



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

October 24, 2018

## Don't Miss First NASJA Meeting for Winter 2018-19

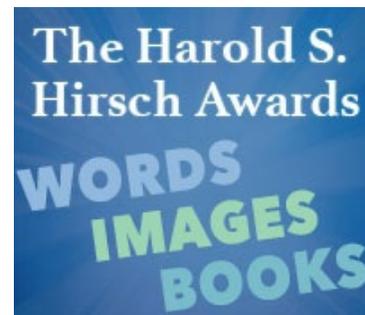
The first NASJA meeting will be held during the Boston.com Ski & Snowboard Expo in Boston on November 9 from 9-10:30 a.m. It will be held in the Congress Board Room at the Seaport World Trade Center. Highlights include: LSSM's Mary Jo Tarallo will brief attendees on *Celebrate Learn To Ski Or Snowboard Day*, Jan. 11, 2019 with story tips. NASJA member Peggy Shinn will discuss *World Class: The Making of the U.S. Women's Cross-Country Team* with news to use in upcoming stories.



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## Calling All Snowsports Journalists for Hirsch Awards

NASJA will accept submissions for the Hirsch Awards until November 10 (the deadline has been extended). To simplify the process, the Hirsch Award now has two annual categories, "Words" and "Images." The "Books" Award is given every three years and will be included in this year's contest. Judges will be evaluating all works based on their overall contribution to the field of snowsports journalism. While they recognize that it is difficult to compare columns with news and brief social media type entries, judges will aim to select the words that rise to the top in what is expected to be a diverse group of entries.



You can enter online or download a [.pdf application to mail here](#). If you have any questions, please email [sueyarworth@nasja.org](mailto:sueyarworth@nasja.org).

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## Get Outside: Northeast Winter Weather Summit

Registration starts Sunday Dec. 2 at 9 a.m. at Stratton Mountain, Vt., for the 2018 Northeast Winter Weather Summit. The Summit will bring together meteorologists, snowsports journalists, and industry players for a discussion ... and celebration... of winter weather. Stratton Mountain and NASJA are co-hosting.



Sessions will include a hands-on active morning of "driving your car in adverse conditions," "the science of snowmaking," "the art of snow grooming and riding with the groomer," and a snowshoe demo. Meteorologists can conduct live weather feeds from Stratton's slopes. There will be sessions on weather reporting, ski area sustainable efforts, and Stan Kosmider from *The North Face* will conduct a session on dressing for cold and winter conditions. Keynote speakers from the Mt. Washington Observatory will tell tales of the world's worst weather and there will be a live feed from the Mt. Washington summit. The Stratton gathering will also serve as a NASJA meeting. [Read more and register](#) for the NE Winter Weather Summit.

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## Western Winter Summit – Save the Date

Location: Salt Lake City, Utah with one day each at Alta, Brighton, Snowbird and Solitude. Date: January 27-31. Included: 4 nights lodging (option to add 5th night), shuttle to/from resorts, lifts, most meals. Price: \$350/double or \$700/single (limited availability), maximum 25 Active Press (no Retired, no guests). Itinerary and registration material will be distributed Nov. 10 with a Dec. 15 deadline.



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## Expert Voice

*by press member Mike Roth*

NASJA members can enjoy professional discounts on many items both winter and summer by signing up for the ExpertVoice (formerly Experticity) website – Team NASJA. Take advantage of the many items that are offered to our team members, anywhere from 30 to 70 percent savings throughout the year from more than 300 plus manufacturers.



If you are a NASJA member, either press or corporate, you can join the NASJA team. Go to [www.expertvoice.com](http://www.expertvoice.com) and follow the simple instructions that will walk you through the steps to join. Be sure to apply for the NASJA team. Hope to see your name if you are not already part of the team. I will be administering the site to approve any member applications. If you have any questions or problems accessing the NASJA team, either [contact their support here](#) or email me at [rothm@srgarch.com](mailto:rothm@srgarch.com).

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## NASJA Partners with LSSM

For the first time, NASJA is an “official media partner” with the industry’s *Learn to Ski and Snowboard (Month)/Bring a Friend* initiative. The goal of LSS(M)/BAF is to motivate beginners to learn the sports by taking lessons from professional instructors. Snowsports industry media plays an important role educating newcomers. NASJA now joins a diverse group of media entities in the industry that support the effort. NASJA’s logo was added to the [learntoskiandsnowboard.org](http://learntoskiandsnowboard.org) media page. A [press release about the partnership](#) is also posted in the web site’s media section. It has garnered nearly 200 hits, along with [a release about NASJA’s new board](#) (more than 225 hits).



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## NASJA Membership Committee

The newly minted NASJA Membership Committee held a lively conference call on Wednesday, October 10, 2018. The call lasted for more than an hour. The group discussed a number of issues pertaining to membership including how to make the clipboard more visible and useful as a recruitment tool, creating and distributing a promotional video for the organization, the value of corporate members and how to attract them, the Northeast Weather Summit (Dec. 2-4 at Stratton). We will report more news and recommendations from this committee in the coming months.

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## Write for Breckenridge Tour Operator

A small ski tour operator based in Breckenridge is looking for some help with writing a ski blog. SnowVentures plans ski trips

to more than 60 ski resorts across the United States, Canada, Europe and South America, offering skiers and riders competitive pricing and customized packages including hotels and lodges, condos, vacation rentals and luxury vacation homes, flights, lift tickets, car rentals, airport transfers, lessons, rentals, heli-skiing, snowmobiling and more. For more information, contact Anne Courcier, [Anne@SnowVentures.com](mailto:Anne@SnowVentures.com)



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## Eaglecrest Seeks Press Coverage

Eaglecrest Ski Area is Juneau, Alaska's community owned and operated ski area located on Douglas Island, just twelve miles from downtown. It's not your ordinary community hill. Eaglecrest offers big Alaska mountains, untracked powder, and incredible backcountry access to go with four chairlifts and 640+ acres of inbounds terrain. Facilities also include a professionally staffed and affordable snowsports school, rental & repair shop, groomed Nordic trails, and the Eaglecrest Grill & Bar.



Eaglecrest is a NASJA corporate member. Charlie Herrington, Marketing Manager, is interested in spreading the word and is encouraging NASJA press members to visit. You can contact him at [Charlie.Herrington@skijuneau.com](mailto:Charlie.Herrington@skijuneau.com) or 907-790-2000, ext. 227 for more information.

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## Come to the Outdoor Retailer Media Preview, Nov. 7, 2018

Cross-country skiing gear and apparel will be on display during the Outdoor Retailer Winter Market in Denver, November 8-11, 2018. The Media Preview on Wednesday, November 7, from 5-7:30 p.m. in MR 113 of the Colorado Convention Center, offers an opportunity to connect with brands before the show opens. For credentials, contact Lisa Ramsperger, [lisa.ramsperger@outdoorretailer.com](mailto:lisa.ramsperger@outdoorretailer.com), 949-225-3329.



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## Skiing History Day, March 2, 2019, Bromley Mountain Resort

The International Skiing History Association (ISHA) and Bromley Mountain Resort will be hosting a [Skiing History Day at Bromley](#) on March 2, 2019. The event plans include a vintage skiwear fashion show, jack-jumping demo, old-time ski and boot exhibit, lectures and parties. Stay tuned for further details.



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## Lowell Thomas, a True Friend of Skiing, is Subject of New Documentary

Journalist, author, filmmaker and broadcaster Lowell Thomas (1892-1981) first became famous for his film *With Allenby in Palestine* and *Lawrence in Arabia* which he narrated in person, and his subsequent book *With Lawrence in Arabia*. Thomas was a passionate skier, and would often broadcast his radio shows from ski areas. He is the subject of a new documentary by filmmaker Rick Moulton, narrated by Robert Siegel. If you watch a news video today, listen to a

newscast or download a podcast, then you are benefiting from the work of Lowell Thomas. [See the trailer here.](#)

*Image of Lowell Thomas courtesy of New England Ski Museum*



## **NASJA Members - Dates to Remember:**

Nov. 8 - 11, 2018: **Boston SkiSnow Expo**, Seaport World Trade Center

Nov. 9, 2018: **NASJA Meeting**, 9 a.m.-10:30 a.m., Boston.com Ski & Snowboard Expo, Congress Boardroom, Seaport World Trade Center, Boston

Nov. 16 - 18, 2018: **Denver SkiSnow Expo**, Colorado Convention Center

Dec. 2 - 3, 2018: **Winter Weather Summit**, Stratton Mountain Resort

Dec. 4, 2018: Informal **NASJA Meeting** at Stratton Mountain Resort

Jan. 9 - 11, 2019: **NASJA On-Snow Meeting**, Magic Mountain, Vermont

Jan. 27 - 31, 2019: **Western Winter Summit**, Salt Lake City, Utah

Feb. 28-Mar. 2, 2019: **NASJA On-Snow Meeting**, North Conway

Apr. 3, 2019: **Deer Valley, Utah**. Deer Valley hosts NASJA

April 4-7, 2019: **NASJA Annual Meeting**, Park City, Utah, held in conjunction with U.S. Ski and Snowboard Hall of Fame meeting



## **A Tip of the Ski to Seven New NASJA Members**

NASJA is pleased to have had seven new members join since July. Meet the new crew!  
[See their complete profiles and contact info on nasja.org.](#)

**Raymond and Alicia Alba**, New York, N.Y. Raymond and Alicia jump restarted their love of

skiing after their son, Sandro, 6, rode down a local hill on his freeboard, a new gift from Santa, for the first time. It was as if he had been doing it all his life. So began [Alba Adventures](#): family ski videos and stories to attract other families to visit their local or distant mountains, to experience the great outdoors, and share time together skiing.

NYC-based **Nicole Feliciano** spent a decade working in the fashion industry before launching [Momtrends.com](#), covering family ski destinations since 2012. The blog is targeted to helping busy Moms make educated decisions on how to spend their time and money. It is written by professional writers and trend spotters and is packed with fashion tips and trend reports aimed to help busy, style-starved women keep in touch with what's hip and cool. Momtrends reports on timely news about what's happening at ski resorts across the country along with other travel tips.

**Daniel Gibson**, Santa Fe, N.M., launched [Snow Trax](#), a weekly southern-Rockies-focused snow sports and travel column in 1992. It appears in the *Santa Fe New Mexican* and many regional newspapers in Texas and New Mexico. He has also written for *Powder*, *Ski*, *Skiing*, and *Snow Country* and served as a staff writer and editor for *Ski Tech*, *Warren Miller's Ski World*, and *Wintersport Business* and other websites.

**Lana Law**, Beaverton, Ont., is a professional travel writer and photographer with a passion for the outdoors. She is managing editor of [planetware.com](#) and writes for the company's online *Outdoor Magazine*. She is based in central Canada but most winters hits the slopes in Colorado, Utah, or Western Canada.

**Rachael Oakes-Ash** from Australia has been a ski journalist for 14 years and written about snow sports for *ESPN Freeskiing*, *Emirates Open Skies*, *South China Morning Post*, *TIME Asia*, *Sydney Morning Herald*, *Australian Financial Review*, *Powderhound*, *Chill Factor*. She also runs the [snowsbest.com](#) site, is the Southern Hemisphere editor for *Onthesnow.com*, a series producer for the *Generation Snow* television show in Australia and reported on the PyeongChang Winter Olympics while in Korea.

**Mimi Slawoff**, Santa Clarita, Calif., has been writing about skiing, snowboarding, XC skiing, and snow-shoeing for *L.A. Parent Magazine* for 28 years, which fits in with her roles as travel journalist, avid skier, and mom of three kids. She has also written for *AAA Westways*, *Boomer Magazine*, [TravelingMom.com](#), and [Visit BuenaPark.com](#).

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## Join the NASJA Clipbook

Attention NASJA press members: NASJA wants your clips. We have been revamping the clipbook during the last year to include more writers and to make it more graphically appealing. [Take a look here.](#)

If you haven't sent clips in or want to update what you have, please send .pdfs or links to Sue Yarworth, NASJA exec secretary, [sueyarworth@nasja.org](mailto:sueyarworth@nasja.org).

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- Tamsin Venn, Jeff Blumenfeld  
NASJA Vice Presidents

