



REPORT TO THE FAR WEST DIVISION  
**PROGRAM STATUS REPORT**  
**2013 – 2014 SEASON RECAP**  
REPORT DUE June 13, 2014

**PROGRAM: RECRUITING**

**FROM:** John McGuigan

**DATE:** 6/12/14

**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. 2013 San Francisco (AT&T Park), Sacramento (Cal Expo) and San Jose (Convention Center) events. Doc Jim Margolis and Pete Lin managed all staffing at the events. Bill Gibson has signed application for 2014 SnowBomb shows.
  
- \* As always... 2013 attendees were very positive and supportive of the NSP.
  
- \* Collected 199 names and handed out ~500 business cards pointing to our Recruiting Website at <http://farwest.org/Recruiting/LakeTahoe-CentralSierra>
  
- \* Spreadsheet with all SnowBomb sign-ups e-mailed on 12/27/13 to resort patrol reps/recruiting advisors.
  
- \* SnowBomb sign-up scans posted at [http://farwest.org/Recruiting/2013\\_SnowBomb\\_Sign-up\\_Scans/](http://farwest.org/Recruiting/2013_SnowBomb_Sign-up_Scans/)

**GOALS FOR COMING SEASON:**

- \* Same November 2014 SnowBomb events!
  
- \* Give-Aways - Investigating "Avalanche Dog" (Baseball Card) give-aways printed with Recruiting Website. Already checked with Squaw, but their SquawDog Cards are printed by Squaw Valley. It's difficult to arrange a NSP collateral piece as it effects Squaw Valley branding. Any recommendations on other resort Avi Dog programs would be appreciated.
  
- \* Other Recruiting Options... SnowBomb ski shows are a great way to get exposure... They generate a nice list of prospective candidates... but recruiting at the resorts is the best way to find candidates

**ISSUES and RESOLUTIONS:**

None.

Submit to: Secretary Janice Waits