



REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
MID SEASON – FWD 2015 – 2016 RECAP
REPORT DUE MARCH 2, 2016

PROGRAM: Recruiting

FROM: John McGuigan

DATE: 3/2/16

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

SEASON HIGHLIGHTS TO DATE — total classes — total participants

* SnowBomb provided complementary booth space at the Nov. 2015 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.

* As always, we received a very positive reception from show attendees! We handed out of hundreds of Avi-Dog "baseball card" pointing to our Recruiting Website at <http://farwest.org/Recruiting/LakeTahoe-CentralSierra> These cards continue to be an ideal give-away. We have enough cards for at least 2 more years.

* A spreadsheet with 101 SnowBomb sign-up prospects was e-mailed on 11/20/15 to resort patrol reps/recruiting advisors. The Android Tablet and iCapture Software rental, continues to be a huge help in providing immediate electronic availability of all names, vs. trying to decipher illegible handwriting from the previous paper sign-up forms.

* Bill Gibson worked the SF Snowbomb show and suggested I include in this year's budget, the cost of a pop-up trade show booth, so we look more professional. I will get some estimates and provide that in the June budget. I suspect I can find a nice quality used booth on Craigslist. Of course we will need new NSP graphics.

SEASON GOALS:

* Same November 2016 SnowBomb events!

* I'm open to help other resorts with recruiting at their own mountain, which seems to be the most productive means of recruiting. Unfortunately, some resorts have policies against this.

ISSUES and RESOLUTIONS:

None.

Submit to: Secretary Janice Waits waits_janice@cusdk8.org