



July 11, 2019

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## PRESIDENT'S LETTER

### Covering The White Winter World

When the Eastern Slope Inn in North Conway, N.H., hosted the first organizational meeting of the Eastern Ski Writers Association in September 1962, the focus was clearly on covering skiing, then best defined as alpine downhill. Today if you write, blog, broadcast, photograph, video, Tweet or Insta to cover a winter sport or leisure pastime that occurs on snow, you'll find a home at NASJA.

Yes, we're talking about you competitive or non-competitive alpine skiing, Nordic skiing, dog sledding, ski jumping, ski orienteering, snowboarding, snowshoeing, uphill, fat biking, even snow dancing. Snowmobiling not so much, but we've expanded the definition of snowsports in the past, and can do so again as popular leisure activities change with the times.

We service the needs of our readers, viewers and online users with news and information they can use to decide how to spend those precious few hours in the white winter world when they're not sleeping, eating, working, doing housework, in school, or dare we say, zoned out in front of a screen.

NASJA members take pride in helping the North American consumer get the most out of their free time, a most treasured commodity.

So if you're a journalist who covers snowsports, help us make NASJA your organization, one that services your needs best.



- Jeff Blumenfeld  
NASJA President



### WELCOME PETE PANDOLI, NEW NASJA TREASURER

The NASJA board is pleased to announce the selection of new treasurer Pete Pandoli, from Moseley, Virginia. Pete assumes the duties of retiring former treasurer Vicki Andersen and plans to work closely with the board and Executive Secretary Peter Hines to manage NASJA accounting and finances.

Pete has been associated with the snowsports industry since 2000 working for SIA and ISHA. While at SIA under David Ingemie, he was active working with NASJA member Mary Jo Tarallo on the Winter Feels Good and Winter Trails program.

Pete was a competitive soccer player through college, but today you'll find him enjoying a friendly game of pool with his retired neighbors at a local billiards facility near his retirement

community. Our member and corporate dues will be in good hands.

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## DUES PAYMENTS ARE DUE

Speaking of dues ..... a friendly reminder to submit your dues payments by August 15, 2018 to be listed in the new directory and receive a NASJA membership card.

To renew, please follow this link:

<https://nasja.org/explore-nasja/press-corporate-nasja-membership-dues/>

You can also download a PDF of the renewal form and simply mail it in with your check.

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## MEMBER NEWS

### Megan Collins, NASJA Corporate Liaison, is Among SAM's 10 Under 30

Congratulations to NASJA Corporate Liaison Megan Collins, Communications Coordinator for Snowbasin, Utah, who was named one of *Ski Area Management's* 10 Under 30 future leaders. According to the magazine, "These men and women are happy to get their hands dirty, keep a sharp ear to the ground, and do their work with a smile."

*SAM* writes, "The 10 come from the south and the north, the Rockies and the Green Mountains. They work at big resorts and little hills and for major industry players and independent operators. Regardless of where they call home, these smart, dedicated professionals are always looking for ways to help the resorts and industry they love grow and thrive."



Megan Collins was studying to become a math teacher, but she realized early on that she'd rather be in the ski industry. So, Megan finished her mathematics degree at the University of Colorado but spent her free time cultivating snowsports industry connections.

Megan grew up skiing Alta, where her father has worked for 32 years, but still, she says, "with a math degree it was challenging to convince the ski marketing and PR world that I had some knowledge." She persuaded them, and an internship at Colorado Ski Country USA and a three-year stint at Crested Butte led Collins happily back home to Utah and her current role at Snowbasin.

Read the story here:

<https://www.saminfo.com/livin-la-vida-loca/item/165052-10-under-30?showall=1>

### Curtis Fong Wins Bill Berry Hard News Award From the Far West Ski Association

Curtis Fong received the Bill Berry Award for Print Coverage of Skiing at the 87<sup>th</sup> Annual Far West Ski Association Convention, held at the Hyatt Regency Indian Wells Resort & Spa, June 13-16, 2019. This award is given for outstanding service to skiing and is presented to writers for either a featured article or hard news.

For 30 years, Curtis has produced radio, television and written



columns in Lake Tahoe snowsports media with his "The Guy from Tahoe" mountain resorts report and his winter website BikeandSkiTahoe.com. He previously hosted the morning television "Mountain Resort Report" and formerly produced "What's Up Tahoe" on *Outside Lake Tahoe Television*. He also wrote a weekly ski column, "As the Bull Wheel Turns," in the *Tahoe Daily Tribune*, and continues to write for the *Lake Tahoe Entertainer Magazine* and the *Nevada Travel Network*, *The Nevadagram*, covering skiing and bicycling.

He is a recipient of the NASJA Mitch Kaplan Award for Excellence in Snowsports Coverage, and an honored member inducted in the Nevada Broadcasters Association's Hall of Fame. He is the founder, CEO & Event Director of TGFT

Productions, LLC / Bike the West, and is one of the founding members of Alta Alpina Cycling Club in 1983.

The Far West Ski Association is a volunteer, non-profit organization representing 150 affiliated ski clubs located throughout 10 regional councils in 12 western states.

### Cindy Hirschfeld Lands Full-Page *New York Times* Story

Congratulations to NASJA member Cindy Hirschfeld for landing a full-page story in the June 23, 2019 Sunday *New York Times*. Cindy profiles the work of prolific Bauhaus artist and designer Herbert Bayer who lived in Aspen from 1946 until 1975. She writes, "You don't have to go to Germany to get a strong dose of the art school's provocative design during its centennial year."

Read the story here:

<https://www.nytimes.com/2019/06/07/travel/the-bauhaus-in-aspen.html>

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## CORPORATE MEMBER NEWS

### Welcome Returning Corporate Member: Resorts of the Canadian Rockies

NASJA welcomes returning corporate member Resorts of the Canadian Rockies (RCR). RCR has a decades old history with NASJA having hosted the Western Winter Summit in 2001 and 2016. Fernie Alpine Resort and Kimberley Alpine Resort were the site of NASJA's annual meeting in 2006 with Fernie hosting a NASJA West Fam trip in 2013. RCR also operates Nakiska Ski Area just outside of Calgary, Alberta; as well as, Mont Saint Anne and Stoneham, in Quebec.



NASJA looks forward to building on this relationship and working more closely with RCR into the future.

What hasn't changed over the years at RCR is the warm and friendly nature of the resorts. Kicking Horse Mountain Resort, Fernie Alpine Resort and Kimberley Mountain



by Henry Georgi).

Resort are all located along the famed Powder Highway in British Columbia – resorts known for consistent snowfall, deep powder and scenic mountain towns bursting with character. They are the ideal place to visit to reconnect with family, friends and nature. You can count on the snow to be plentiful, the smiles to be genuine and the scenery to take your breath away. (Photo of Fernie, B.C.

Learn more at: [skircr.com](http://skircr.com). Media contact: Cali Sammel - [csammel@skircr.com](mailto:csammel@skircr.com)

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## MEMBER BENEFIT OF THE MONTH



### Free Digital Subscription to *Skiing History* Magazine

While the International Skiing History Association offers free digital subscriptions to everyone, here's the dedicated promo code exclusively for NASJA members: NASJA19.

It qualifies you for a one-year (six issue) digital subscription, a \$29 value.

*Skiing History*, published bimonthly, is the world's most widely circulated magazine about the sport's past. It features once-popular equipment; historic resorts and bars you can visit now; what famous living skiers are doing now; and more. Go

to [www.skiinghistory.org/join](http://www.skiinghistory.org/join) and scroll down to Digital Membership.

*Skiing History* welcomes your story pitches. Contact Kathleen James, [kathleen@skiinghistory.org](mailto:kathleen@skiinghistory.org)

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## NEWS YOU CAN USE

### New Hampshire Ski Areas Post Gains for 2018/19 Ski Season

At Ski New Hampshire's Annual Conference and Trade Show June 4-5, 2019, the statewide ski industry association shared highlights about the 2018/19 ski season at its annual business meeting and highlighted that N.H. skier visits were up over 100,000 visits over last year.

According to Ski NH's President Jessyca Keeler, overall total winter visits (including alpine skiing, cross country skiing and tubing visits) during the 2018-19 season were up year-over-year by 5%; alpine skier visits alone were also up 5% from 2017-18. Cross country skiing was up 2% over last year and snow tubing posted a significant increase of 17% compared to 2018. This year's total ski area visits and alpine-only visits were about even with the 10-year average; cross country visits fell behind the 10-year average by 9%. Tubing visits again showed the most growth with a 5% increase over the 10-year average.

Ski New Hampshire is the statewide association representing 32 alpine and cross-country resorts in New Hampshire.

<https://www.skinh.com/news/43/166/New-Hampshire-Ski-Areas-Post-Gains-for-2018-19-Ski-Season>

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## Documentary Examines Role Hispanics Play in Ski Towns

In many American ski towns, the tourism and services economies would grind to a halt without their Latino populations.

"*The Quiet Force*" documentary investigates the human and economic impact of Hispanic immigrants living in ski towns.

They build homes and hotels, landscape, paint, clean sheets and towels, stock groceries, and cook in the restaurants we frequent. They keep the machine humming. Yet, visitors barely notice them. It was produced by videographers Sophie Danison and Hilary Byrne based upon David Page's feature, "*The Quiet Force*," in *Powder* magazine (November 2015).

For more information:  
[www.quietforcefilm.com](http://www.quietforcefilm.com)

Watch trailer here:  
<https://vimeo.com/297498708>



## World's Largest Ski Pole is Back Where it Belongs

The "*World's Largest Ski Pole*" is back in its rightful place in front of Olympia Sports Center (formerly home to Carroll Reed Ski Shop) at 2686 Main St. in North Conway Village, N.H.

Blown down in April 2018, the 18-ft. 9-in. local landmark was removed by Eastern Slope Inn Resort/AMSCO (Attitash Mountain Service Co.) employees and taken to Cranmore Mountain Resort, where it was repaired by maintenance and

lift crews over the past year.

U.S. Ski Hall of Famer Carroll P. Reed (1905-99) first installed the sign outside his store in 1955. His daughter, Stefi Reed Hastings of Fryeburg, Maine, was among those present on June 14 for the reinstallation, according to a story by Tom Eastman in the June 18 *Conway Daily Sun*.

The shops were founded in 1937 and when the Reeds sold it in 1969 was one of the leading ski and summer clothing shops in New England.

Cranmore President and General Manager Ben Wilcox tells the *Daily Sun*: "We are excited to have been able to offer our resources toward this restoration, because after all, we are recognized as the 'No. 1 ski town in America,' according to readers of USA Today, and this is part of our skiing heritage." (Photo courtesy of Cranmore.com)

Read the entire announcement here:

[https://www.conwaydailysun.com/business/local/world-s-largest-ski-pole-back-up-in-north-conway/article\\_3574214e-9142-11e9-aff7-3fff62a09966.html](https://www.conwaydailysun.com/business/local/world-s-largest-ski-pole-back-up-in-north-conway/article_3574214e-9142-11e9-aff7-3fff62a09966.html)

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## Hold These 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.com](https://www.boston.com) Ski & Snowboard Expo

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

