

**Minutes of the Marketing Committee Meeting**  
**September 12, 1996**      **11:00AM-3:00PM**  
**Orlando, Florida**

Attending: Nancy Ridout, Chair, Mary Lee Watson, Debbie Mornin, Chris Gilligan, Linda McGowan, Laura Hatfield, Lil Haneman, Gerry Rodrigues, Hill Carrow, Jim Wheeler, Richard Burns, Bonnie Adair

The committee discussed the following issues.

**1. New Survey**

Discussed advisability of commissioning a new survey. Last survey done in 1993. Need to update demographics for use in organization promotions and marketing efforts. Have a proposal from Mark Clark of Taos Research. The proposal includes design, distribution, analysis and compilation of results with a fee not to exceed \$8500. There is a need. We must start soon if we are to include it in the January poly-bag. SWIM Magazine could use information and may participate in funding distribution.

Committee approved continuing to explore sources and structure of the survey and solicit bids and/or affirmation of finance committee so that we can move forward with the survey for the January issue of Swim.

**2. SWIM Magazine Poly-bag**

First distribution was a success. We are committed to sending poly-bag again this year. (January mailing) Committee discussed the logistics and mailing requirements. Committee discussed the contents of the poly-bag and the support of the membership of the sponsors. Role and expectations of sponsors. Committee discussed how sponsors can leverage their participation.

**3. Sponsorship**

Discussion of the needs and requirements and expectations of sponsors. Do we have any control over our members behavior (laughs) in influencing their actions in support of our members? Ideas discussed on how to reach members. More space in SWIM. Outreach to LMSC's, clubs and newsletter editors. USMS needs to understand commitment to our sponsors and be ready to support them in any ways we can. A strong effort will be made to communicate to LMSC's and clubs about the value of supporting our sponsors and the need to approach USMS sponsors first when seeking such products.

The committee also reviewed the financial accomplishments for 1996. Sponsorships resulted in estimated fiscal year gross income of \$72955, expenses of \$32820 for an estimated net profit of \$40135.

Action: A letter will go out to all clubs about sponsor support (include camera ready art) and we will seek space in SWIM Magazine to promote our sponsors in every issue. We are assigning a liaison to each sponsor to be a proactive point of contact for USMS.

**4. MBNA**

We discussed the enrollment by members in the MBNA. A proposal by Mel Goldstein that for every individual registration, the sponsoring club and LMSC will get a portion of the registration. Note that card holders need not use the card, only sign up. There is no annual fee.

Motion: Each LMSC will receive \$2 for each member enrollment and the enrollee's club \$3 for a silver card and \$3 (LMSC) and \$5 (club) for a gold card. The motion passed.

### **5. Kastaway Sponsorship Proposal**

The committee considered a change to the structure of the relationship. Patty Kast presented the proposal. The committee took a straw vote to agree to review and negotiate for the optimum relationship. After further negotiation and modifications the proposal was approved. We also planned the fashion show and solicited elite models.

### **6 Telephone Affinity Card Proposal**

Sandy Nielsen-Bell presented a proposal for a telephone affinity card which will return 5% of members phone charges to USMS. This card is for at home or office phone use as distinguished from the debit card which is for use away from home or office. No salesman will call and there is no cost to the organization. Committee approved proceeding with the negotiations to assure that the program meets USMS requirements regarding solicitations, commission distribution and cost of labels with decision to be made by committee in advance of poly-bag commitment. After subsequent review of additional information, the proposal was rejected.

### **7. Use of Logo**

Discussion of the ability of the clubs or LMSC's to use the USMS logo on merchandise. Certain products which are for specific local and regional events can use the logo if it appears along with other information about the event. Use of the logo by individuals, clubs and LMSC's should be reviewed by National Office by sending a fax of the proposed application.

### **8. Public Service Announcement**

Proposal considered to professionally edit the promotional video into 20, 30 and 60 second public service announcements. Budget requirement is \$750 for production and reproduction. Approved making request to finance committee for this expenditure.

### **9. Pre Paid Phone Card**

Discussed ways to enhance the use of the pre paid phone card and the advisability of providing a plastic card, allocate commissions to clubs and enhancing the USMS menu on a regular basis. Approved testing developing revenue sharing with clubs and ways to promote the card. Approve recommendation to produce 1000 plastic cards.

### **10. Print, Electronic Media Distribution Lists and Corporate Fitness Programs**

Committee will initiate a program to create a data base of media and corporate audiences who are appropriate recipients of USMS messages. Debbie Morrin will head this effort.

### **11. Public Relations and Media Outreach**

In the interest of responding to the demand for greater exposure in the press the committee will pursue developing resources for public relations. Over the next year we will solicit proposals for public relations assistance and be in a position to present proposals at the 1997 convention.

### **12. Finals Sponsorship**

A sponsorship proposal by the Finals, providing funding and awards for the USMS All-Star team was accepted.

Respectfully submitted by,  
Richard Burns