



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

August 30, 2018

Dear NASJA Member,

We're off to a new season with a new board and I couldn't be more excited! Jeff Blumenfeld and Tamsin Venn are on board as NASJA VPs for the coming year. In addition, Mary Jo Tarallo will join the board as corporate liaison. All three are eager to serve the organization bringing fresh ideas and enthusiasm to NASJA.

Immediate past president Martin Griff will serve another year on the board as well. From California, former NASJA VP Dan Giesen will continue to join the board meetings bringing his NASJA board experience to the group. Roger Lohr is also part of the board meetings on certain occasions and we are grateful to have his experience and wisdom. Moreover, executive secretary Sue Yarworth has been upping NASJA's presence with an amazing website and other promotional materials. Peter Hines continues to help with IT for NASJA. With all this industry experience coming on board, only good things are ahead! Thank you all!

There are a lot of positive projects in the works for NASJA. We have formed a NASJA Membership Recruitment Committee. The group will develop materials and benefits related to NASJA memberships plus conduct campaigns to reach out to prospective members. Mary Jo Tarallo will head up the group and Kevin Gasior, Cindy Hirschfeld, Kristen Lummis, Peggy Shinn, and Rosemarie Cleese have all agreed to be part of the committee.

We have some great events coming up, too. On December 2-4, Stratton and NASJA will co-host the 2018 Northeast Winter Weather Summit, an event designed to create a dialogue between meteorologists and the winter sports community. The resorts associations and other industry players are on board including SnoCountry and XCSkiResorts.com.

This Stratton gathering will also serve as a NASJA meeting with prices ranging from \$95-\$259 depending on if you participate as a one-day commuter or take advantage of overnight accommodations, 2 days skiing, the sessions, reception, breakfast and lunch. A second night will be available for \$115. Double occupancy will also save on costs. Wouldn't you like to be part of this important effort to strengthen ties between the ski industry and meteorologists? Registration will be available online soon at newinterweathersummit.org.

Other meetings for the year include a meeting during the Boston.com Ski & Snowboard Expo, a January meeting in the Eastern U.S., Winter Western Summit in Utah (details to come); a March meeting at North Conway in conjunction with New England Ski Museum. The annual meeting at Park City April 4-7 will be in conjunction with Ski and Snowboard Hall of Fame and a day of skiing and get-together hosted by Deer Valley on April 3. There is also a possible Snow Basin trip prior to that.

I'm looking forward to working with our new board as we grow NASJA and see many of

you at upcoming NASJA events. Enjoy the end of summer and I wish you all a productive and enjoyable ski season.

--lseult

