



REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
 MID SEASON – FWD 2016 – 2017 RECAP
 REPORT DUE FEBRUARY 23, 2017

PROGRAM: Recruiting & Retention

FROM: John McGuigan

DATE: 2/22/17

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

SEASON HIGHLIGHTS TO DATE — total classes — total participants

- * SnowBomb provided complementary booth space at the 2016 San Francisco (Ft. Mason), Sacramento (Cal Expo) and San Jose (Convention Center) events. Doc Jim Margolis (ESR), Pete Lin (MLR), and Pete's replacement... Matt Ridge, managed all staffing at the events.
- * As always, we receive very positive feedback from show attendees! We hand 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.
- * A spreadsheet with 93 SnowBomb sign-up prospects was e-mailed on 11/24/16 to resort patrol reps/recruiting advisors. I donated a Kindle Fire Tablet (with longer battery life) to capture lead using iCapture Software rental. This solves the problem of deciphering illegible handwriting from paper sign-up forms. SnowBomb show attendance and exhibitors was down significantly. It's become predominately a ski sale for previous years equipment. Note that we captured 101 names in 2015 and 104 in 2014
- * Attended a 1/13/17 meeting Doc Jim hosted at his home, with Matt Ridge and Peter Mu (Doc Jim's possible replacement, which he is mentoring). The purpose of the meeting was to review the Recruiting and Retention article for the FWD Newsletter.

SEASON GOALS:

- * 2017 SnowBomb events + I'm willing to help "on-site" recruiting at other resorts... the most productive means of recruiting.
- * I'm starting to explore a program to recruit firefighter/paramedics (great trauma experience). Brian Berry, SV Patrol Rep, has offered to help me set up low cost ski school lessons, assuming these prospective candidates likely need this training. Then, I would try to work with other resort patrols to set up similar lessons, for "pre-qualified" individuals due to their paramedic background, allowing them to gain exposure to multiple resorts. I'm hoping to discuss this idea with several SVSP firefighters to get their ideas on the best means of promotion. I've learned individual fire stations are their own fiefdoms without an easy means to receive communications of such a program. I've also learned it is typically the younger firefighters that are interested in patrolling, but only the older ones get the weekends off :(! At least this type of program could possibly generate a pipeline of well skilled candidates, which we don't currently have.

ISSUES and RESOLUTIONS:

None.

Submit to: Secretary Janice Waits jrwaits40@gmail.com