

## USMS CONVENTION – San Diego, CA – 2003

Committee Name:   BLOCK 3   Session # (if more than one meeting):    Cmte. report #: 

BLK3
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Minutes recorded by:    Date/time of this meeting:   Wednesday September 10th  

ACTION ITEMS
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none

Committee Chair: NA

### MINUTES

Nancy Ridout EC liaison introduced the chairs of the 4 committees in Block 3.

Communications – Hugh Moore

Meg Smath – Publications

Anna Lea Roof – Registration

Rich Burns – Marketing

Nancy explained the challenge of conducting a discussion centered on how these committees could establish synergy relative to their purposes and the goals of the core objectives.

Rich Burns began the discussion by introducing a charge that has been given by the EC – to create a strategic marketing plan. He explained a concept for approaching this assignment by outlining the components of a marketing plan. These include research, target market selection, strategy, budgets, staffing and systems, promotions and sales. With this framework in mind he expressed the concept that the plan should and could not be the purview of the marketing committee and that these committees were the logical ones to provide the guidance, information and implementation of such a plan.

The discussion centered on the aspects of the plan that could be contributed by each of the committees.

The session evolved into a free ranging discussion of the many needs and wants of USMS relative to building and serving the organization. Ideas that were surfaced included:

- The advisability and methodology for creating a task force to develop a marketing plan
- Why build?
- Target markets – fitness, competition, coaches, facilities, triathletes. Much discussion of each.
- Ways to gather information – what we need to know.

The meeting was adjourned at 9:00pm.