



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION



Snowbird. Photo by Dino Vournas

NASJA's Western Winter Summit: Four Ski Areas in Four Days

By Tamsin Venn

In January, 17 NASJA journalists swept into Salt Lake City, and for the next few days, onto the peaks of some of the best ski areas in North America: Snowbird, Brighton, Alta, Solitude – in that order. Many hoped early season workouts would kick in. NASJA stayed down (sleep low, ski high) at Hyatt Place Cottonwood, and, armed with the Ski City Super Pass, commuted via public bus up the Cottonwood Canyons. All went flawlessly, thanks to organizers Bob Cox, Curtis Fong, Dan Giesen, and Vicki Andersen.

Other NASJA members on the Western Winter Summit included Phil Johnson, Richie Silver, Martin Griff, Tamsin Venn, Charlie Coane, Daniel Gibson, Bob Goligoski, Lee Juillerat, Ed Kane, Peter Schroeder, Larry Turner, Dino Vournas, and Risa Wyatt. Alyssa Erickson, a Salt Lake City-based wintersport journalist, and newest NASJA member, joined for a few events.

Day one Ski Butlers delivered well waxed and tuned Rossis, and Ski City/Visit Salt Lake put on a genial welcome reception at Bandits' Grill & Bar, across the hotel parking lot, with presentations by Shawn Stinson of Visit Salt Lake, Sara Huey of Solitude Mountain Resort, Jared Winkler of Brighton Resort, Brian Brown of Snowbird Ski Resort, and Mark Mylar of Alta Ski Area.

Next day, NASJA gathered in the lobby for the short jaunt to the UTA bus stop for the trip up to Snowbird. All enjoyed the 'Bird's challenges as well as the bright bluebird day, which continued for the next three days. Day two was Brighton, the oldest ski area in Utah, a

complete change of pace of tree-lined skiing and lots of locals. Day three was iconic Alta, which provided NASJA with four guides for “just right” levels, on nearly ideal conditions. Lunch was at the Watson’s Shelter, hosted by Alta’s Communications Manager Andria Hutchinson, who is bravely filling the ski boots of Connie Marshall in the job for 44 years.

Dinner that night was in a private dining room at the nearby Café Trio (modern Italian) graciously hosted by NASJA (former) West. Risa Wyatt and Peter Schroeder treated everyone to wine from their own California vineyard.

Day four was skiing at Solitude, the ski world’s best-known, well kept secret, now owned by Alterra. There, NASJA viewed qualifying rounds in the 2019 Freestyle World Championships Skier/Boardercross.

Bluebird skies, groomed runs, great conditions, and clear directions sent everyone home with positive stories and photos to share with their readers.

Read Phil Johnson’s report here:

https://dailygazette.com/article/2019/02/07/ski-lines-vacation-time-in-utah?fbclid=IwAR31b0UFdOXEKPI9vx4XUGPX3UCS7k90PIxr_iesuZQeY_LM03HaKSmsrk

Check out a video slide show of several photos from the 2019 Western Winter Summit ---->



Come to the NASJA Annual Meeting at Park City/Deer Valley April 3-7

This year NASJA will be meeting in Park City, Utah, April 3-7, in conjunction with the U.S. Ski and Snowboard Hall of Fame induction ceremonies, and the

ISHA awards banquet.

Head over to the NASJA website NASJA.org to register.

NASJA highlights include a ski day at Deer Valley hosted by Emily Summers, senior communications member; Welcome Reception at Canyons base area; and three days skiing at Park City and the U.S. Ski-Snowboard Hall of Fame Kick-Off Reception at the Utah Olympic Park. Ski Utah will also be sponsoring a dinner and there will be a NASJA breakfast with special guest speaker, Kelly Pawlak, NSAA president. Park City’s Jessica Miller has arranged a private Silver to Slopes Historic Mining Tour. NASJA VP Jeff Blumenfeld, an ISHA board member, will present “Must Ski TV” – a look at how skiing has been perceived by TV sit-coms (hint: not very well).

Don’t miss out – Park City resorts have been enjoying one of their best snow years in history. Join your media and industry colleagues for some fun spring skiing.



NASJA White Mountain Summit, Feb. 28 – Mar. 3, 2019

The NASJA White Mountain Summit in and around North Conway, N.H., will be Thursday, Feb. 28 – Sunday, March 3. It starts with a reception with the New England Ski Museum on the 28th. On Friday is a 9 a.m. trip up Mt. Washington in the SnowCoach, followed by outdoor activities (or hanging out at the lodge or hotel) and the luncheon and two short talks at the new Glen House Hotel at Great Glen Outdoor Trails. The schedule for Friday night is a reception, buffet, and torchlight parade at Cranmore Mountain Resort. On Saturday, the Hannes Schneider Meister Cup race will be held at Cranmore (register on your own) and Sunday morning will be a presentation about a new Jeremy Davis book. This will be followed by a short trip to Bretton Woods for a day on the slopes with the PR folks to talk about the new projects underway at the ski area.



California's Sierra Nevada is Having a Snowpocalypse

The first two weeks of February the Sierras were covered with up to 23 *feet* of snow. Check out Dan Giesen's report [here](https://bit.ly/2tDRvzK).

NASJA Member Profile: Jeremy Davis

Jeremy Davis (who will speak at the upcoming NASJA White Mountain Summit) is a passionate skier, writer, and meteorologist. Originally from Chelmsford, Mass., he graduated from Lyndon State College with a degree in meteorology and has been employed at Weather Routing Incorporated since 2000. He is an operations manager/meteorologist and forecasts for maritime clients worldwide.

In 1998, he founded the New England and Northeast Lost Ski Areas Project (www.nelsap.org),



Davis stands next to the tower of one of the lost chairlifts at Greylock Glen, Mass., a ski area that never opened.

which documents the history of former ski areas throughout the region. The site won a Cyber Award for best ski history website from the International Skiing History Association (ISHA). In 2000, he was elected to the board of directors of the New England Ski Museum and continues to serve today. He is the author of five books: *Lost Ski Areas of the White Mountains*, *Lost Ski Areas of Southern Vermont*, *Lost Ski Areas of the Southern Adirondacks*, *Lost Ski Areas of the Northern Adirondacks*, and the new *Lost Ski Areas of the Berkshires*, with both Adirondacks books winning Skade Awards for outstanding regional ski history from ISHA. He also serves on the editorial review board of ISHA's magazine, *Skiing History*. You can reach him here: nelsap@yahoo.com



Brighton Ski Utah Kids Day on Jan. 11, National Learn to Ski or Snowboard Day.

Retailers, Industry Help Spread Word for Learn to Ski and Snowboard Month

By Mary Jo Tarallo

The final numbers for the 2019 Learn to Ski and Snowboard Month were not available at press time but there were plenty of bright spots in this year's effort and final participation numbers will be available at the NSAA National Conference in San Diego, April 29-May 2, 2019.

For the first time, cross country skiing locations were added to the mix and a number of retailers and other industry promoters pulled their weight to spread the word to newcomers about the sports. A new poster advertising the January 11 Learn to Ski or Snowboard Day popped up in shops across the country thanks to a joint effort between Head Wintersports and the Ski Wholesale & Snowboard Supply Merchandising Group (SSL). There are plenty of statistics that can be shared now. High on the list and one of the goals for the industry's January public awareness campaign is publicity. PR value alone far outweighed the entire initiative budget which is less than \$150,000 nationally.

According to Critical Mention, TV coverage for learning to ski or snowboard during January

resulted in an audience of 4,611,744 with a publicity value of \$657,706. The Online audience reach was 110,835,845 with a publicity value pegged at \$1,220,307. Radio Publicity Value was lower at \$8,598.

Totals by the end of January for LSSM PR were an Audience Reach of 115,447,589 and a Publicity Value of \$1,886,611. This was based on 983 tracked clips, Critical Mention reports. The overall PR budget for the January initiative was about \$10,000 resulting in a Return on Investment of more than 18,000 percent.



Snowsports
Industries
America



NSAA and SIA Join Outdoor Industry to Increase Action on Climate Change

Last month, at the Outdoor Retailer Snow Show in Denver, Outdoor Industry Association (OIA), Snowsports Industries America (SIA) and the National Ski Areas Association (NSAA), announced the formation of the **Outdoor Business Climate Partnership**, an alliance that will provide leadership on advocacy and inspire meaningful action on climate change across the outdoor business sector.

The Outdoor Business Climate Partnership is the first-ever broad collaboration among the trade groups, who now stand united in working to mobilize their memberships to increase action on climate change. The group will join forces to support the passage of comprehensive, bipartisan climate legislation in Congress, the adoption of market-based policies that reduce greenhouse gas (GHG) emissions, and decarbonization of the grid through state and utility level initiatives.

Read the entire announcement here: <https://www.snowsports.org/19425-2/>

Vermont Ski Museum Hosts Climate Change Discussion, April 11, 2019

By Roger Lohr

The Vermont Ski & Snowboard Museum in Stowe, Vt., is hosting a Red Bench Discussion on April 11 at 6 p.m. about Actions to Slow Climate Change.

Participants in the discussion will include a representative from the Protect Our Winters organization, which is a non-profit climate advocacy group in the winter sports community building a movement against climate change; Nick Sargent of Snowsports Industries America, a member organization of a new coalition called the Outdoor Business Climate Partnership including SnowSports Industries America (SIA), Outdoor Industry Association (OIA), National Ski Areas Association (NSAA), and state ski area groups from California, Colorado, Vermont and others; Burton Snowboards on sustainability; Craftsbury Outdoor Center, and others.





Happy Belated Birthday to Klaus Obermeyer

Klaus Obermeyer celebrated his 99th birthday last December the way he likes it — with a Bavarian band, apfelstrudel mit schlag, and surrounded by scores of friends, family and co-workers. You may recall that Klaus is the 2018 recipient of the NASJA Carson White Snowsports Achievement Award.

He tells the December 3 *Aspen Times*' Scott Condon, "There's so much new, it's a dynamic world that we're living in and dancing in, which makes it very wonderful.

"It never gets to wondering, 'Oh, what should we do next?' There's always opportunity to make things better."

Obermeyer shared one of his secrets to longevity: "I swim half a mile every day, very slow, breaststroke and on my back, half of it. And when I'm on my back I see the nice houses on Red Mountain.

"I work out on the machines in the club. I think we (receive) by nature a gift by having a body. If we don't use it, it goes to hell, so it's really important to keep using it. Do pushups and whatever you can to keep it going."

Read Scott Condon's story here:

<https://www.aspentimes.com/news/local/klaus-obermeyer-going-strong-on-his-99th-birthday-stay-positive-look-for-win-win-living/>

Furin Named Ski Utah's Communications Chief

Last June, Caitlin Furin became the new communications manager for Ski Utah. Before starting at Ski Utah, Furin was communications manager and press officer for U.S. Ski and Snowboard and prior to that a U.S. Freestyle Ski Team Press Officer. She was born and raised in northern Minnesota and holds a degree in journalism and strategic communication from the University of Wisconsin-Madison. She moved to Utah in 2014 and like many others became enamored of all it had to offer. Utah is the marketing arm of the non-profit Utah Ski & Snowboard Assn., charged with promoting Utah's ski and snowboard industry. For queries, contact Caitlin@skiutah.com



NASJA Members - Dates to Remember:

Feb. 28-Mar. 2, 2019: **NASJA White Mountain Summit**

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.

If you have any questions about any of the meetings, please contact NASJA President, Iseult Devlin, iseultdevlin@gmail.com.

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 Peter Hines, NASJA executive secretary, execsec@nasja.org.

Tell Us a Story

This is your newsletter, a monthly publication we hope will provide you with new information about skiing, snowboarding, and XC, and offer leads about stories you can pitch, or include in your own blogs and websites.

Send your casual musings, anecdotes, news tips, and humblebrags to NASJA vice president Tamsin Venn at ackayak@comcast.net. **Tamsin Venn and Jeff Blumenfeld, co-editors**

Iseult Devlin, NASJA President
Tamsin Venn, Jeff Blumenfeld - NASJA Vice Presidents

