



Far West Division Summer Board Meeting – August 3, 2013
Davis, California

REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
END OF SEASON – FWD 2012 - 2013 RECAP

PROGRAM: FWD Recruiting

FROM: John McGuigan, FWD Recruitment Advisor
DATE: 5/29/2013

Limit report to 1 page – do not send as PDF – email to Secretary waits_janice@cusdk8.org

SEASON HIGHLIGHTS – total classes – total participants

- * SnowBomb provided complementary booth space at Nov. 2012 San Francisco (Ft. Mason), Sacramento (Cal Expo) and Santa Clara (Fairgrounds) events.
- * Doc Jim Margolis and Pete Lin manage all staffing at the events.
- * As always... a very positive and supportive response from the attendees for the NSP.
- * Collected ~185 names and handed out ~500 Sun Screen Packets with stickers pointing to our Recruiting website.
- * <http://farwest.org/Recruiting/LakeTahoe-CentralSierra>

GOALS FOR COMING SEASON:

- * Same events... Same Sun Screen give-aways with stickers pointing to our Recruiting website.
- * Next Fall, SnowBomb is moving its San Francisco show to AT&T Park, with should be a much better venue and have better parking.
- * NSP has terminated it's relationship with Mentholeum Lip Balm, so we need to stick with the Sun Screen give-aways.
- * Bottom line... These ski shows are a great way to get exposure... probably generate a few candidates, and should be continued... but recruiting at the resorts is likely the best way to find candidates.

ISSUES and RESOLUTIONS: