

Marketing Committee Minutes
Galt House Hotel, Turf Room
Louisville, Kentucky
September 19, 1991

Meeting was called to order by Chairperson Mary Lee Watson at 2:07 p.m.

Minutes of the last meeting were previously approved. Roll sheet was circulated. Agenda additions were called for at this time.

It was stated that publications were to be the main focus of this meeting and would take a majority of the time.

THE YEAR IN REVIEW

PLANNER- it was very well received with the previous years changes.

RULE BOOK - all ads were sold and the committee met the financial commitment to produce this.

NATIONAL AQUATIC CONFERENCE, SAN DIEGO - Good overall response by the public agencies to the Masters Swimming booth, we will go to finance committee again this year to request funding to go to Ft. Lauderdale March 7-10, 1992 for the same conference.

MASTERS SWIMMING HANDBOOK - handbook is on the market for \$5, may reduce the cost due to sluggish sales, need the help of LMSC's to move this book. Thanks to Tom Lyndon for his help!

STRATEGIES ON MARKETING - will be available through the national office, needs to be formatted then it will be distributed to LMSC's.

GROWTH AS RELATED TO MARKETING

There was much discussion on growth and the role of the marketing committee as it relates to growth. Tom Lyndon brought forth results of the survey he sent out on growth. With the Long Range Planning Committee meeting tomorrow the marketing committee had to assume that growth was desired and work from there. Publications were briefly discussed as they relate to growth as well as who is the target audience and what do they read. Most of our members are fitness swimmers but what is the actual percentage? Perhaps a check box on the registration form asking if a member is a competitive or fitness swimmer. The question was raised about whether or not marketing should be used as a revenue producer and what could be done to make the Marketing Committee a more viable part of USMS system. It was pointed out that national masters will not grow without the growth of local masters. If the committee is responsible for growth than these are our goals and objectives:

GOAL: Growth
\$
Retention of members

OBJECTIVES: Local help to grow
Find target markets
Develop exit interview

Perhaps with the current attrition rate we need to look at how to retain members. Is it possible to get a list of those not re-registering and survey them so that a strategy may be developed for retention of members.

Motion, S, P : "Ask the Black's if it is feasible to mail a questionnaire to people who do not re-register asking why they left."

The above would be done on the premise that Long Range Planning approves the idea that the marketing Committee is committed to growth. It was pointed out that perhaps growth scares local swimmers because of over crowding and other factors. Brooke Dick and Emmett Hines will pursue this project.

PLANNER

Committee needs meet schedules from Zone Chair's for the next planner, highlight major events as not all can be included. Sponsors will continue to be Force Fins and Ultra Swim at \$5,000 each/year. Planner will be distributed again this year with the Watermarks.

Motion, S, P "Every person on the Marketing committee should write a letter to the planner sponsors thanking them for their support". these addresses will made available to committee members prior to conference end. A plea will also be made in the House of Delegates for each Delegate to do the same.

LICENSING

USMS logo is registered, the symbol of registration must be moved to the upper right of logo. It is believed that there is a need to exercise more control of logo, perhaps we should make a form to request use of the logo for more control. There was brief discussion as to whether the logo should be sold to create products thereby creating revenue via royalties. The bottom line was the need for anyone using the logo to understand constraints of use. Rich will work on the logo guidelines acceptance form.

RULE BOOK ADS

Keep selling those ads! More ads would not hurt, prices are: Full Page \$200, Half Page \$100, Photo ready art needs to be to Mary Lee Watson by 10/31/91, please let Mary Lee know who you are pursuing prior to "closing" so that we do not have duplicates. Circulation is about 1,000 and you can tell potential advertisers that this book is the swimmers BIBLE.

PUBLIC RELATIONS

How can we improve public relations? Grassroots seems to be the way we work currently. Possible development of a pamphlet on public relations and how to get "press" (articles in local papers). Continue exposure at national municipal agency conferences. As we work toward these goals an effort should be made to represent more of our total image not just Elderly or Ex-Olympians. Possible action plan to get monthly stories to wire services of masters interest, national meets and special interest stories. Work to develop a press release template, these would be blanks that the locals could insert but would come from the national office. This brought up the idea of reviving the old 'press kit' for LMSC's. This would come from marketing committee to national to be dispersed. Dore will pursue this project with the help of Mary Lou Schulz and Terry Laughlin. A marketing poster was discussed and put on the back burner as fitness is currently working on a poster. Jim Wheeler and Mary Lee Watson will pursue the public recreation sector as an avenue for growth, starting by developing a strategic plan for working with certain national aquatic recreation agencies to promote masters swimming.

PUBLICATIONS

There is a need to generate more and better communication to membership. Current and past Publications include Watermarks and Swim Master. The marketing committee felt there are six alternatives in regard to publications, they are:

1. NEWSLETTER - keep it as it was, two issues annually at a yearly cost of \$18,000.
2. NEWSLETTER WITH ADVERTISING - the last issue saw this. The hope is to reduce the cost of publication or enlarge the newsletter at no extra cost.
3. ALTERNATE FORMAT TO NEWSLETTER - Keep the same administration but change the way the piece is printed. Example was Boxing USA a newspaper style publication. Cost would increase to about \$11,000 an issue and the responsibility would be on current administration to produce editorial then send it to publisher. Advertising could be expanded.
4. SELF PUBLISHING AN ALTERNATIVE FORMAT - USMS would go into the newspaper business hiring a publisher, this would require more dollars from advertisers to fund the project. Discussion followed regarding a project like this and its affect on non-profit status of USMS.
5. SWIM MAGAZINE - this could become the magazine of masters swimming, the vehicle is in place, they take care of sales, production, distribution and editorials, it could represent masters as it really is. Proposal would give each swimmer who registers a subscription to SWIM magazine at a reduced cost of \$7.95 per registration. This price would drop \$1 each year over the following two years. This would require a increase in dues to cover this cost, but as the magazine cost to the swimmer went down each year the profit for USMS would go up. Most of the discussion that followed dealt with the content of the magazine and the amount of information that would be solely aimed at masters swimming. The proposed deal calls for 8 pages of masters information in each of the six annual issues for a total of 48 pages annually. This is more than the current 32 pages of WATERMARKS sent out annually. there are concerns that not everyone automatically wants this magazine and that perhaps it is not fair to make people pay for it in their dues. There was a lengthy discussion regarding the pros and cons of this issue.

It was decided that a sub committee will meet with Kim, Editor of the magazine, and if a compromise can be found with regard to the many issues they will make recommendations to the marketing committee to forward this plan to the Executive and Finance committees.

6. **CONTRACT PUBLISHING** - This was brought up as a *continuation of SWIM MASTER*, someone could take over this publication and produce it for USMS on a contractual basis.

The committee decided to further explore the relationship between SWIM magazine and USMS. Dues was a factor that kept coming up in regard to publications, LMSC monies currently used for the newsletter could be used to supplement the \$7.95 magazine cost. Southern Pacific is currently in a deal with the magazine to have their newsletter put out by the magazine as an insert to get it to their members. It was suggested that this relationship be watched as sort of a test pilot. The question was also raised of perhaps having a masters Editorial Board for the magazine but chances are remote as the publisher reserves the right of content. It was pointed out that being in a relationship with the magazine could give USMS great exposure never before received as it has plans of going out to the news stands.

Action regarding publications was decide as follows;

1. Sub Committee of Rich, Mary Lee, Brooke and Tom would meet with Kim of SWIM magazine 9/20 to further discuss concerns of both groups.
2. Recommendations would be forwarded to Executive and Finance Committees
3. Possibility issue would go to the House of Delegates

Meeting was adjourned at 6:17 p.m.

Respectfully Submitted,

Jim Wheeler

To: USMS House of Delegates
From: USMS Marketing Committee
Re: Publications

Over the last few years the Marketing Committee has been exploring ways to expand the scope and frequency of communications to members. The objective of expanding communications is to provide greater benefit to all of USMS members through education and information sharing.

After considering a number of alternatives and considerable scrutiny and negotiations the Marketing Committee submits the following proposal for approval by the delegates to the convention.

We are recommending that USMS adopt a proposal by Swim magazine. Under this program Swim magazine will be distributed to every USMS swimmer as a part of their membership package. The magazine will include the following:

Forty pages including the four color cover which are devoted to editorial content appropriate and relevant to masters swimmers of all aptitudes and interests. Five of these pages will be devoted to material specific to Masters swimming, ie., Executive Director's column, special events, etc.

Eight pages devoted entirely to Masters swimmers. USMS will control the content of this section and can publish anything from results, top ten, special columns, meet schedules, LMSC news, etc.

The potential to print and distribute LMSC newsletters for a nominal cost (to be determined). Swim magazine will distribute the USMS Planner with the November/December issue.

Financial: This proposal requires USMS to purchase subscriptions for each swimmer. The the cost is structured on a declining dollar amount per year as follows:

Year 1	\$8.00 per swimmer
Year 2	\$7.00 " "
Year 3	\$6.00 " "

Under this scenario the subscription price for Swim magazine decreases each year. USMS would be required to increase the registration costs by \$8.00. In the first year, USMS would pass the entire increase on to pay for Swim magazine subscriptions. In year two, USMS would retain \$1.00 per member. In year three, USMS would retain \$2.00 per issue. Based on membership of 28,000, over five years, the income to USMS would total \$196,000, an amount sufficient to guarantee no additional registration increase. Swim magazine is also willing to enter into a profit participation program with USMS. As ad revenues and circulation grow, Swim magazine will allocate a negotiated percent of advertising to USMS.

Potential Areas of Savings:

USMS	\$18,000 Watermarks \$3,000 Distribution of Planner
LMSC*	Cost of printing and distributing newsletters
Individual	Cost of results and Top Ten (potentially \$12 per year)

The Marketing committee feels that this is an outstanding opportunity. Swim's response to our quest for increasing publications meets all of our objectives. Many arguments can be made for the potential danger of increases in the registration. If looked at as cost this is a difficult sell. We feel, however, that this is the benefit which our membership is missing. It provides our members with communications and information. It has economic benefits to the organization and it affirms our commitment to swimmers, to the growth of the sport, and the growth of our organization.

* Not confirmed at this time.

Marketing Meeting #2
Galt House East, Willis Room
Louisville, Kentucky
September 20, 1991

Meeting was called to order at 4:52 p.m. by Chairperson Richard Burns

Present: Chairperson R. Burns, M L Watson, S. Hogan, T. Lyndon, N. Miller, B. Frid, M L Schulz, K Hansen, E Hines, J Wheeler

Absent: B Dick, J Krauser, B Glenn, D Schwab

The meeting was called to put the SWIM magazine issue before the committee for discussion and a vote as well as to be sure that all other publication alternatives had been discussed to the satisfaction of the committee. It was decided that the SWIM magazine proposal was the choice to pursue.

There was a request for clarification from the magazine of exactly what USMS is getting from the proposal.

The next question raised was what would it take to do Watermarks 6 times annually? Do we have enough information annually to fill the 13 pages of SWIM six times.

At this point the history of the proposal was gone over again, it started as USMS getting 8 pages for results and has evolved into USMS getting 8 pages to do with as we please. We could have an advisory board to discuss help with options to fill the magazine, editorials and ideas from Watermarks or USMS. The question was raised that could these 8 pages be used for LMSC news? The answer was yes. It was pointed out that Watermarks could be the total insert and all content would come from the editors or content could be left to Kim and the Advisory Board. Aside from the 8 page insert USMS would still get the current 5 pages that are already devoted to USMS.

It was decided that the program could always be stopped at the end of a year if it was not going well. The idea that this program would be an investment by each member of USMS into the future was pointed out as the magazine could potentially develop new members.

The advisory board would be made up of the Chairpersons of each committee that was relevant to the magazine and programming. At this point there was a motion to formalize the proposal to accept SWIM magazine and put it to the House of delegates. the Motion was seconded and passed unanimously.

Motion can be found in the Marketing Report to the Delegates in regard to SWIM magazine.

Meeting was adjourned at 5:35 p.m.

Marketing / Publications

Committee

9/20/91

Visitors

Price Kramer

Ernett Hines - GOLF

Barbara Frid

JIM WHEELER

Tom Lyndon

Manlou Schulz

Nancy Miller

Richard Burris

Mary Lee Watson

Steve Hogan

Dore Schwab Jr

Dyoka Duh

Kim A. Hansen

~~RAY SECKO~~

~~WILL~~

Tony Kawgala
JOHN ZEL - OREGON

Joe Tesmer

Chris Zimmitt

David Diehl

CLAY EVANS

Jan Kavadas

ANN McDERMOTT

Edna Spring

FRED TAN, Ohio

MICHAEL HITCHCOCK S. TEXAS

Dave Zander INLAND EMPIRE

Dave Brown, OHIO

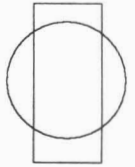
Jayne Landis - Florida

Joan Glaraton Fla

Stephanie Walsh Sel Valley

Tom Boak Pacific

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Actions

Opinions

Information

MARKETING

That USMS provide as a benefit of membership a subscription to Swam magazine.

The organization will negotiate with Swam magazine so they will provide the magazine for the cost of \$6.00 per member per year. USMS will subsidize the cost of the subscription with a payment of \$3.00 per individual. This subsidy will be financed through a \$3.00 registration fee increase.