

SPMA Registrar's Report

As of March 14th, 2011

SPMA Club Registrations

2011: 81 clubs (compared to 79 clubs for 2010, 81 for 2009, 70 for 2008)

Individual Member Registrations

Current total for 2011 is 3,215 members. (March 14th)

2011	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Year Total
Renewals	495	568	363	80	21	1,527
New	480	474	482	191	61	1,688
Total	975	1,042	845	271	82	3,215

	Nov	Dec	Jan	Feb	Mar	Year Total
2011 YTD	975	2,017	2,862	3,133	3,215	3,215
2010 YTD	421	1,660	2,853	3,108	3,334	4,680
2009 YTD	404	1,300	2,753	3,033	3,277	4,606

Ratio of online registrations to overall registrations: 96.2%

USMS Rule Books

All the USMS rule books we ordered have been distributed.

Primarily Electronic Newsletter

All 85 members that do not have an email or elected to receive a paper newsletter have been sent paper newsletters. I also had extra newsletters printed and available at the Caltech Pentathlon for marketing purposes.

SPMA Flyers / Business Cards

I printed out contact information labels and attached them to the USMS flyers. The flyers were available at the Caltech Pentathlon for marketing purposes. I also mailed flyers to Christine Maki for the clinics she is running.

Potential Process Improvements

Places to Swim – database, website, newsletter

Meet Documents – database, sanctioning process, website, newsletter

Dan Wegner (Registrar since October 1, 2010)