

Marketing Committee
Meeting Report Sept. 24, 1992

We began with our annual testing of the mandate of this committee. Are we in business to make money for USMS, retain members, attract new members or enhance communications within the organization? In the past our attention has shifted from one focus to another, usually centered on one major project per year [i.e. SWIM Magazine] along with our ongoing housekeeping chores such as the planner, rules book sales etc. This year we want to deal with all of the above concerns. Our issues, assignments and recommendations this year are as follows.

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| SWIM MAGAZINE
C | Acknowledged success of relationship with the magazine and recommend that USMS renew the contract. |
| LOST SWIMMER
SURVEY
M | On behalf of the committee, Brooke Dick conducted a survey of swimmers who had not re-registered as of April. Of 126 responses to 214 random contacts she found that these people were either one day entrants and their event hadn't occurred yet or they hadn't been asked to re-register. We will create a package that LMSC's can use to create their own renewal mailing program. |
| MARKETING SURVEY
M, \$ | We will develop a survey to gather demographic information on masters swimmers. The survey will be administered as a cover wrap around to the JAN/FEB issue of Swim magazine. Results will be used to help sell USMS programs and magazine advertising. |
| NPRA CONVENTION
M | USMS will send a representative to the 1993 National Parks and Recreation Association convention next March in Austin, Texas to promote masters programs to facilities managers. This will be the 3rd convention we've attended. |
| FACILITIES
BROCHURE
M | We will prepare a simple brochure to explain the advantages of starting a masters program for facilities managers. Jim Wheeler will write, Rich Burns will design and print. |
| PLANNER
C, M | 1993 planner is in final stages of production. Some format changes discussed. We will add re-registration information on the calendar. |
| AFFINITY CREDIT
CARD AND PHONE
PROGRAM
\$ | We reviewed proposals for a USMS credit card and long distance telephone service. Compensation to USMS would be .25% of balances plus a sign up bonus for the card and 5% of phone bills for phone service. Potential revenue to USMS - conservative estimate if 5% join - would be \$30000. Recommend perusing contracts with our conditions. Conditions include no unsolicited telemarketing to our members. |

BROCHURE

M

Running out of brochures. Will reprint with appropriate changes.

RULE BOOK ADS

\$

Selling hard.

PR

M,C

Discussed national program and local support. Will resurrect PR hand guide. Will explore contact program with national media.

SPONSORSHIP

\$

BIG TOPIC. Does USMS have a viable program and market to attract sponsors and what the hell is sponsorship anyway? Heidi Jellinghouse of People and Properties, USS's sponsor administrator gave a presentation of what's involved in developing a sponsorship program. She urged us to codify what we have to offer [i.e. what we can control, what we have to sell, what we're willing to sell, what specific support we're looking for] and determine how we will go about packaging and marketing it. We will do this over the next year and plan to present our recommendations next year.

LICENSING

\$

The committee was presented with a product design from one of our members which uses the USMS logo. He wants permission to manufacture these items. Issue is whether we get compensation? In the past we've allowed products to carry the logo at no cost to gain exposure for USMS. We agreed to test the market to see if we can have our cake and eat it too. We established a 3-5% of sales price cost. This issue has implications for many of our vendors and other support activities. We will develop policy and make recommendations next year.

The committee is wrestling with a number of sensitive areas which effect other committee activities and will ultimately require approval from the entire organization. We intent to be quite aggressive in breaking new ground for USMS. Stay tuned.

Richard Burns, Chair

LEGEND M= Membership C= Communications \$= Income Generation