



REPORT TO THE FAR WEST DIVISION  
**PROGRAM STATUS REPORT**  
*MID SEASON – FWD 2018 – 2019 RECAP*  
**REPORT DUE FEBRUARY 16, 2019**

**PROGRAM: No CA – RECRUITING & RETENTION**

**FROM:** John McGuigan - Squaw Valley

**DATE:** 2/16/19

*Program Supervisors are not required to attend Winter Meeting, unless requested by Division Director*

**Limit report to 1 page (I can make it FIT) – do not send as PDF – email to Secretary: [jrwaits40@gmail.com](mailto:jrwaits40@gmail.com)**

SEASON HIGHLIGHTS TO DATE — total classes — total participants

- \* SnowBomb again provided complementary booth space. Doc Jim Margolis (ESR) managed all staffing.
- \* Dropped San Jose show because of poor attendance last year.
- \* Captured leads for 21 quality individuals at the SF show and 50 at the Sac show... down ~10% from last year.
- \* Complete "Thank-yous" to the prospective candidates and forwarded to the resort Patrol Reps within a week of each show.

SEASON GOALS:

- \* Recommend continuing with SnowBomb recruiting because it is an easy way to capture leads.
- \* However, as stated for years, the best place to recruit is at each resort.
- \* As I have resigned my position as recruiting advisor, a new FWD recruiting advisor needs to be found.

ISSUES and RESOLUTIONS:

- \* A new FWD website design was implemented without doing a "requirements study". In the process, content on the old the website was lost. I developed a bunch of content under a directory called Recruiting, which included Best Practices, and Instructions for working the SnowBomb Recruiting Booths. Most importantly, I maintained a list openings at each resort, identifying if the resort accepts snowboarders, has host and Doc programs, etc., and provides a link to the Patrol Rep/Recruiting Advisor and the resort Ski Patrol Website. The URL <http://www.farwest.org/Recruiting/LakeTahoe-CentralSierra> now shows a 404 Error and after a bunch of great support by Rye Livingston, it was determined that it can no longer be used. If someone cares to continue this process, they could establish similar content on a new URL and then print new "business cards" and if they care, new "Avalanche Dog Baseball Cards", with the new URL. Without this content, SnowBomb recruiting would be much less productive.

Submit to: Secretary Janice Waits [jrwaits40@gmail.com](mailto:jrwaits40@gmail.com)