

Marketing Committee Meeting

September 25, 1997

Chairman Nancy Ridout called the meeting to order at 10:30AM. Committee members present were: G. Rodrigues, M.L. Watson, J. Wheeler, L. Haneman, H. Carrow, L. McGowan.

Review of 1997 Marketing Efforts:

-- MBNA USMS Master Card - 1997 - 1, 142 Masters have cards - Over \$5000 has come in since last year's convention. We will be distributing earned funds to LMSC's and clubs as soon as we receive a listing from MBNA.

-- USMS PrePay Phone Card - As of this date only 780 of the 10,000 cards have been distributed. - USMS commissions for 1997 through August is \$510 - The original program revenue continues to out pace the new program - The challenge is to distribute the remaining 9200 cards and encourage their use. This program has great potential as a fund raiser for USMS and its clubs.

--Competitor Swim Products - \$25,000 has been paid to USMS for 1997 - This sponsor may not renew its sponsorship due to lack of anticipated sales of Competitor suits. More support by our membership is needed on an on-going basis.

--Kast-A-Way - \$12,000 for 1997 - Sales have met expectations during major meets - Kast-A-Way will work with local teams. - Kast-A-Way had concerns with the policy and procedures regarding organizing the deck at the National Championships. These concerns were dealt with at a special meeting regarding organizing the deck at the National Championships.

Powerbar - Bronze Medal Sponsor - Powerbar wants to be an exclusive sponsor- This is not possible so they have continued their relationship with USMS on a lesser scale and used remaining monies to support local events.

--Pfizer has come on board as a Bronze Medal Sponsor. They have increased exposure of Masters swimming thru their television ads.

--Another new Bronze Medal Sponsor is Ultra Swim.

--Alamo Rental Car - Received \$100 - Have received slicks - need a method to get these distributed to the members

--Quest International - The first month received \$440, the total for the year was \$504 - this program has a very good tracking/records database

--Action Item - There was discussion how to get out the word who are sponsors are to the Masters membership - On registration applications there is a box/place to check if you are a coach - compile the list and send out sponsorship information to them so it can be distributed to members

Marketing Survey

Conducted by the USMS Marketing Committee and MARKET FACTS, INC. June, 1997 - The purpose of this survey was to update our 1993 statistics in order to continue to attract sponsorship and to acquire data useful in increasing membership - 3,400 surveys were mailed out - the first three days of returns more than 1,000 were received - a total of 1,243 survey's were received - 36% return. Contact Nancy Ridout, Chairman for a copy of this survey.

Sponsorship Package Review

The committee members decided that the present arrangements for each category would stay as is - Suggested strongly that the committee make every effort to speak to the individuals sponsors on the phone and/or in person to discuss what we can do for them at the time of contract renewal

Administrative Assistant Position

The Marketing Committee supports this concept.

In-House Marketing Efforts

Posters and Building a Successful Masters Club are available at the certification table/Tracy Grilli and through the national office. Places to Swim is also available and on our web page.. Update forms available on the web for any changes/corrections

National Sponsor Marketing Efforts

Please let the Marketing Chair know of any potential sponsors

Working Plan for 1998

-- Planner - The committee decided on a one-year planner which will be distributed by SWIM Magazine in January

-- Sponsor Value Insert to SWIM Magazine - This will be done again for January SWIM Magazine - A page is devoted to each of our sponsors

-- Masters PSA Announcement - The tape will either be a 30 second or a 1 minute version - there was discussion on a telephone that would be used - it was suggested that the WEB address also be included - There was a suggestion to contact Sam Freas who does a TV show called World of Aquatics to discuss with him a possible segment on Masters(this PSA tape). A generic tape (with the National office contact) will be available to the local teams at a minimal cost for copying. If a group desires personalized information on the tape, the cost will be greater.

--National Recreation and Park Convention - Will be held this year in Panama City, Florida - October

New Business

--Travel Agency - Omega World Travel as a possible national travel agency for USMS :

USMS Member Benefits:

-- 800 Number service nation wide with local metro locations - Discounts on Hotel and Rental vehicles - 5% rebates on travel packages (rebated directly to the member) - 25% discounts on TWA travel - 5% off Lowest air fares on all domestic airlines - Members retain Frequent Flier programs of their favorite air lines - Provides benefits regardless of the member's geographic location

Benefits to the Organization:

--For every 35-40 tickets booked on a specific air line, \$350 is returned to USMS, Inc. - Does NOT exclude other travel agencies who want to participate in similar program - underwrites official USMS, Inc. travel to Meets, Convention, etc - Covers the entire geography of the USMS world. Action deferred for further information.

--Development of clip art library - The committee was in agreement with this idea. Further discussion will be needed.

-- Membership Benefits - It was decided to speak to the Registration Chair to place list of member benefits on the back of the USMS registration cards(on one segment of the card).

--Senior Games will be held in Orlando, Florida, 1999. Discussed the possibility of having a USMS booth during the meet.

Meeting recessed at 12:45PM - Resumed at 2:15PM - Meeting adjourned at 3:45PM

Respectively submitted,

Lil Haneman, Recording Secretary