NEW JERSEY SWIMMING
BOARD OF DIRECTORS MEETING
Feb. 2014
MEMBER AT LARGE CLUB DEVELOPMENT CHAIR REPORT
MATT DONOVAN / SVY SWIMMING

The coach Lunches are still on track. We had one right after the last board meeting and had decent attendance. And the January one had to be delayed due to snow (make up date is Thursday Feb 6th)

Below you will see a sting of emails between Matt Farrell from USA swimming and I about the idea of an updated NJ swim logo. The committee had mixed feelings based on the info that Matt F. provided to us. We would like your thoughts as a board before we procede.

Respectfully submitted
Jan. 27, 2014
Matt Donovan

From: Matt Donovan [mailto:MDonovan@ymcasomersetvalley.org]
Sent: Wednesday, December 25, 2013 2:19 PM
To: Matt Farrell
Subject: NJ Swim Logo

Matt

Thanks for the message and please send me the info you mentioned. I am leaving on my teams training trip tomorrow and will be back on Jan 2nd. I would still like to catch up with you on the phone to get more info. As you know Maryland and metro swim have their own logos and we would like to know how we might be able to do the same without rocking the boat.
Enjoy the holidays and I look forward to talking with you in the new year

Matt / NJ Swim

Matthew P. Donovan
Director of Competitive Aquatics
Somerset Valley YMCA
601 Garretson Rd / Bridgewater, NJ 08807
(908) 526-0688
www.svynj.org

"A Commitment to Excellence At All Times"

From: Matt Farrell [mfarrell@usaswimming.org]
Sent: Sunday, December 29, 2013 9:57 AM
To: Matt Donovan
Subject: RE: NJ Swim Logo

Hi Matt,

Thanks for the note and sorry for the phone tag. I will be back in the office in early January as well, but in the meantime I wanted to give you some quick thoughts on the NJ Swimming logo.

Yes, you could create your own LSC logo similar to the other LSCs you mentioned.

But, here's why I don't think you should:

- The USA Swimming logo has great brand awareness and strength in the market
- Most people outside the sport have no clue what an LSC is, so connecting with the sport in general is to your benefit when it comes to marketing, sponsors, etc.
- USA Swimming members are more likely to purchase sponsor products when they know it's associated with USA Swimming.
- Even your email signature below uses the Bronze Medal Club identifier with USA Swimming as it has value

By creating a separate logo for the LSC, you lose all of these positive benefits and start over from a brand perspective. I understand the temptation to create your own identity, however I encourage of you to think of the reasons you are doing it. Again, I can't stop you if you want to create your own. I just don't feel it's a good idea and discourage it.

Matt Farrell

From: Matt Donovan [mailto:MDonovan@ymcasomersetvalley.org]
Sent: Wednesday, January 08, 2014 6:40 AM
To: Matt Farrell
Subject: RE: NJ Swim Logo

Thanks for the info Matt. I will bring this back to our committee and let you know what we decide

Matt D.

My parting advice … you can differentiate the brand of NJ Swimming through your actions, programs and materials. Take advantage of the built-in value of the USA Swimming brand and build from there.

Good luck with your decision. Below is a link to some consumer research and marketing materials that could be helpful.

http://www.usaswimming.org/DesktopDefault.aspx?TabId=1899&Alias=Rainbow&Lang=en

Matt F