



REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT

2017-2018 SEASON REPORT – due: JUNE 30, 2018

PROGRAM: RECRUITING

FROM: John McGuigan-Squaw

DATE: 4/19/18

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

SEASON HIGHLIGHTS — total classes — total participants

* SnowBomb again provided complementary booth space. Doc Jim Margolis (ESR) managed all staffing. New Recruiting Backdrop shown at <http://www.farwest.org/Recruiting/ShowStaffing/>

* Doc Jim also produced a great document to drive retention.

* The Santa Clara and SF shows were a challenge to staff as fewer active patrollers live on the peninsula. Only 29 prospective candidate captures at these 2 shows.

* Spreadsheet of captures e-mailed to resort patrol reps/recruiting advisors within a week of each show. 43 names were captured at the Sac show. Captures for all 3 shows were down 22% from last year.

GOALS FOR COMING SEASON:

* Recommend continued recruiting at these shows because we did capture some quality candidate names, even though attendance is down, with fewer vendors. The shows are becoming more of a sales vehicle for 1-3 year old ski & snowboard gear.

* Recruiting at each resort is the most productive.

ISSUES and RESOLUTIONS:

* The Bay Area -> Sierras commute is making it impossible to ski weekends, especially with a family.

* The Ikon and Epic past pricing highlights the future of skiing... High spenders who fly to resorts having a good snow season.

* We need to recognize this is the future.

Are you planning on attending the August 2018 Board Meeting and Awards Banquet?

YES NO