

USMS Convention — Atlanta, Ga. 2008

Committee Name: Marketing	Session #: 1	Report #: 9
Committee Chair: Chris McGiffin	Vice Chair: Tom Boyd	
Minutes recorded by: Nadine KM Day	Date/time of meeting: September 25, 2:15-3:45	

Action Items:

1. MSA - Approve August conference call minutes
2. MSA - Task Force to be formed to determine membership benefits of the planner
3. MSA - Chris Lundie and Nadine Day to have an update on Club in a Box marketing material by the next meeting.
4. MSA - Chris McGiffin to follow-up with Jim M. regarding Marketing material on the web.
5. MSA - To use the USMS Calendar Events as the basis for USMS Planner pages that list sanctioned meets/events by the submission deadline of Oct 15th
6. MSA - USMS will have a contract with Delp Printing for the Planner with 5,000 planners to be ordered.

Number of committee members present: 14	Absent: 6	Number of other delegates present: 23
Committee members present (list all, including chair and vice chair): Chris McGiffin (Chair), Andrea Block, Randy Crutchfield, Nadine Day, Christine Dos Santos, Vicki Hall, Nancy Kikpatrick-Reno, Chris Lundie, Danielle Newton, Dave Oplinger, Lori Payne, Dick Thomas, Stacey Van Horn, Mark Gill (EC)		
Absent: Tom Boyd (V-Chair), Doug Garcia (Ex Officio), Bill Grohe, Gerry Rodrigues, Mel Goldstein (EX Officio), Laura Davis		

Minutes

1. The meeting was called to order at 2:17 pm by Chris McGiffin (Chair); Roll Call
2. Review of 2008: Highlights
 - a. USMS Planner: things are going to remain the same, content might be considered, but no formal changes. FREE only delivery postage. Waiting for ad's. Cheryl Gettlefinger and Susan Erdginer reviewing ad's. Tracy marketing planner, discussion of marketing. Putting in Streamlines, possibly for distribution. Discussion on options: in the magazine, sending to LMSC Chairs, Coaches to utilize for swimmers, sending to new swimmers. Member benefit: what is the service are we are providing. Is this the best one to give? No current feedback on usage. Motion: To form a task force to determine membership benefits of the planner. Second by: Nancy Reno. Task Force: Dave Oplinger (Chair), AJ Block, Lori Payne, MSA: majority in favor, one abstention.
 - b. Marketing Segment Team research: Utilizing USMS 2006 Survey, defining segments, add content to target these audiences with specific brochures. Brochures project is dependent on results from Branding Task Force. Discussion: on getting the word out and marketing, Continuing Education to Clubs and Coaches. Succession planning. Identify gaps between the literature that we have now.
3. Reports:
 - a. Branding Report: Lynn Hazelwood - contractor has been hired and is reviewing USMS content and will go to task force and BOD for initial comments. Anticipate logo, graphics and set-up with style guide. Branding not just a logo and the USMS message. Previous had focus groups preliminary research on how people view us: 5 focus groups that were Masters swimmers and 5 groups of Non Masters swimmers. Dedicated to Safety, All abilities, Events competitions and clinics, Open water, Coached workout, Values gained by personal growth, decompression, live life more fully
 - b. Club Development Report: Jeanne Ensign - defining, MOG's, mentor training, pilot program. Tom Boyd, Jim Wheeler, Mel Goldstein designed the initial program. Mel Goldstein has been appointed as the Club Development leader - 4 clubs established with 30 new members. Part of Rob Butcher's vision plan-hiring of 2 employees. Rob's vision: 1) membership services, 2) Coach and Club Development, 3) Marketing
4. Discussion of action items for 2008:
 - a. Plan for the completion of target segment literature: Identify content/message gaps within the literature that we have now. Chris Lundie and Nadine Day are currently reviewing all marketing literature. Also, possibility to market to internal membership towards events. Targeting external marketing material to attract more coaches
 - b. Plan for completion of Club in a Box: Discussion on material, task force with Chris Lundie and Nadine Day are reviewing current material and recommendations to update the material to the committee by the next meeting.

- c. USMS-LMSC Marketing Partnership plans: Handout given to attendees. Discussion of the LMSC to be more proactive. Solicit each LMSC on having a point of contact to assist with LMSC partnership.
 - d. USMS and External Affiliations: Role for Marketing? Build the cases to budget for external affiliations/memberships
 - e. Assist continuing task force initiatives
5. Old Business
- a. Planner: deadline October 31 for content. 3 weeks turn around time. Discussion on content. Motion: Dave Oplinger: To use the USMS Calendar Events as the basis for sanction meets/events by the submission deadline of Oct 15th. Randy Crutchfield Second. Motion PASSED. Motion: USMS will have a contract with Delp Printing for the Planner with 5,000 planners to be order.
6. New Business:
- a. Marketing with USMS BOD partnerships with external affiliations/memberships. Marketing will take Rob Butcher's lead on this vision.
 - b. Moving forward with Marketing connecting with external audience. Discussion on multi-media and producing/posting member testimonials. Ashley Gangloff reported that the National staff understands the media and is part of the initiatives. Value of Masters Swimming. Health, Longevity, and Social aspects. Website research: "Mom's in Motion" and other segment-specific websites.
 - c. Features Section on the Web. Suggestion to promote Open Water swimming.

The meeting was adjourned at 3:45 pm
