



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION



Synergy on Snow—NASJA Meets at Lake Tahoe

by Risa Wyatt, photos courtesy of Dino Vournas

Face shots one day, goggle tans the next... That's what NASJA members and their guests experienced at the annual meeting held April 11 to 15 at Squaw Valley Alpine Meadows in North Lake Tahoe.

The conference marked new beginnings for NASJA. It was the initial meeting after the restructuring of NASJA into a single national organization. And for the first time, NASJA held its annual get-together in conjunction with the Snowsport History Celebration by the U.S. Ski and Snowboard Hall of Fame, offering the opportunity to mingle with ski icons, including long-time NASJA member Doug Pfeiffer and his wife, Ginny.

“Something wonderful happens when you have people who love skiing together in one place,” summed up Richie Silver of Connecticut.



Ski California President Michael Reitzell explains safety features on the association's new Mountain Safety Guide, which won the Safety Impact Award presented at the NSAA show in early May.



NASJA Past President Martin Griff, Deer Valley's Senior Communications Manager Emily Summers with husband Matt Farinelli, and Jill Griff.

Good omens—in the form of fat snowflakes—descended from the skies starting from the opening reception at The Loft Bar at Le Chamois. By the next morning, six- to eight inches of freshies blanketed the slopes, shifting to bluebird skies for four days of explorations at Squaw and Alpine.

NASJA-ites made the most of spring-skiing conditions thanks to the insiders' knowledge of the Squaw Alpine hosts: Liesl Hepburn, public relations director; and Sam Kieckhefer, public relations coordinator. They knew exactly the right lines to take down the Sun Bowl off of Headwall, or when snow had softened enough to lap Alpine Bowl. Complimentary ski rentals gave everyone the right gear for playing in both powder and afternoon meltdown.



Curtis Fong, Dan Giesin, Dino Vourmas and Charles Coane enjoy the reception.



Weston Magazine Group Slopeside editor Richie Silver chats with Jennifer Allen.

"It's an experts' playground," said Kevin Gasior from Quebec, who attended his first NASJA conference. "Everything you looked for in skiing when you were a kid, you can find at Squaw." Skiing Alpine for her first time, Emily Summers, senior communications manager at Deer Valley Resort, slowed down to admire the views. "It's a revelation," she said. "You can ski practically every place you see."

[See more photos and read more of this article on nasja.org](https://www.nasja.org)

Roger Lohr Named XC and Snowshoe Editor for SeniorsSkiing.com

SeniorsSkiing.com, the online magazine for older snowsports enthusiasts, announced that Roger Lohr has



been named cross country and snowshoe editor. Mr. Lohr is founder and editor of XCSkiResorts.com, a promotional website for recreational and travel-oriented cross country skiing and snowshoeing.

“We welcome Roger to the editorial staff of SeniorsSkiing.com. His participation will expand the site’s cross country and snowshoe coverage, two activities popular with our readers,” said Mike Maginn, editor and co-publisher.

[More...](#)

NASJA Announces Award Winners



Jessie Diggins is the winner of the **Paul Robbins Outstanding Competitor Award**. The 26-year-old spirit leader of the U.S. cross-country ski team — she encourages teammates to emulate her and wear face paint and glitter during competition— had the best-ever Olympics showing for an American female cross-country skier, winning the team sprint relay gold and recording five other top-10 finishes at Pyeongchang. Diggins, of Afton, Minnesota and the Stratton Mountain School Elite Team, was also second in the season-long overall World Cup standings.

[More](#)



Klaus Obermeyer is the winner of the **Carson White Snowsports Achievement Award**. Mr. Obermeyer, of Aspen, Colorado, enhances a group of winners that includes Lowell Thomas, Averell Harriman, Warren Miller, Stein Eriksen, Pete Siebert, Nancy Greene, Dick Durrance and many other winter sports luminaries.

[More](#)



Jeff Wise, Stowe Mountain Resort marketing and communications director, is this year’s recipient of the **Bob Gillen Memorial Award**. Highlights of his career have included overseeing communications and the Stowe brand during a 17-year, \$600 million upgrade to a world-class year-round resort and the integration of the mountain into the Vail Resorts family.

[More](#)



Heather Burke of Kennebunkport, Maine is the winner of the **Mitch Kaplan Award**. She learned to ski at the age of three, worked at her parents’ Smugglers Notch ski lodge, and as a ski instructor before embarking on her writing career. She has been a ski journalist for over two decades, sampling some 170 ski areas and gathering many awards along the way.

[More](#)

