

USMS Convention Report 2007

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Marketing meetings held by Tom Boyd were informative because he re-emphasized the goal of target marketing within the already established market.

Five sectors were discussed:

Serious competitive swimmers, serious non-competitive swimmers, fitness swimmers, tri- athletes, and beginner swimmers. I am heading up the first sector for the committee.

The two internet workshops emphasized repeatedly the necessity of communication via the internet/email. A frequently updated website conveys vital and /or immediate information. Continuity, frequency of communication, and damage control from lack of communication were highlighted. A reliable source of information via the internet is what people expect from their organizations.

The Championship meetings still contemplate a SCM meet, but again it has been put on hold. A new emphasis has been an examination of how many and what pools are available to USMS for National swim meets beyond our normal ones. Barry Fasbender, myself and the Cavanaugh's from Gold Coast are exploring all the pools available via information provided by zone chairs and other sources. Our hope is to liaison with Marketing and format a package that would appeal to not

only the chosen pool, but the states within that zone, in the hopes of sharing the workload and the wealth.