



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION



NASJA NEWSLETTER: OCTOBER 5, 2017

Hirsch Award Deadline: October 15

Time is growing short! We are accepting submissions from NASJA members until October 15 for the annual **HAROLD S. HIRSCH** awards, in categories include columns, feature writing, blogs, photography and video.

[HIRSCH AWARD INFO](#)

NJ Ski & Snowboard Council Expo

The **New Jersey Ski & Snowboard Council Expo** will be held on Friday, November 3, 2017 from 7:00 – 10:00 PM at the Hanover Marriott Hotel, Route 10 East, Whippany, NJ.

There will be a silent auction to raise funds for adaptive sports programs run by the Adaptive Sports Foundation (Windham) and the Vermont Adaptive Ski and Sports. All proceeds from the auction are donated to these two organizations.

EVENT WEBSITE

SAVE THE DATE!

April 12-15 for NASJA's Annual Meeting at Squaw Valley/Alpine Meadows to be held in conjunction with the U.S. Ski and Snowboard Hall of Fame Induction and Snowsport History Celebration. Interested? [Email **execsec@nasja.org**](mailto:execsec@nasja.org).



Southeast NASJA Journalist Wins Book Award

Randy Johnson's new book [*Grandfather Mountain: The History and Guide to an Appalachian Icon*](#) just won "Best in Show" and first place in the books category at the 2017 Society of American Travel Writers eastern chapter awards. It also just earned the bronze medal in travel from the 2017 Foreword INDIES Book of the Year Awards, and was a finalist for the Thomas Wolfe Memorial Literary Award.

Johnson is a Lowell Thomas Award-winning travel writer, a founding editor of the Mountain Times in Boone, NC and was for nearly twenty years editor-in-chief of United Airlines inflight magazine Hemispheres, named "world's best airline magazine" in 2006.

Johnson founded Grandfather Mountain's modern trail management program in 1978, reopened the mountain's historic trails, built new trails, and was instrumental in shaping the state park and Blue Ridge Parkway trail system found on the mountain today.



NASJA Welcomes New Corporate Member

Joan Christensen is principal for JC Communications based in Winter Park, Colorado. She has been in the ski and snowboard industry for nearly 30 years and currently is a media relations consultant for Vail Resorts Retail, the Colorado Ski & Snowboard Expo, and Business Intelligence for Inntopia.

NASJA Welcomes Meteorologist Brad Fields

Brad Fields has joined NASJA as a press member. His twitter handle is BradFieldWx—please follow him for weather reports and when to find the best snow. Fields



recently retired as the chief meteorologist at NBC CT where he worked for 34 years. He was Connecticut's trusted face of weather during blizzards, hurricanes and severe storms. He was an award winning TV personality and received the Silver Circle designation in 2011. He is also president of New England Sky Watch Weather and has 10,000 followers on his Twitter and FB platforms.

A lifetime New Englander, Fields is a Red Sox, Patriots and Bruins fan. He loves skiing and also became known for his outstanding coverage during blizzards. He has two sons in college and enjoyed coaching them throughout their childhood from Little League to football.

Help Update the NASJA Clipbook

We are working on a new clipbook format, ultimately our goal is to have any interested parties be able to find snow sports journalists according to name and/or specific areas of expertise. We are currently developing this new format, but we need new material from you, our members.

Help us grow the clipbook! Email your recent work to execsec@nasja.org.

NASJA Benefits: An Overview

As a NASJA member, you are entitled to a number of exciting professional benefits. Take advantage of our Experticity group membership [here](#), once you are approved you will have access to hundreds of industry discounts.

We are also happy to remind you that the International Skiing History Association (ISHA) will offer free access for NASJA members to the Skiing History archives until August 2018. *Read more about skiinghistory.org.*

Finally, if you need a **NASJA member press id card** for the upcoming snow sports season, please let us know! Send an email to execsec@nasja.org and we'll send one to you. Hurry, the industry shows are in full swing and winter is coming soon!

Join NASJA at the Boston & Denver Ski & Snowboard EXPOS

One of the telltale signs that winter is indeed around the corner is news of the annual [Boston and Denver Ski & Snowboard Expos](#) produced by Bernie Weichsel. This is your annual invitation to join us at either locale.



We welcome the working media to our shows and will extend press passes to all members of NASJA. For Boston, contact Kathe

Dillmann at kadicom@comcast.net or 802-362-1667. For Denver, contact Joan Christensen at jccommunications@gmail.com or 970-509-0710.

NASJA Open House at the Boston Ski Show



When: Friday, November 10 at 2 p.m.

Where: Boston Seaport Center (in lobby area outside of the BEWI luncheon)

Why: Come meet new staff and hear about NASJA goals!

Renew Your NASJA Membership Online

The redesigned NASJA website has secure online payment for membership renewals. It has been designed to make renewals easier than ever so check it out!

In addition, new members can also easily apply online. It's all located under the MEMBER INFO tab.

NASJA is going through a period of change, this reflects the changes in the snow sport industry and the media in general.

We would love to hear your feedback! Please email your thoughts or suggestions to execsec@nasja.org, or post to Facebook or Instagram.

PAY NASJA DUES ONLINE

NASJA at the 2017 ISKINY and PSAA Expo at Camelback Mountain Resort



*Back row from left: Martin Griff, Larry Walsh, Scott Brandi and Dave Meeker.
Front row from left: Linda Irvin, Iseult Devlin, Dave Leonardi and Mary Jo Tarallo.*

As long time NASJA member **Jerry Hoffman** battles serious health issues over 200 of his friends and family joined together on September 24, 2017 to celebrate his life at the Seascope Golf Club in Aptos, CA.



Present and former NASJA members attending from left: Dino Vournas, Chaco Mohler, Peter Schroeder, Effin Older, Jules Older, Jerry Hoffman, Martin Griff and Risa Wyatt.



NASJA Welcomes New Executive Secretary

In September, **Sue Yarworth** joined NASJA as its new executive secretary. Longtime NASJA press member **Vicki Andersen**, who has served as executive secretary for the past decade, will continue to be involved in the organization as treasurer.

Sue is a graphic designer and website developer who has worked extensively with non-profit organizations. She is also a PSIA Level 2 instructor, teaching at Mount Snow in Vermont. In August, Sue redesigned the website and logo to give it an updated look and easier to navigate system, she is looking forward to continuing this project with the help of NASJA members. You can reach her at sueyarworth@nasja.org.



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