



REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
FWD 2014 - 2015 RECAP
REPORT DUE June 19, 2015

PROGRAM: PROMOTION / RECRUITMENT

FROM: John McGuigan, FWD Recruiting Advisor

DATE: 6/8/2015

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. 2014 San Francisco (Ft. Mason), Sacramento (Cal Expo) and San Jose (Convention Center) events. Doc Jim Margolis (ESR) and Pete Lin (MLR) managed all staffing at the events.
- * Very positive reception to the hand out of hundreds of Avi-Dog "baseball card" pointing to our Recruiting Website at <http://farwest.org/Recruiting/LakeTahoe-CentralSierra> These cards are an ideal give-away vs. candy, as we have done in the past. Because of minimum print quantities, we ran \$200 over budget, but we have enough of these cards to last for at least another 2 years.
- * Spreadsheet with all SnowBomb sign-up prospects e-mailed on 11/18/14 to resort patrol reps/recruiting advisors. This was the earliest every, by a month, thanks to the purchase of a Android Tablet and iCapture Software rental, which allowed for immediate electronic availability of all names, vs. trying to decipher illegible handwriting from the previous paper sign-up forms.
- * Spent \$100 for an Un-interruptable Power Supply vs. spending \$435 to obtain SnowBomb tradeshow booth power, at the 3 show venues, to power the Tablet. This device will save \$ at future shows as well.
- * One final item on the Tablet & Software... I set this up to direct prospects to identify if they were skiers or riders, and then make an initial decision on a resort. This accomplishes 2 things; provides a list of very qualified candidates, and eliminates SnowBomb attendees from signing up for what they think may be a free give-away as most of the other exhibitors are promoting resort and equipment items.

GOALS FOR COMING SEASON:

- * Same November 2015 SnowBomb events!
- * 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. We can certainly loan out the Tablet Computer, UPS and iCapture software for use at any such events. OR, I can easily help resorts purchase a similar Tablet (\$45 at Fry's + \$49 for a case to protect it) and rent the iCapture software (\$100 for a month).

ISSUES and RESOLUTIONS:

None

Submit to: Secretary Janice Waits