



REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT

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

PROGRAM: Recruitment - So CA

FROM: George Tinoco

DATE: April 21, 2018

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

SEASON HIGHLIGHTS — total classes — total participants

- we received 37 prospects for OEC Classes
- e-mailed to resort patrol reps/recruiting advisors within a week of each show.
- Working on a 30 Second PSA announcement about recruiting for SOCAL, to be played on IHEART Radio such as 640 KFI Radio, KISS FM, ESPN, and others. we did this a few years ago at BEAR MOUNTAIN with a great success. HOPPING TO MATCH OR BEAT IT!
- Working on PSA announcements for local magazines, such as VALLEY MAGAZINE to run our ads for recruiting, we did this in conjunction with the radio PSA announcements, with a good response
- Working on the radio and Magazine Ads once I have them will send for Aproval to place

GOALS FOR COMING SEASON:

- * Recommend continued recruiting at these shows because we did capture some quality candidate names.
- * Recruiting at each resort is the most productive.

ISSUES and RESOLUTIONS:



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

YES NO