



REPORT TO THE FAR WEST DIVISION  
**PROGRAM STATUS REPORT**  
*MID SEASON — FWD 2013 - 2014 RECAP*  
REPORT DUE Feb. 27, 2014

**PROGRAM: FWD Recruiting**

**FROM:** John McGuigan, FWD Recruitment Advisor

**DATE:** 2/19/2014

**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.

\* As always... 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