



REPORT TO THE FAR WEST DIVISION
EASTERN SIERRA REGION STATUS REPORT
2018-2019 March 2, 2019

Katie DuMont, Director - Submitted February 25, 2019

2018-2019 HIGHLIGHTS since August 11, 2018

- Mar 2019 Lev 1 Avy at Heavenly
- Mar - Mid-Winter OEC Exam Northstar; Alumni Day Northstar; Senior Lev Toboggan Squaw; MTR Lev 1 Tahoe Backcountry Ski Patrol
- April 13, 2019 SEM Heavenly
- Sept 7, 2019 Annual MLR/ESR ICE Clinic Davis

Registration/Membership: 542 in 2019; 513 in 2018; 446 in 2017; 477 in 2016; 508 in 2015; 538 in 2014; 557 in 2013; 553 in 2012; 557 in 2011 Registration does not include 2 Pro patrols at Squaw and Alpine. **With Sierra Host Program (80) = 542 as of 2/25/2019**

Financial: Continues to be sound, no dues assessed the past 11 years.

PATROL REPORTS:: (number is current registration) V=Volunteer; P=Paid or P NSP

ALPINE MEADOWS (57V): 3 candidates; 0 transfers, 0 alumni; recruiting from OEC classes
DIAMOND PEAK (14V; 10P): 2candidates; 0transfers, 0 alumni; recruiting word of mouth, working so so
HEAVENLY VALLEY (59V; 45P): 0 candidates; 0 transfers, 19 alumni; will host Senior Events; recruiting via website; passholders load a half hour early every Monday
HOMWOOD (34V; 10P): 4candidates; 0 transfers, 55 alumni; recruiting largely local & OEC classes also
KIRKWOOD (1V; 3P NSP): 0 candidates; Working with Resort to define potential membership
MT. ROSE (15V 50P): 0cand; 3transfers; We are in a great place; recruiting via website & word of mouth
NORTHSTAR (44V; 42P): 10 candidates; 3 alumni; will host Senior Events and OEC Intensive course; recruiting on the hill with guests; issues with transfers from other resorts, from outside areas
SIERRA AT TAHOE (27; 2P NSP): 0 candidate, 2 alumni; recruiting from OEC classes & on the hill
SQUAW VALLEY (70V;1P NSP): 4 candidates; holds women's clinic; pd Host Prog; integrates well with pd staff; recruiting pass the word inform good skiers at Squaw Valley seeking recruits
TAHOE BACKCOUNTRY (48V): 4 candidates; 1 transfer; 2 alumni; holding MTR & Avy courses
TAHOE DONNER Alpine (4V; 7P): 4 candidates; 1 alumni; recruiting on the hill needs help, working fair
TAHOE DONNER Nordic (10V; 2P NSP): 0 candidates; 0 alumni; recruiting on the hill; lots of SNOW!
SIERRA AT TAHOE - MOUNTAIN HOST PROGRAM (80V): 75 on wait list; Lead Rep Randy Wright.

ISSUES and RESOLUTIONS:

- Need a new shed to store our ESR OEC equipment. Project still underway, snow issue
- Early announcement of dates for OEC classes in Fall 2019 to allow for prospects to find classes; Resolution working with Class IOR to provide dates by July 15, 2019.
- Grow membership - Recruitment & Retention. A Marketing Campaign is needed.

SEASON GOALS STATUS:

- Continue to use PR Questionnaire to find out the needs of our Patrol Reps with follow up.
- Retention: Follow up to ensure new candidates have found a good fit with their new patrols. This is working well (Jim Margolis, ESR Recruitment & Retention Advisor)
- Continue encouraging patrols to submit awards for their patrollers (Leilani Connolly, ESR Advisor).