



NASJA

NORTH AMERICAN SNOWSPORTS JOURNALISTS ASSOCIATION

SAVE THE DATES: NASJA Meetings Winter 2018-2019

November 8-9, 2018: Boston Ski Show NASJA members are invited to attend the Boston Ski Show.

Northeast Winter Weather Summit, Stratton Mountain Resort, December 2-4:

NASJA is presenting this two-day event, designed to bring together meteorologists, resort associates, varied ski industry businesses, journalists and state tourism representation from throughout the Northeast. [Check the website](#) for details as they develop.

Stratton December 2-4, 2018: NASJA will hold a meeting at Stratton in conjunction with the 2018 Northeast Winter Weather Summit.

Western Winter Summit, January 2018, Details TBD.

North Conway/Jackson February 28-March 2, 2019: NASJA will hold a meeting in conjunction with the Ski New England Hannes Schneider Race at Cranmore.

Deer Valley April 3/Park City, Utah April 4-7: NASJA will hold its annual meeting in conjunction with the US Ski and Snowboard Hall of Fame in Park City April 4-7. Deer Valley will host NASJA attendees on April 3.



CREDENTIALS REVIEW

The NASJA member credentials committee has been busy lately! To date, 31 members have submitted pieces towards their recertification and their combined body of work is definitely good summer reading while you're looking forward to the upcoming snowsports season! [Check it out here.](#)

If you joined NASJA in an even numbered year and are due for a credentials review, please send samples of your work to sueyarworth@nasja.org.

RENEWAL TIME FOR NASJA MEMBERS

It's time to renew your NASJA press or corporate membership. If you've already paid dues for the 2018-19 year, thanks! If not, there's still time. We are hoping to wrap up the renewal period and create an updated directory to distribute to press and corporate members, so please take a moment to pay your yearly dues online before July 31st.

The new directory will be emailed to press and corporate members during last week of August. If you'd like to update your press bio or company description, please email sueyarworth@gmail.com.

[RENEW YOUR NASJA MEMBERSHIP](#)

NASJA Elections

Next week, a NASJA email will be sent to press members to vote on officers for the coming year. President Iseult Devlin will serve her second year of a two-year term. There will be a ballot present for two incoming vice-presidents who will serve from August 1, 2018-July 31, 2019.

NASJA Social Media Survey

Recently, NASJA sent members a social media survey to measure the organization's collective followers. As many of you know, outlets for snow sports journalists have declined. But social media's relevance as a communications tool is growing.

In fact, visitor centers, ski resorts and other travel spots are interested in writer's posting about their experiences on vacation to their social media contacts. On a recent trip to the Outer Banks, a NASJA member said the main request from the Outer Banks Visitor Center was that she posted about being there and what she did while there.

To monitor NASJA's social media strength, we put together a short survey to determine our group's collective reach. For example, your Facebook or Instagram post might reach hundreds of people, many of them not involved with snow sports. Multiplying that times the membership begins to quantify reach.

We have had 50 responses to the NASJA social media research so far, but would love to have a more complete response. If you're interested you can download a spreadsheet of our results so far.

If you haven't taken the survey, please take a moment to complete it now to help us determine the scope of NASJA's social media presence. Thanks!

BERNIE WEISCHEL 70th BIRTHDAY CELEBRATION

It was an West-East kind of thing and many NASJA members attended Bernie's birthday celebration marking his 70th birthday. Each year he vows to ski his age in days.



Ski & Snowboard Hall of Famers Harry Leonard, Bernie, Jerry Simon were captured by the artistic hand of Donna Cantena Gross and presented to Bernie by Betsy Brauer and Kathe Dillmann, in collaboration with other long-time Bernie colleagues Harry & Maryanne Leonard, Doug & Ginny Pfeifer, Barbara Alley Simon, Jim Flynn.

BEWI Bash in Golden

What do Billy Kidd, Barbara Alley, Jim Salestrom and about 100 other people have in common with the Galloping Goose and Bernie Weichel? They had a rocking great time at Bernie's 70th birthday bash held at the Colorado Railroad Museum in Golden, Colorado.

[Read more . . .](#)

Nashoba Valley:

It's All About Friends

Good friendships endure whatever comes at them and New England's longest heat wave in decades didn't deter 150 happy followers of the ski world's favorite promoter, Bernie Weichsel, from joining together for his 70th birthday bash.

[Read more . . .](#)

