raton this year. The response to the new medals has been largely positive, however there is a desire to make the first place medal look more "gold" than "bronze". Mel Goldstein suggested that one USMS representative be responsible for ordering all medals and patches.
- F. Press Release Guide - A tri-fold brochure has been developed to help with media contacts at the LMSC level. MSC to produce and distribute several brochures at no cost to each LMSC.
- G. Pocket Planner - The pocket planner has been developed and includes sample workouts, distance, expense summary, travel planner, and calendar. MSC to produce and distribute to all USMS swimmers prior to the end of 1989.

- H. Rule Book Ads - \$3,100 in ads were sold for the 1989 rule book. \$2,000 has been collected for the 1990 rule book, space is still available with camera ready artwork must be turned in ASAP.

New Business:

- A. Mini-Newsletter - There has been a positive response to the marketing of a mini-newsletter. A subcommittee will update the newsletter editor listing for all of USMS. LMSC's have been asked to send a copy of their newsletter to the chairperson of the Marketing Committee in addition to their normal distribution.
- B. Swim Magazine - MSC to help Swim Magazine establish an editorial board of representatives including triathletes, lap swimmers, fitness swimmers, coaches, open water, sports medicine, USS, Masters Diving, Masters Water Polo, and Masters Synchronized Swimming and others as appropriate. The purpose of the board would be to advise Swim Magazine about content.
- C. Promotional Suggestions were considered.
- D. The Coaches Committee asked the Marketing Committee for assistance in production and distribution of a proposed drill manual for use by coaches and swimmers.
- E. Those people who were in attendance were asked to acknowledge and express appreciation to the sponsors who have supported the Masters programs.

The meeting was adjourned at 4:06 PM.

Respectfully Submitted
Margaret Stannard

UNITED STATES MASTERS SWIMMING CONVENTION
SEPTEMBER 20-24, 1989
PORTLAND, OREGON

COMMITTEE Marketing

CHAIRMAN Nancy Lee Watson RECORDER Kathy Keffer Sharpe

VOTING MEMBERS PRESENT:

Barbara Frid Oregon
Nancy Miller - VA
Margaret Stammerd - Continental Zone Rep
Richard Brens - PMS
Richard Monahan - Metropolitan
Janie Krausen - FGC

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

LIBBY NEUFELD, So. TEXAS

Walt Reid PNA

Dave Zander Inland Empire

Louise Donovan

Mike Atwell - Mo Valley - Kansas City

JAN Derks, Indiana

Suzanne Rutner - Connecticut

John Maguire, Florida

Helen Schwab Jr Pacific

Barb Protzman - MD

Carolyn Cunningham Pacific

Brooke Dick - Pacific

EMMETT HINES - GULF

Mel Goldstein

~~Kathy Keffer~~ - Sharpe - OMS

Edna Spring Arizona

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.

