



National Ski Patrol Women's Program 2024

Building skills, community and leadership

Beckett Stokes, Director of Member Services



About National Ski Patrol



Founded in 1938, it has grown up with the ski industry in the U.S.

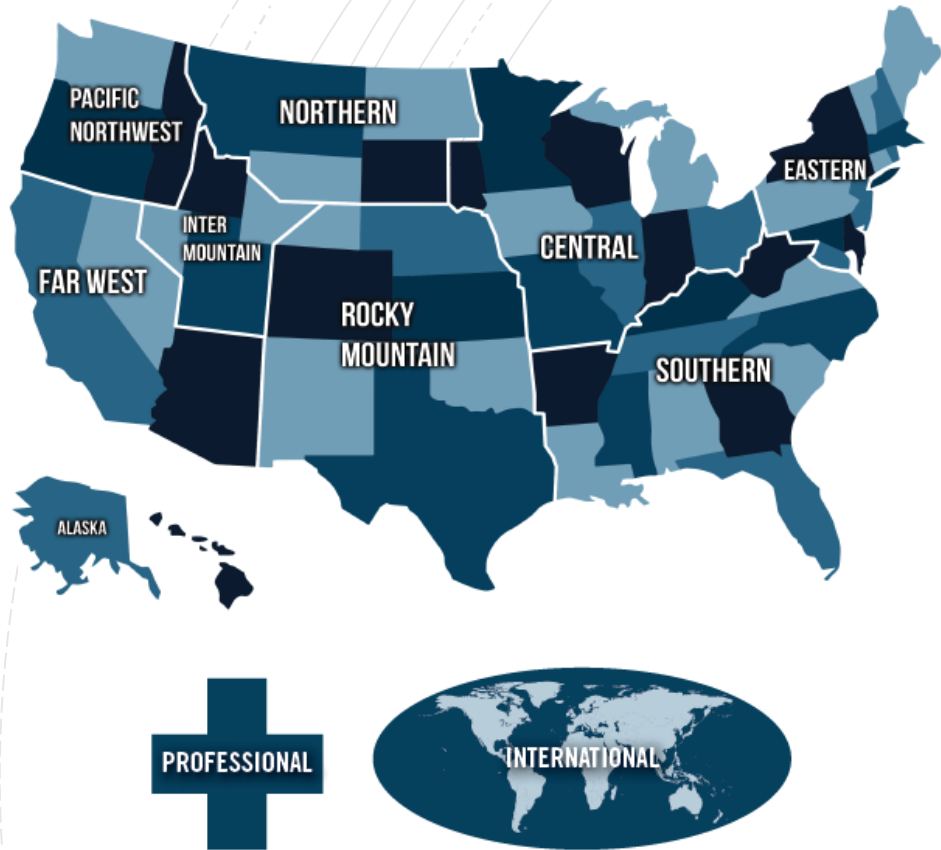
Serves the outdoor recreation industry **by providing education and accreditation** to emergency care and safety service providers

More than 30,000 members serving more than 630 areas, resorts and facilities throughout the U.S. and internationally

75% of members are volunteers, the rest are professional, career patrollers

In addition to snow sports, NSP is developing a bike program that builds on existing education programs

About National Ski Patrol



11 Divisions – 10 Geographic plus Professional

Divisions provide much of the infrastructure for national programs

Reciprocal exchange of ideas, practices and information

History

Women have been in NSP almost since the beginning (1941)

First woman in national administration was in the mid-1970s

National Women's Program established in 2009



Women's Program History



NSP Far West Division hosted a long-running women's program through the 1990s and early 2000s

The clinics provided toboggan training and Professional Ski Instructors of America (PSIA) instruction based on their Women's Camps

"Many ladies have joined the ranks of toboggan instructors..."

as a result of these clinics and continue to share their expertise. There is certainly value in the women's clinics, and the ladies at Heavenly and the South Lake Tahoe resorts have been the beneficiaries!"

A Little Slice of Heavenly, by Linda Barthel (founding Program Advisor for Women's Program)
- *Ski Patrol Magazine, Summer 2011*



A national program

Far West program and models from 3 of the organization's largest divisions informed the national program in 2009

It brought together division level supervisors to share knowledge, experience

Supported including education and marketing programs

Women's Program Mission

*to empower patrollers by advancing
skills and developing leadership in a
women-focused program*



"There are some things within this job that are going to be different for females ..

and it's important to have these conversations during training... During all of my toboggan training my rookie season, I remember seeking the advice of my female coworkers, both for physical and mental support ...There is definitely something powerful about women supporting other women in this industry."

Tiffani Osborne, Loveland Ski Patrol

"Fit for Duty," by Allison Perry, *Powder Magazine*, Feb. 1, 2024

Create
leaders



Recruit



Engage



Support



Empower



Women-
Centered

Membership
focused

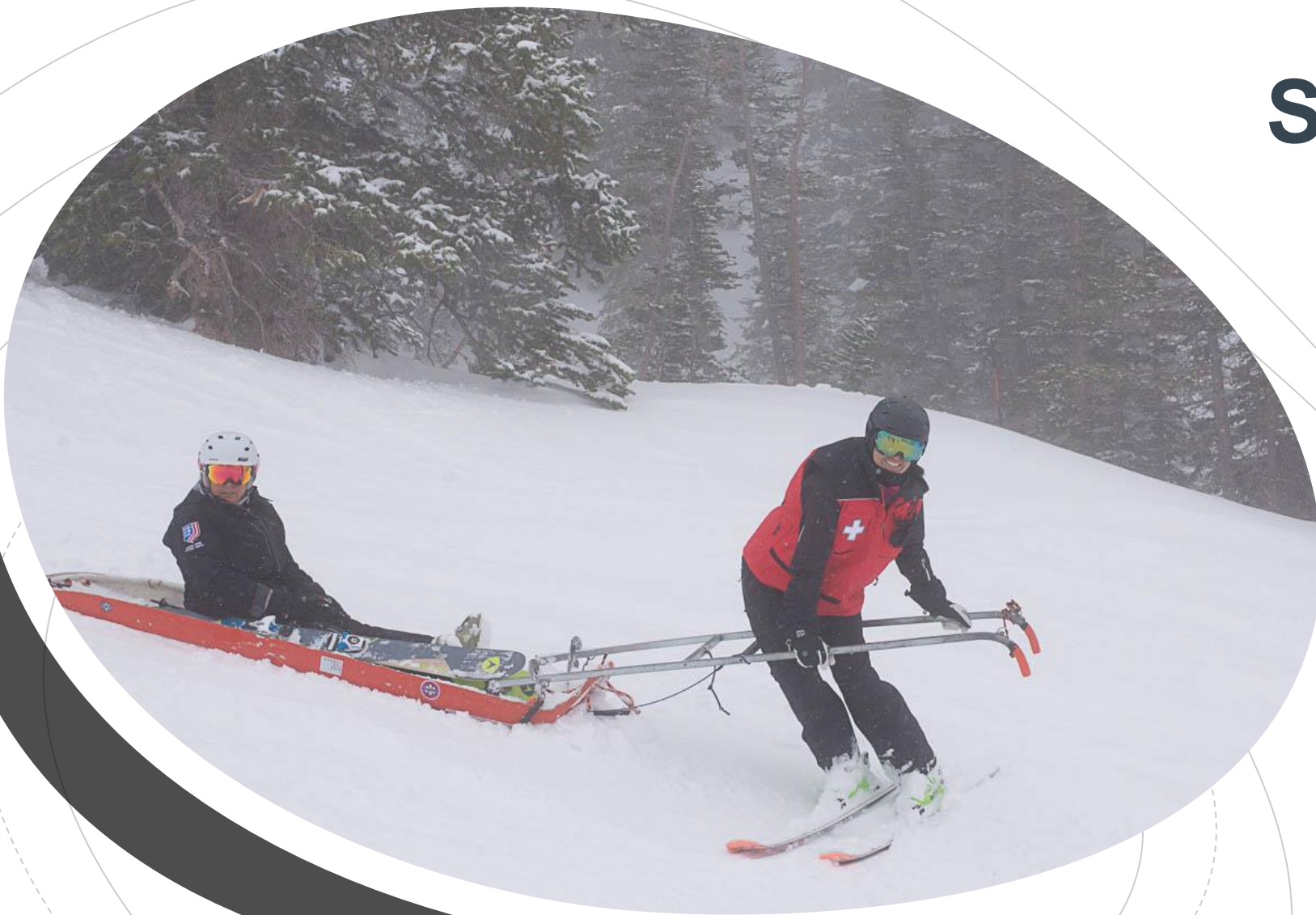
"The hardest part about being a female patroller ...

for me is finding the right balance between working incredibly hard to prove myself and having the confidence to know I'm a good patroller."

Tessa Dawson, Patrol Director, Aspen Highlands

- "Women in charge of two of four mountain ski patrols" by Julie Bielenberg, *The Aspen Times*, March 31, 2023

SKILLS



"I watched a fellow female candidate ...

negotiate the loaded sled through a different route than the guys were using, working smarter, not harder. I saw and said, 'I can do that,' and I did."

Linda Barthel, founding Program Advisor for Women's Program

"A surge of women in ski patrols, once nearly all men," by Shauna Farnell, *New York Times*, Feb. 11, 2021



Women's Clinics

Toboggan and ski instruction, tailored to women

Community building, including lunches and post-clinic events

Special speakers

Some collaborate with partner organizations (PSIA-AASI)

“A range of learning styles ...

is how everyone is going to be the most capable patroller possible.”

Shannon Maguire, Assistant Patrol Director, Sierra-at-Tahoe

- "A surge of women in ski patrols, once nearly all men," by Shauna Farnell, *New York Times*, Feb. 11, 2021

COMMUNITY



"..It took a woman to say,



'because you're short, move back on the handles'.. No man saw that."

- From Women's Program Facebook page

" We're a group of women who provide encouragement ...

and support to women patrollers, building confidence through toboggan handling and organic conversation about how to 'woman' while being a patroller, whether it's how to patrol through family life, moving, transitions, or just plain living."

Tanya Thomas, National Women's Program Director (emeritus)

"Women's Program Reaches 10-year milestone," by Linda Barthel, *Ski Patrol Magazine*, Summer 2020

LEADERSHIP





Connecting Leaders

Women's Clinics often include region, division leaders

Serving in Instructor or other leadership roles in Women's Clinics builds confidence and skills

Chairlift and on-the-snow conversations create mentoring and supportive connections

"It empowers other women ..."

to join when the highest person up is a woman. I feel confident around Kari [patrol director]. She rips on her skis and knows exactly what she's doing in the medical field. It's inspiring. It definitely makes me want to be better and keep going with it."

Taylor Parsons, Diamond Peak Patrol

"A surge of women in ski patrols, once nearly all men," by Shauna Farnell, *New York Times*, Feb. 11, 2021

" It's important to have women in leadership positions ...

because we're as good as men. Nobody asks a man why we need men in leadership positions."

Lindsay Wiebold, Arapahoe Basin

- "Fit for Duty" by Allison Perry, *Powder Magazine*, Feb. 1, 2024

Women at Work



Copper Mountain

Aspen /Snowmass



Women's Program Benefits

Skills training and education

Recruitment and retention

Leadership pipeline

Partnership / Sponsorship

Positive media



Photo Credit: Jason Lombard



Recruitment poster, circa 2015

Sponsorships and Partnerships



Powder & Power: Celebrating trailblazing patrollers.

January 18, 2024 | icebreaker

icebreaker is saluting the powerhouse women of the National Ski Patrol. To fuel their unstoppable spirit, we're donating \$10,000 this January for the growth and education of our female patrollers—the heroes who keep us safe in the mountain playground. We interviewed two trailblazing ski patrollers to highlight their achievements in the industry.



Coverage of women in ski patrol

- "Fit for Duty," by Allison Perry, *Powder Magazine*, Feb. 1, 2024
- "A surge of women in ski patrols, once nearly all men," by Shauna Farnell, *New York Times*, Feb. 11, 2021
- "Women in charge of two of four mountain ski patrols" by Julie Bielenberg, *The Aspen Times*, March 31, 2023
- The Schweitzer Ski Patrol is bucking trends with a dozen women keeping the slopes safe for everyone, by John Grollmus, *Inlander*, Jan. 19, 2023
- Breaking barriers on Bald Mountain, by Sarah Linville, *Sun Valley Mag.com*, Dec. 20, 2023
- Telluride Ski Patrol makes history for all-women team, CBS News Colorado, March 7, 2023
- Okemo's Ski Patrol celebrates International Women's Day by staffing all female ski patrol, NBC5-WPTZ, March 2023



Where we are

Growing number of women: about 29% of members who identify their gender are women – up from around 20%

Women are in leadership at every level – patrol, regional, division and national, including five board members, five Division Directors, and CEO Stephanie Cox

Women from patrol leadership levels also advance in their organizations, to mountain operations and management

During 2024 season, women's program has hosted more than 35 clinics around the country, with more than 300 participants



Where we're going

Continue to support recruitment, and build on local, regional and division programs

Develop new mentorship programs

Advocate for an evolution to a more inclusive culture, for NSP and the industry

Extend into more NSP education programs – Mountain Travel and Rescue, Avalanche, Nordic and others

Reach and surpass representation of women more in line with EMTs and Paramedics (32%), outdoor guides (32%) and outdoor recreation participants (46%)

Contact Us

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OLD SLIDES