

Image & Promotion Committee Report

The Image & Promotion Committee has undertaken the tasks to improve communication within the USA Synchro community, to improve the image of synchro to the world-at-large, and to improve our the marketability of Synchro.

The committee has committed time and efforts to define both problems and the “good things” about synchro. To this end, the committee has defined the many groups within synchro (coaches, athletes, judges, parents, masters’ swimmers, age group swimmers, National Team members, staff, spectators, potential members....etc.). The committee has spoken with members of the various groups, and continues to seek input.

Some areas the committee have identified are as follows:

- Behavior & image
- Communication
- Grass roots & community exposure
- Judging
- Magazine
- Meet Management
- Membership
- Publicity

The Image and Promotion Committee also assisted the Board by providing input regarding the National Training Center proposal.

As Convention approaches, and as we meet at Convention, the committee will continue to sort through various opinions, pass input on to other committees where appropriate, and make recommendations to benefit the Synchro community as a whole.

Once again, the Olympics give us the opportunity to foster new interest in Synchro nationwide, and the Image and Promotion committee will continue efforts to recommend ways to market synchro at all levels.

I would like to thank committee members, Scotti Nichols, Lorraine Valerino, Laura Ehrenreich, Dave Scoons, Pat Paterson, Patricia Jones, Kay Davies, Heidi Lurenz and Genie Matherne for their dedication, and Ted Roche for his leadership & guidance, while serving on the Image & Promotion Committee.

Respectfully Submitted,

Patty Flanagan, Chair
Image & Promotion Committee