



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

March 21, 2019

There is still time to register for the NASJA Annual Meeting at Park City/Deer Valley April 3-7

NASJA's Annual Meeting is being held in Park City, Utah on April 3-7, 2019, in conjunction with Snowsport History

Celebration by the Ski and Snowboard Hall of Fame. Park City Mountain Resort has had a record-breaking season of snow so there will be great spring skiing in early April. Don't Miss Out! Learn what's new for next year, improve your skiing skills, and network with your media and communications colleagues. Park City Mountain Resort has had a record-breaking season of snow so there will be great spring skiing in early April. Registration is now open — details and link below.



Press Member Registration cost: \$95 includes daily activities and several meals. Guest/Corporate registration rate: \$119 includes most meals (not the Ski Utah dinner for press members). Lift ticket cost for guests/corporate is \$95 per day at Park City.

Lodging is in Canyons Village. Prices range from \$183 per night for a hotel room (\$262 for a 1 bedroom with 2 bathrooms) at the Silverado to \$232 per night for a hotel room (\$303 for a 1 bedroom) at the Grand Summit. Once registered, you will receive a link to the hotels.

[Click here for the complete agenda and registration](#)

White Mountain Summit – Reflections of a NASJA “Meeting”

by Roger Lohr

Members of NASJA (North American Snowsports Journalists Association) had the White Mountain Summit in New Hampshire in early March attracting 21 participants.

Activities ranged from a ride up the Mt. Washington Auto Road via a “SnowCoach” to great days of skiing at Great Glen and Bretton Woods.

NASJA organized different options to offer its writers a variety of potential stories. On the opening night, the group attended a reception at the newly opened New England Ski Museum's Eastern Slope Branch showcasing memorabilia ranging from antique skis to vintage ski pins. On Friday March 1, attendees visited The Glen House, a new hotel at the base of Mt. Washington. During a delicious lunch, the group listened to presentations about new cross country ski technology and details on the new hotel's sustainability practices. Then it was time



NASJA puts in a team effort

to hit the trails at the Great Glen Trails Outdoor Center cross country skiing with Olympian Sue Wemyss giving tips on how to be a better Nordic skier. Some participants tried snowshoeing and fat-biking.



Jeff Leich at the Ski Museum

On Saturday, The Hannes Schneider Meister Cup race was hosted by the New England Ski Museum and Cranmore Mountain Resort in North Conway. An opening ceremony included Bavarian music as local legends spoke briefly about the importance of the annual event, now in its 23rd year. Cranmore's spokesperson Becca Deschenes referred to the Hannes Schneider event as "her favorite weekend of the winter!"

Many NASJA members raced in the main event and while not being a very competitive thing for NASJA participants, the incredible camaraderie between racers was very apparent. Roger Lohr won the 2019 Hannes Schneider Meister Cup 1st Place Snowboard.

NASJA president Iseult Devlin had the fastest time among the members and BEWI Sports president Bernie Weichsel posted the most improved time between the two runs.

On Sunday March 3, NASJA member and author Jeremy Davis talked about his latest book, *The Lost Ski Areas of the Berkshires*. The morning stroll through ski history provided a great foundation for the final destination of the NASJA meeting on a short trip through the scenic Crawford Notch to Bretton Woods Resort. Once there, they got the lowdown on the construction projects already underway including the first 8-person gondola in N.H. and a new mountaintop restaurant. The ski conditions were simply superb and enjoyed by all.



Skiing Great Glen Trails

[Check out the Video produced by NASJA Member Don Burch here:](#)



Early Days of ESWA

By Janet Essman Franz

The Eastern Ski Writers Association folded last year after 55 years of operations. Many people claim to have started the organization and, indeed, many were involved in its inception and development. Here we take a look back at ESWA's origins and some of the prominent players who brought it to life.

Seeds Planted

The 1959 New England Ski Championships and Olympic trials drew notable athletes to Wildcat Mountain in Pinkham Notch, N.H. The competitions also attracted prominent sports

reporters, photographers and broadcasters from all the major press outlets. Those present included Mike Strauss of *The New York Times*, Mike Beatrice of *The Boston Globe*, John Hitchcock of *Sports Illustrated*, Henry Moore of *Boston Herald Traveler*, Dana Gatlin of *The Christian Science Monitor*, Frank Matzek of *Providence Journal*, J. Walter Green, photo editor for the Associated Press, and George Ouellette of Channel 8 in Poland Springs, Maine.

While gathered in the pressroom under the gondola, Beatrice and Strauss took notice of the media list in the hands of Wildcat Mountain's promotion manager, Jacquie Jones. Amazed at this comprehensive collection of journalists covering skiing, they speculated that the people on the list might be interested in forming a professional association to exchange ideas, share skiing news and socialize. They asked Jones if they could take the list. She agreed, and invited Beatrice, Strauss and about three other ski journalists to gather around her kitchen table for cocktails and planning.



Michael Strauss

The idea of an association for ski reporters was not unique. Similar discussions were taking place simultaneously in the western U.S. and in Europe. As skiing developed into a popular sport and pastime with more coverage in the press, ski area operators looked for a way to screen people asking for free access to the slopes. In 1961, journalists from the German, Austrian, French, Italian and Swiss press founded the Association Internationale des Journalistes du Ski, recognized by the International Ski Federation (FIS). In California and Nevada, a group called the Far West Ski Writers Association began forming.

Getting Organized

The journalists from the northeastern U.S. held an organizational meeting of their nascent group in September 1962 at the Eastern Slopes Inn in North Conway, N.H. Nine journalists attended, along with Jones, who acted as secretary. The meeting generated a newsletter that reported the discussion focused on "the merits of forming a professional winter sports and/or ski writers' association. The people present expressed an opinion that it would be desirable to form such an association and its taking the title of Eastern Ski Writers Association." Beatrice was named chairman and Jones became Secretary-Treasurer.

The group listed the following purposes of ESWA:

1. Educate those in the organization through seminars and professional standards.
2. Professionalize the craft with accreditation recognized by ski areas.
3. Exchange information and news.
4. Facilitate news gathering by letter and mutual exchange.
5. Social networking

The group gathered again in November 1962 during the New England Winter Sports Show in Boston.

Newspaper Strike Brings Writers Together

Meanwhile, in metropolitan New York, the newspaper industry was experiencing some drama. The International Typographical Union Local 6 charter brought the New York City presses to a grinding halt with a 114-day strike in 1962 and 1963 over the transition to automated typesetting. For the typographers, who did the hot-metal printing on linotype machines, the issues centered on wages and long-term job security. A new process of automated typesetting, much less costly than human labor, threatened to make them obsolete and prompted a walkout by typographers at *The New York Times*, the *Daily News*, the *Journal-American*, and the *World-Telegram and Sun*. Other unions, including mailers and photo engravers, honored the picket lines.

Arthur Klass, whose father, Albert, was co-publisher of *The Brooklyn Daily*, recalls meeting Strauss and *Long Island Press* sports writer Frank Elkins during the strike. Now 78 years old, Klass reminisces about his career selling classified ads for the family paper, and rubbing shoulders with advertisers, retailers, copywriters and reporters. During the strike, some of them came to Klass for publish their articles.

"Our paper didn't have a contract with Local 6 and continued publishing through the strike," Klass said. "I started writing a weekly ski column feature in collaboration with Mike Strauss, whose stuff wasn't being published due to the strike."

Klass became friends with Strauss and Elkins and helped them network with other sports writers to establish a ski writers' group.

At the time, "there were other sports writers associations but not one for skiing journalism. They wanted to network and compare notes with colleagues." Klass said. "Those guys were busy. They were in their 50s, I was a young guy, in my 20s, with time on my hands and interested in learning about the industry. I did the "dirty" work of contacting ski sports writers at many other newspapers and magazines to get it going."

While he helped the ski writers with networking and forming the organization, Klass rarely skied with them or attended meetings because it interfered with his religious practices. An orthodox Jew, he cannot ski on Saturdays and won't stay at a hotel that does not keep Kosher.

"I was a Sunday skier," he said.



Frank Elkins

Ski Writers Groups Gain Momentum

The first "official" meeting of the Eastern Ski Writers Association — at which a constitution and bylaws were accepted — took place on March 9, 1963, in Stowe, Vt., with 23 members attending. Representatives of the newly formed Central and Far West ski writers' associations also attended this Stowe meeting to discuss with the eastern group the possibility of forming a national ski writers' organization. No such vote occurred, but the discussion continued. A

national group formed on its own in June, 1963, when the first convention of the United States Ski Writers' Association took place in San Francisco.

By October, 1963, ESWA's membership roster of 32 full-time journalists including Dave Knickerbocker of *Newsday*, Lloyd Lambert of WGY Radio and *The Gazette* (Schenectady, NY), Charles Hyde of Radio WLYN (Lynn, Mass), George Howe of WTIC, Jerry Kenney of *New York Daily News*, Archer Winstein of *The New York Post* and Enzo Serafini of *Skier* magazine. The roster also included 27 associate members, who were ski columnists, freelance writers and representatives of state tourism bureaus and economic development agencies.

ESWA voted to affiliate with USSWA in 1965.

Author's note: At age 78, Arthur Klass continues to work the newspaper industry. Here's more of his story:

"After the strike ended I left *The Brooklyn Daily* to start work at an ad agency in midtown Manhattan where I continued writing my weekly ski column, which was syndicated to some other local daily newspapers and started getting ski industry clients. Within a couple of years I was "Mr. Ski" with almost half the ski shops and ski tour companies in the New York metro area, a custom ski boot company and a couple of ski areas."

Before *The Brooklyn Daily* went out of business, my dad and uncle started publishing *The Jewish Press* in 1959, which is now the largest paid circulation Jewish newspaper in America, with a predominantly Orthodox readership. After I closed my ad agency in 1989 I was in the printing plant business, went out of that and came back to the family business (now controlled by my cousins) as the Director of Business Development, managing major account ad sales.

EPIC or IKON?

The debate still goes on and how the multi-area season passes are affecting the ski business. See *Bloomberg Businessweek's* take on it here: <https://www.bloomberg.com/news/features/2019-03-01/epic-vs-ikon-battle-for-the-best-ski-pass>

RIP SNOWboarding

Sadly, after 32 years of publication, TransWorld SNOWboarding Magazine has gone out of business. See: <https://bit.ly/2HwhMcu>

New Member Profiles

Alyssa Erickson

We all have those moments, the ones where we stop and ask ourselves if we are living the life we want to live. My moment came eight years ago. My third child was just born and I was juggling cups of coffee, nights with no sleep and dirty diapers like I was in the Cirque du Soleil, only way less coordinated. We had just been to a parenting seminar that asked us this question: "If your kids grow up to live just like you are living, will you be satisfied?" My answer was quick and full of raw emotion. The pursuit of career, the white picket fence, caring for babies, and living in a busy community had taken over our lives, and something needed to change.



I found myself returning to the roots of how I grew up. Those roots that grow large mountain ranges, rosy cheeks and wild wind swept hair. We took to the trails and the slopes, two parents, three kids and one Golden Doodle, to figure out what it meant to find joy and breath deep again. We succeeded.

I grew skiing both competitively and as a means to travel and that is a large part of the reason I attended the University of Colorado/Boulder and graduated with a degree in English. Writing and storytelling has always been a part of how I process the world. I used that love for the outdoors and writing to found KidProject.org a blog about pursuing outdoor sports as a family. I also write for local and national venues, mostly online, in a freelance capacity. I have a passion for raising lifelong skiers and adventurers, I love to travel, and I hope to inspire and equip many more people to do it as well!

Thank you for bringing me into the fold of NASJA, for all the wisdom and inspiration of your many members. I look forward to more fully submersing myself in the wonderful world of snow sports.

Daniel Gibson

Daniel Gibson is an active nominee to the New Mexico Ski Hall of Fame. He has been writing his weekly southern Rockies-focused snowsports and travel column, *Snow Trax*, since

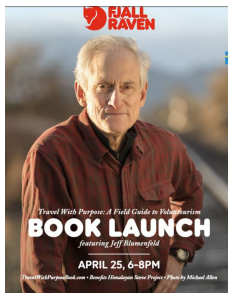
1992. Over the years it has run in many regional newspapers in Texas and New Mexico; it is currently published every Friday in the *Santa Fe New Mexican*.

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*. He served many years as a regional correspondent for OntheSnow.com, GoWest.com and other web sites, and has written Southwest-centric ski stories for newspapers coast to coast.



He is also the author of the first-ever comprehensive guide to New Mexico's downhill, cross country, and backcountry skiing scene, *Skiing New Mexico: A Guide to Snow Sports in the Land of Enchantment*. It was released by the University of New Mexico Press in 2017, and is available in four e-book formats, regional bookstores, and on Amazon.

Gibson took part in NASJA's Western Winter Summit this year. Read his article on Alta here. <https://bit.ly/2TeZXjy>



Member News: Save The Date, April 25 in Boulder

NASJA VP Jeff Blumenfeld invites all NASJA members to Boulder on April 25 for launch of his new book on voluntourism. No, there's nothing in it about skiing, but Breckenridge will still be open when you visit. For more information: travelwithpurposebook.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 exec secretary, execsec@nasja.org.

NASJA Members - Dates to Remember:

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.

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

