



June 6, 2019

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## More Benefits Will Lead to Increased Membership

I am honored to become NASJA's new president and would like to thank Iseult Devlin, NASJA's first elected president, for her steadfast guidance and dedication as the association consolidated into one North American organization.



A life-long skier, my introduction to ski reporting came in 1971 when I pitched the news director of Syracuse University campus radio station WAER-FM on the idea of a weekly ski show I created and called, "*Ski Scene*." Not a particularly creative name, but it worked for me as I filed weekly reports about skiing in Central New York and Vermont every winter season until graduation.

At the time I petitioned the Eastern Ski Writers Association to become a student member, but was rejected in a nice letter from famed radio ski reporter Arthur "Roxy" Rothafel.

Undeterred, I joined ESWA in 1974 and have maintained my membership to the current day. Looking back, I couldn't imagine not having the organization a part of my life. My love of skiing and fondness for NASJA are intertwined.

My two daughters grew up in ESWA, attending many meetings in the 1980s and 90s, a time when we had separate programs for members' children and babysitting pizza parties at night.

I honed my communications skills learning from many corporate members, and fondly look back at times spent with some legendary snowsports journalists who are sadly no longer with us. They were much older than I was, but despite their age, they were getting it done, skiing well into their 80s. I fondly recall WWII veteran Ted Heck; the *New York Post's* Archer Winsten, a leading American film critic from the late 1930s through the early 1980s who could always out ski me; and honorary member I. William Berry, who would often email me with two words: "Nu?" It's Yiddish for "tell me why I should care?" It was my cue to get back to him immediately or suffer the consequences.

I stand on the shoulders of these great journalists.

With a new board consisting of past president Iseult Devlin, Roger Lohr, Kevin Gasior, and corporate liaison Megan Collins, I intend to focus with laser intensity on two goals: Increasing member benefits, and in so doing, boost membership among both Active Press and Corporates. We'll want to make this organization of ours, one with such an impressive 55-year history, still relevant to younger members who represent our future.

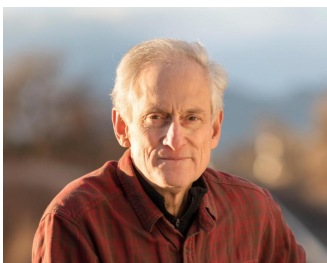
It's no secret that the communications landscape has been changing. Snowsports journalism has expanded beyond traditional definitions as print has given way to online and social media outlets. With your help, we'll ensure that NASJA will meet the needs of snowsports communicators, both on the media and corporate side, for many years to come. And I plan to

continually emphasize to the board, and our members, that it's ok to have some fun along the way because that's what drew us to alpine and Nordic skiing, snowboarding, and snowshoeing in the first place.

If plans take you to Boulder, please drop me a line. We can share a kombucha and kale salad.

Sincerely,  
Jeff Blumenfeld  
President  
NASJA  
[jeff@blumenfeldpr.com](mailto:jeff@blumenfeldpr.com)

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## New President, Board Elected

NASJA announces a new slate of officers. Ski writer and public relations executive **Jeff Blumenfeld**, based in Boulder, Colorado, was elected president. He has been a member of NASJA starting in 1974, since the day he entered the working world. He is a board member of the International Skiing History Association (ISHA), a writer for the association's *Skiing History* magazine, and the 2017 recipient of NASJA's Bob Gillen Memorial Award for Achievements in Snowsports Public Relations and Communications. He is also chairman of the Rocky Mountain chapter of The Explorers Club.

Serving with Blumenfeld are newly-elected board of directors:



**Kevin Gasior**, Vice President, is a bilingual radio ski columnist based in Montreal, Quebec. An experienced host and public speaker, Gasior is *CBC Quebec's* ski expert, making regular contributions to *All in a Weekend* since 2011.



**Roger Lohr**, Vice President, a Nordic skier and snowboarder living in Lebanon, New Hampshire, is founder/editor of *XCSkiResorts.com*. He is also Nordic skiing editor at *SnoCountry.com* and *SeniorsSkiing.com*, and the Outdoor Recreation Editor for the *Green Energy Times*.



**Megan Collins**, NASJA Corporate Liaison, is the Communications & Events Specialist from Snowbasin Resort, Huntsville, Utah. Prior to her current role, she worked at Crested Butte Mountain Resort in Marketing and PR.



**Iseult Devlin** serves as Immediate Past President. She is a skiing columnist for the Bergen (NJ) *Record* and author of *Winter Sports: A Woman's Guide* (Ragged Mountain Press, 2000). She works part-time as a PSIA Level 2 instructor at Stratton Mountain, Vermont.

"For over 55 years, NASJA's Active Press members have been the voice of skiing, snowboarding, and Nordic, providing advice on where to go, what to bind to their feet, where to stay and what to wear in all sorts of weather,"

Blumenfeld said.

"With the help of this new board we intend to continue our tradition of providing valuable information to the snowsports enthusiast."

For further details about the new NASJA board, log onto:

<https://nasja.org/2019-2020-nasja-board/>

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## NASJA Honors Vicki Andersen's Long Service to the Organization

Joining the US Ski Writers (USSWA, NASJA's predecessor) in 1984, two years later Vicki Andersen agreed to run for secretary-treasurer of the Pacific Northwest Region and ended up producing newsletters and membership directories, handling the treasury and helping organize ski trips. In 1995, five former regions consolidated into the West Region and asked Andersen to continue the job, a fairly easy task for someone doing financial analysis for a pay-the-bills living and

ski/travel writing for a job-that-feeds-the-soul, she says.

In 2010, she took on the Executive Secretary-Treasurer position for NASJA, doing double-duty until NASJA's reorganization in 2017 when regions were consolidated and Andersen stepped back to handling just finances. After 33 years working with and on the Board of regions and the national organization, she thought it was time someone for else to get in all the fun. With a hearty thank you, we wish her great continued success. – *Tamsin Venn*

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## West Region Gives Back

The former West Region donated its regional funds to five entities: Far West Ski Foundation, Mammoth Mountain Community Foundation for the Mammoth Mountain Junior Race Team, the Mt. Hood Cultural Center & Museum in memory of John Hoefling (this was suggested over ten years ago), the U.S. Ski & Snowboard Hall of Fame, and the Washington State Ski & Snowboard Museum. These disbursements are in addition to a donation to the National Ability Center in Park City in 2017. – *Tamsin Venn*

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## NASJA Seeks Treasurer

NASJA is seeking a treasurer to conduct financial management of the organization. The position can be filled by anyone located anywhere in the U.S. This is a paid part-time position with responsibilities such as preparing monthly and year-end financial reports, receiving funds, disbursing payments, preparing the annual budget, and filing annual IRS reports.

"This is a great part-time position for someone who already has accounting experience with organizations or in the ski industry such as at ski areas or product suppliers. The outgoing treasurer will pass along everything that is necessary and will work with the new NASJA treasurer to assure a smooth transition," said Jeff Blumenfeld, president.

For more information contact Jeff Blumenfeld [jeff@blumenfeldpr.com](mailto:jeff@blumenfeldpr.com) or NASJA Executive Secretary Peter Hines at [peter.hines@nasja.org](mailto:peter.hines@nasja.org)

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## Snowbasin Joins as Corporate Member

NASJA welcomes Snowbasin Resort, one of the most accessible ski resorts in North America, less than 40 minutes from the Salt Lake International Airport and only 50 minutes from Park City. It was the host venue for the 2002 Salt Lake Winter Olympic alpine events, including downhill, combined (downhill and slalom) and super-G with men's and women's downhill courses still in place for guests to experience.

Snowbasin is regularly top rated by *Ski Magazine* in the categories of Accessibility, Service, On-Mountain Food, Lifts and Grooming. It offers families and outdoor enthusiasts a variety of activities and features championship-level skiing and riding, with nearly 3,000 skiable acres, an average snowfall of over 300 inches, and 3,000 vertical feet. Consistently recognized as one of the best family resorts in North America, Snowbasin Resort is one of the oldest continuously operating ski resorts in the nation.

In the summer Snowbasin offers scenic gondola rides, hiking, biking, free Blues, Brews & BBQ concerts, and more. Snowbasin Resort is a member of the Grand America Hotels and Resorts family. New for the 2019-2020 season, Snowbasin has partnered with the EPIC Pass and will be announcing large scale capital improvements soon.

Learn more at: [snowbasin.com](http://snowbasin.com)

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## MEMBER PROFILE

### Tom Kelly Honored with FIS Journalist Award

Longstanding USSA Vice President of Communications and former FIS Committee for Public Relations and Mass Media Chairman Tom Kelly was honored with the FIS Journalist Award.



A native of Madison, Wisconsin, Kelly cut his journalistic teeth during studies at the University of Wisconsin and worked as a journalist and photographer for the Wisconsin State Journal,

the Capital Times and the Monona Community Herald before starting to work with the fledgling Ski Racing magazine. In 1986, Kelly was ready for a change and signed on to work for the United States Ski Association (USSA) and in 1988 he would step into a leadership role as its Public Relations Director in Colorado Springs, ultimately becoming the VP-Communications for both the USSA and the U.S. Ski Team.

He was, for more than 30 years, a key player in the USSA-USST public relations, media and communications franchise, a gifted storyteller with a passion for Olympic sport. Kelly was nominated for the award by the FIS Committee for Public Relations and Mass Media directly and won the FIS Journalist Award not only for his enthusiasm in promoting ski sport and 32 years of service within USSA, but also for 14 years of strong and visionary leadership within the Committee. Kelly stepped down from his role in USSA and the FIS Committee last year and was named an honorary member by the FIS Council.

Kelly, 67, was inducted into the U.S. Ski and Snowboard Hall of Fame, in April 2019.

Read the story here:

<https://tinyurl.com/tomkellyhonored>

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## 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 president Jeff Blumenfeld, [jeff@blumenfeldpr.com](mailto:jeff@blumenfeldpr.com)

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## Remembering Harry A. Leonard, Ski Show Impresario

Harry A. Leonard, who created the first modern consumer ski shows in 1958, passed away on May 23, 2019, at the age of 92.

Remembers Bernie Weichsel, "Harry was a truly special, and unique, human being. Personally, I feel blessed, and grateful, that I got to visit with Harry shortly before he died and spent some quality time with him – and that he was such a large part of my life, like he was to so many of us. A very special and unique soul; he was mine, and may others, mentor not only on how to run a ski show but, more importantly, on how to interact with people and treat them; friend or foe! Harry leaves great memories and a legacy that we're all entrusted to continue."



Adds Jeff Blumenfeld, who met Leonard in the early 1970s, "What a nice man ..... and always laughing and smiling. He made people feel really good being around him."

Read his obituary in *Skiing History*:

## NEWS YOU CAN USE



NATIONAL  
SKI AREAS  
ASSOCIATION



### Skier Visits Fourth Best Since late 1970s

The National Ski Areas Association (NSAA) announced in early May 2019 that skier visits to U.S. areas totaled over 59 million for the 2018/19 season. The preliminary number represents a nearly 11 percent increase over the 2017/18 season total of 53.3 million. Abundant snowfall – up 31 percent nationwide over the previous season – and continued improvements to the guest experience contributed to increases in visitation in every region across the country. The 2018/19 season ranks as the fourth best since NSAA began recording visitation in 1978/79.

Read the entire announcement here:

[http://www.nsaa.org/media/362497/Apr2019\\_SkierDays1819.pdf](http://www.nsaa.org/media/362497/Apr2019_SkierDays1819.pdf)

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### Hold The Dates

- September 10 – NASJA Communicators Camp, Sunday River
  - October 25-27 – Colorado Ski & Snowboard Expo, Denver
  - November 15 – NASJA meeting and presentation of awards, Boston Ski Show
  - January 26 - February 1, 2020 – NASJA Western Winter Summit (by invitation only)
  - March 24-29, 2020 – NASJA Sun Valley annual meeting held in conjunction with ISHA and U.S. Ski and Snowboard Hall of Fame
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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: <https://nasja.org/explore-nasja/nasja-member-clipbook/>

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](mailto:execsec@nasja.org).

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Jeff Blumenfeld – President  
Roger Lohr, Kevin Gasior – Vice Presidents  
Megan Collins – Corporate liaison  
Iseult Devlin – Immediate Past President

