

# Dave McKinley, Candidate for Ohio Region Director

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Hi, I'm The Dave. You'll recognize me from any Ski Patrol pic as the guy with his mouth open. It's my trademark smile that really gives away what I'm all about - excitement and fun. From the day I received my red coat, my goal has been to get people excited about patrolling and the opportunities National Ski Patrol has to offer. To reach this goal, my priorities have been teaching and program growth through leadership positions at the patrol, region, and division levels, as well as serving as a PSIA education staff member for telemark. No, telemark is not dead, but I'm trying to influence a resurgence through a presence across the region and division.

The challenge of getting people excited can be improved by reworking the decentralized communication, which I believe leads to low engagement and unfortunately higher attrition rates.

Professionally, I manage marketing and communications for a church of over 4000 in weekly engagement. Getting and keeping a group that size engaged requires evolving with our audience's preferred media and needs. Creating and implementing a plan to stay connected, distribute critical information, and share the stories and best practices of patrollers is crucial for building community and recruiting and retaining patrollers.

Here's what I want to accomplish as your Region Director:

Organize dates of events earlier in the season

- Develop a master calendar between Spring and Fall meetings that can be published to patrollers around the time of Refreshers. This gets all the events out to the region allowing patrollers to prepare, and plan for their growth.
- Publish the calendar on the website, with links for registering on NSP.org and completing liability forms.
- Get all programs on board with Sign-Up Genius. The snowsports school saw great success engagement of participants.

Enhance our current communication channels to more effectively keep patrollers engaged

- Survey our audience of patrollers - how often and how do they want to receive communication? What do they want to hear?
- Become more intentional with our social media presence by sharing highlights from events, stories of patrollers making a difference, and inspiring patrollers to grow.
- Increase the frequency of the Downhill to keep patrollers informed of upcoming events and what's happening throughout the region - look at making this a monthly email blast that allows for the reader to interact and be linked to programs/events.

Utilize programs already developed by the NSP to help with recruitment and retention

- Mountain Hosts - A lower commitment program that can get people into the organization. As patrols become inclusive with this program, it will allow the community of people to grow, and help Hosts move into a full commitment of Patroller. Mountain Hosts are also another option for retaining patrollers that are ready to move alumni or retire.
- Young Adult Program - Much like the Mountain Hosts, this is a low commitment program, targeted at 15-17 year olds. It's designed to introduce them to the NSP, give them a small amount of responsibility and allow them to gain interest in patrolling at a young age.

- Both of these programs are already developed. They need an owner at the region level to get them more organized and operating at the local patrol level.
- Awards program - utilize enhanced communication channels to share stories of patrollers and what awards are out there. If patrollers understand awards, and are seeing other patrollers make a difference, it will help build that community of recognizing efforts by fellow patrollers - I put this under recruitment/retention because I believe when you recognize people it builds a stronger community.
- Lean into the Women's Program - we have a lot of talented women in the Ohio Region, and we have a strong Women's Program. I want women not only hosting events for other women, but also hosting all-women led SESs and TESs that anyone can participate in.

The Ohio Region is one of the strongest in the Central Division. We're motivated, skilled and dedicated. I want to build on that by bringing this community of people closer together. Communication is dynamic - much like skiing. Enhancing communication and utilizing programs that are already available will make the community of patrollers stronger and relationships deeper.

Thanks,  
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# David McKinley

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## National Ski Patrol Experience

### **NSP-C Ski School Division Staff**

**December 2018 - Present**

Invited to the NSP Central Division staff to train and teach patrollers toboggan handling and telemark skiing.

### **Ohio Region Certified Advisor**

**July 2018 - Present**

Achieved Certified status (#802) in 2016. Oversee the Certified program for the Ohio Region. Facilitate the annual recertification and qualification event, encourage new patrollers to join the program and evaluate at the annual Certified exam.

### **Perfect North Slopes Patrol Board Member**

**November 2016 - Present**

Serve on an advisory board for the local patrol assisting with enhancing programs and policies. Assisted with the role out of a new email communication plan to help with communication and engagement, and worked with trainers to adjust local training guidelines which expanded the training team to help meet local needs.

### **Ohio Region Senior Program Advisor**

**July 2013 - June 2015**

Supervised implementation of the Senior Program: communicated information to candidates, trainers and evaluators; organized the Senior Alpine Ski and Toboggan Test and worked with the Senior Training Coordinator for the OEC module of the Senior evaluation.

### **Outdoor Emergency Transportation IT**

**November 2012 - Present**

Provide training and continuing education of new instructors and patrollers, both locally and across the Ohio Region. Train at the Division level to effectively educate and deliver instructor requirements.

### **Outdoor Emergency Care IT**

**September 2012 - Present**

Support the OEC through instruction during OEC course, lead stations at yearly refreshers, and evaluate at the Patroller, Senior Patroller and Certified Patroller level.

### **OEC IOR - Paoli Peaks Ski Patrol**

**August 2011 - December 2013**

Organized the 20-plus week class with the help of OEC instructors. Taught OEC skills and education, preparing candidates to be Patrollers.

### **Local Senior Advisor - Paoli Peaks Ski Patrol**

**September 2010 - March 2013**

Supported the Senior Program: facilitated communication from the Ohio Region to candidates, and helped candidates prepare for Senior evaluations by ensuring necessary training and timely completion of paperwork.

## Professional Ski Instructor Experience

### **PSIA Central Division Education Staff**

**March 2019 - Present**

Telemark Level 3 Instructor. Joined the Central Division PSIA Education Staff in March of 2019 helping to lead telemark clinics and exams throughout the Central Division.

## NSP Education and Skills Programs

Education/Program	Year Completed
Perfect North Ski Patrol	2014 - Present
Paoli Peaks Ski Patrol	2009 - 2014
Instructor Development	2010
Senior Alpine Patroller	2010
OEC Instructor	2010
Toboggan Instructor	2011
MTR1 and MTR2	2011
Avalanche Fundamentals	2012
Certified Alpine Patroller #802	2014-2016
PSIA Telemark Instructor Level 1	2017
PSIA Telemark Instructor Level 2	2017
PSIA Telemark Instructor Level 3	2018

## Professional Experience

### Northeast Christian Church

**March 2015 - Present**

Director of Marketing and Communications

- Facilitate communication plans that help roughly 4000 attendees engage in different programs at the church and in the city
- Oversee a department that executes communication processes to better coordinate and strategically plan events based on target audience, goals, and barriers to event success
- Utilize digital communication channels, which include continual website review and updates, a Google Adwords Nonprofit account, focus on Google My Business, a consistent, targeted email communication plan and a social media presence that creates engagement through inspiration and storytelling
- Enforce organization branding and communication guidelines to enhance brand identity across church campuses creating unity within departments and staff, and trust with members.
- Continually liaise between department directors and organization leaders to help manage needs/wants of departments and overall direction of organization
- Consult with other nonprofits and start-up organizations about marketing strategy and the importance of defining who they want to talk to, how they will talk to them, and why their “who” should listen
- Handle all public relation opportunities - press releases, news appearances, media kits

### Graeter's Ice Cream

**May 2007 - February 2015**

Director of Marketing and Operations

- Built marketing and communication structure that budgeted, designed and implemented monthly promotions, advertising campaigns, and special events in Louisville, Lexington and Indiana areas
- Cleaned up supply chain management - saw the need for better communication between each link in the chain. Worked with manufacturing all the way through to customer service to ensure a more effective execution of products and promotions
- Digitalized product mix tracking and consulted with managers on methods to improve customer interaction
- Flowed between corporate and customer service positions as necessary
- Expanded company's presence at events, trade shows, and community outreach events