

Dorothy Nichols Bio

July 2010

Dorothy Nichols has spent a good part of her life developing relationships, organizing the world around her and planning for future events. In the process, she has developed valuable skills: clear communication * negotiating * leading diverse groups of people * accountability * listening.

After completing her law degree at University of Denver, she was brought on board to start Cycling's original NORBA series, a seven race national series. She was in charge of running the series and managing grassroots MTB events nationwide. She also started the National MTB Patrol program in conjunction with the National Ski Patrol. Since her time at Cycling, she has been a UCI International Commissaire and NORBA National Official, participating annually in domestic and international events.

Her following career moved landed her at Yeti Cycles in Durango. She was brought in as the purchasing manager, but quickly, very quickly, found herself as the manager for Yeti's professional race team. This assignment took her around the globe where she organized and supported Yeti's race team effort in total. This job required boundless energy, the ability to travel anywhere in the world efficiently, troubleshooting, resourcefulness, and the ability to deal with many different personalities.

On the subject of travel, Dorothy has kayaked in Colombia, rafted in Chile, trekked in the Alps, climbed Mt. Kilimanjaro and spent her honeymoon in Antarctica. She can tell you more about penguins than anyone this side of an expert. Her travels have taught her tolerance for differences, humility, compassion and understanding other's points of views. One of her philosophies is, "Do something every day that scares you."

Dorothy has led bike tours domestically and abroad for seven years. This job may seem like a lark, but from the inside requires the sort of tact, foresight, ingenuity, logistics and motivational skills of someone who is part NASCAR pit crew, part maitre d', and part mom.

She is currently working for Todson, Inc., where she is the Director, Event Marketing. This title means that she organizes events, distributor clinics and is a public relations force for the company. She lives with her husband, Brad, in Denver.