



**REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
2016-2017 SEASON REPORT – due JULY 10, 2017**

PROGRAM: RECRUITING

FROM: John McGuigan

DATE: 5/16/17

Limit report to 1 page — do not send as PDF — email to Secretary jrwaits40@gmail.com

SEASON HIGHLIGHTS — total classes — total participants

- * SnowBomb provided complementary booth space at their Fall shows. Doc Jim Margolis (ESR) and Pete Lin (MLR) managed all staffing. Hats off to them, as it is a huge task to get NSP help staffing the booths!
- * 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.
- * Spreadsheet with all SnowBomb sign-up prospects e-mailed on 11/24/16 to resort patrol reps/recruiting advisors. Quick delivery of the prospects was thanks to a new Kindle Fire Tablet I donated and iCapture Software rental. This Tablet and software allows for immediate electronic availability of all names, vs. trying to decipher illegible handwriting from the previous paper sign-up forms.
- * This year we captured 93 names even though show attendance was down. We captured 101 names in 2015 and 104 in 2014. Unfortunately, Snowbomb continues to have fewer and fewer vendors and is becoming more of a ski and snowboard sale for 1-3 year old equipment.
- * Josh Masur provided his NSP Subaru for the San Jose show, which SnowBomb management loved! The Subaru "eyecandy" probably didn't help with any additional candidate prospects, as these prospects generally approach us at the booth, already showing a strong interest in becoming an NSP candidate.
- * January Recruiting & Retention Committee Meeting - Attended a meeting at Doc Jim Margolis' home to help him draft an article promoting Recruiting AND Retention in the FWD Newsletter.

GOALS FOR COMING SEASON:

- * Same SnowBomb recruiting effort this coming Fall.
- * Fire Fighter Paramedic Recruiting - In an attempt to develop a "program" to generate a pipeline of possible candidates, I accomplished the following this past ski season. (1) I got a commitment from a fellow Squaw patroller, who is a Santa Clara City firefighter, to help with communications to Bay Area and Sac fire stations to explore recruiting Firefighter Paramedics. (2) Assuming such recruits may have sub-par ski/snowboard skills, Squaw Valley Patrol Rep, Brian Berry, offered to help with possible low cost ski/snowboard lessons at Sqaw. Next season I hope to be able to organize rotating such a team of recruits through a number of resorts and generate NSP relationships. Hopefully we could get other resorts to offer the same low cost ski lesson deal.

ISSUES and RESOLUTIONS:

None.

Submit to: Secretary Janice Waits