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**Re: NASJA credentials review**

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**Lisa Ballard** <lisaballardoutdoors@gmail.com>  
To: Sue Yarworth <sueyarworth@nasja.org>

Tue, May 22, 2018 at 4:27 PM

Hi Sue,

I published *Ski Faster! Guide to Ski Racing and High Performance Skiing, 2nd Edition* in December 2016, so 2 winters ago. For reference go to my web site, LisaBallardOutdoors.com or Amazon.com. Both sites list the book for sale and have details about it.

Attached 3 tear sheets of articles from the last 2 years in 32 Degrees, Woodstock Magazine and NSAA Journal.

Let me know if you need anything else for my credentials review...

Lisa

On Tue, May 22, 2018 at 11:26 AM, Sue Yarworth <sueyarworth@nasja.org> wrote:

Greetings snowsports journalist,

You are due for a review of your NASJA credentials. You can respond directly to this e-mail and your work will be forwarded to the credentials committee. Images or screenshots of your work are sufficient, as long as members of the credentials committee can see the by-line or image credit, date of publication and where the work was published. Website URLs and links are also acceptable.

Credential Requirements for Press Membership:

Press members of NASJA are communications professionals who create press and/or editorial content. They should be employed by accredited journalistic properties or work as freelancers for a variety of media outlets. One or more of the following criteria should be applicable within the last 2 years:

1. You have published and/or sold one to three by-lined articles (depending on publication; one for bigger outlets and three for smaller), photographs, videos or illustrations on snowsports-related subjects in a season. Work can be in any type of media.
2. You have published a book on snow sports in the past two years with updates every five years. It can be consumer or trade oriented in print or electronic version.
3. You own or maintain an active blog or website that meets these basic standards:
  - o Establishment of active website with frequently updated original content about snow sports.
  - o Proof of audience engagement.
  - o Strong social media presence.
4. You serve as an editor employed by media outlets that publish editorial material on snow sports.
5. You serve as a publisher who produces annual or monthly publications, reports or programs that cover snow sports.

We appreciate your continued involvement in NASJA. We are the collective communication force within the snowsports industry and we're committed to maintaining highest ethical and communications standards in snowsports journalism.

Please email your credentials to [sueyarworth@nasja.org](mailto:sueyarworth@nasja.org) by June 15th. If you have any questions, please feel free to contact me.

Thank you,

Sue Yarworth

Executive Secretary  
North American Snowsports Journalists Association  
[sueyarworth@nasja.org](mailto:sueyarworth@nasja.org)  
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### 3 attachments



**32 Degrees\_Gates 101\_Mar Apr 2018.pdf**  
1366K



**Woodstock\_Winter 17-18\_Skiing in the Czech Republic.pdf**  
615K



**NSAA Journal\_Winter 2017\_Mountain Mapper.pdf**  
1442K