



REPORT TO THE FAR WEST DIVISION  
**PROGRAM STATUS REPORT**  
*MID SEASON – FWD 2017 – 2018 RECAP*  
**REPORT DUE FEBRUARY 16, 2018**

**PROGRAM: Marketing and Recruitment SOCAL**

**FROM:** George Tinoco

**DATE:** 2/9/18

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

**SEASON HIGHLIGHTS TO DATE – total classes – total participants**

- Purchased a POP Wall for the SKI DAZZLE Show, we will be able to use it for other events
- Ski Dazzle event when well, could have used more help from all the Southern California Mountains this was a 3 day event we received 37 prospects for OEC Classes
- Spreadsheet of captures 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 verbage for the radio and Magazine Ads once I have them will send for Aproval to place

**SEASON GOALS:**

- Recommend continued recruiting from SKI DAZZLE.
- Mountain High, Snow Valley and Bear Mountain Resorts have a SWAP Day (Ski With A Patroller Day) with a good success

**ISSUES and RESOLUTIONS:**

None.

Submit to: Secretary Janice Waits jrwaits40@gmail.com