



September 17, 2019

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## PRESIDENT'S LETTER

### A Commitment to Professional Development

An efficient professional organization exists to serve its members. As Janet Franz wrote in our March 2019 newsletter (posted to [NASJA.org](http://NASJA.org)), NASJA can trace its roots back to late 1962, days when most press members wrote about snowsports for print outlets. Now that the number of media outlets have grown exponentially, although not particularly remuneratively, the need for professional development is as strong as ever, particularly in regards to pitching stories that will resonate with editors, and by extension, readers, viewers or listeners.

To that end, earlier this month we held a Communicators Camp during the New England Summit in Sunday River for 60 industry professionals, and plan further professional development during our Nov. 15 meeting in Boston at the Seaport World Trade Center, held in conjunction with the [Boston.com](http://Boston.com) Ski & Snowboard Expo. Broadcast journalism teacher and *Boston Globe* sportswriter Eric Wilbur will discuss how to more effectively pitch stories to editors.

It's our hope that through professional development we can make snowsports journalism less a labor of love, and more profitable for our members. We thank our corporate members for identifying newsworthy elements of their businesses, and we thank our more seasoned members for sharing their expertise in communicating the role snowsports plays in enriching the lives of millions of North Americans.

Finally, don't forget to consider entering or recommending to another snowsports journalist that he or she enter the 2019 Harold S. Hirsch Awards, the "Oscars" of snowsports journalism. Two categories to consider: WORDS and IMAGES.

The \$35 entry fee for non-members includes a year's membership to NASJA. Learn more and enter at [nasja.org](http://nasja.org). Deadline for entries is Sept. 30, 2019.



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

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*Stacey Smith, M.J. Tarallo, Jayme Simoes, Roger Lohr, Iseult Devlin, and Robin Schell. Photo courtesy: Don Burch*

## **NASJA Communicators Camp Attracts 60 Snowsports Professionals**

Over 60 snowsports industry communications pros attended the NASJA Communicators Camp on Sept. 10 at the 2019 New England Summit held at Sunday River. NASJA collaborated with Ski Maine and *SAM Magazine* for the three-part workshop that covered Behavioral PR, Branding and Employees as Brand Ambassadors.

The workshop was presented by Robin Schell, senior counsel/partner, and Stacy Smith, counsel/partner, for Jackson, Jackson and Wagner, a behavioral public relations and management consulting firm. They were joined by Jayme Simoes of the Louis Karno consulting firm in presenting material to workshop attendees in a lively format with heavy audience participation.

"I thought the way the content was tied together was fascinating (especially the psychological aspect) - it was a semester's worth of information in a few hours," said *SAM* magazine's Dave Meeker.

Content provided a "soup to nuts" approach to determining a mission, strategic planning, target audience identification and analysis, tactics and evaluation in regard to achieving goals and objectives. Psychological aspects encouraged the audience to think about what skiers really want to hear from resorts and how to nurture employees to be ambassadors. Crisis communication strategies and branding were also discussed. Attendees included resort personnel, media, PR firms and non-profits – bringing together different industry personnel was one of the NASJA's goals.

Ski Maine executive director Greg Sweetser, Summit organizer, summed it up this way: "The New England Summit is an important source of educational opportunities for ski area staff and the development of in-depth tracks like the NASJA Communicators Camp allows time for discussion and thought-provoking conversations. Collaborations like this really broaden the perspective and offer fresh ideas. The attendance was excellent and the participant feedback has been enthusiastic."

Sweetser added: "It was exciting to see how many young and new faces were in the audience.

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NASJA has increased its presence in the industry first under the leadership of past president Iseult Devlin and now under current president Jeff Blumenfeld. It is producing, participating and collaborating in events and organizations such as the [Boston.com](#) Ski & Snowboard Expo, the Winter Weather Summit, the New England Summit, U.S. Ski & Snowboard Hall of Fame, International Skiing History Association, and other industry groups. NASJA is also partnering with regional ski area associations and the Cross Country Ski Areas Association and looking at more ways to help support the snowsports industry.

Organizers for the Communicators Camp included NASJA members Mary Jo Tarallo, Roger Lohr and Devlin. *TSIL's* Mary McKhann, also a NASJA member, attended the entire Camp and covered the event in a recent issue of *The Snow Industry Letter*.

NASJA member Don Burch provided videography and photography support for the Summit. See his video of the event here: <https://youtu.be/vBT2fIMHvSM> – Mary Jo Tarallo

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## MEMBER NEWS

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*Halley O'Brien (photo courtesy of The Snow Report Show)*

### **Halley O'Brien Wins Emmy for *The Snow Report Show***

Halley O'Brien, winner of NASJA's 2019 Mitch Kaplan Award for Excellence in Snowsports Coverage is going to need a bigger mantelpiece. Last month O'Brien, host of *The Snow Report Show* presented by *SKIMagazine*, won her first Emmy Award after five Regional Emmy nominations.

*The Snow Report Show's* authentic irreverence and hilarious takes on all-things-snow across the country is about to enter its fifth season. The award was presented by the Heartland Chapter of the National Academy of Television Arts and Sciences. The Mitch Kaplan Award is "presented to the journalist whose work and spirit best captures the enthusiasm and dedication

of the late Mitch Kaplan, NASJA's former secretary-treasurer."

Read the announcement and watch her gush over her first Emmy here:  
<https://www.skimag.com/news/halley-obrien-wins-emmy>

## Peggy Shinn Inducted Into the Vermont Ski & Snowboard Hall of Fame Class of 2019

The who's who of Vermont's ski and snowboarding world will gather at The Lodge at Spruce Peak in Stowe on Saturday, November 2, 2019, for a festive dinner and silent auction to celebrate the Induction of the class of 2019 into the Vermont Ski & Snowboard Hall of Fame. Among the recipients is NASJA member Peggy Shinn, winner of the Paul Robbins Award.



Peggy Shinn of Rutland grew up and learned to ski in Vermont's Northeast Kingdom and began writing about the sport in 1997. She began by covering local skiing for the *Rutland Herald* and soon was contributing to just about every ski publication in North America, including *Ski Racing*, *Skiing*, *SKI*, and *Ski Press*, as well as several other newspapers and websites. In 2008, she became a founding writer for TeamUSA.org and since then, has covered five Olympic Games. In 2018, two weeks after Shinn's book, *World Class: The Making of the U.S. Women's Cross-Country Ski Team*, hit the shelves, Kikkan Randall and Jessie Diggins won the first U.S. Olympic gold medal in cross-country skiing.

Since 2002, the Vermont Ski and Snowboard Hall of Fame has recognized more than 70 people who have made history in snow sports in the state.

Read the announcement and learn about the other inductees here:  
<https://vermontbiz.com/news/2019/august/20/2019-vermont-ski-snowboard-hall-fame-inductees-named>

For tickets to the Nov. 2 event, view: <https://www.vtssm.org/membership>

NASJA also has a Paul Robbins Outstanding Competitor Award, named in memory of Robbins, who spent 30 years as primary journalist for the U.S. Ski Team. Mikaela Shiffrin is recipient of the award in 2019 for the fifth time.

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## CORPORATE MEMBER NEWS

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*Alta Ski Area photo courtesy of @LeeCohen*

## Alta Joins NASJA

Located at the top of Little Cottonwood Canyon near Salt Lake City, the Town of Alta rests at 8,530 feet above sea level. Originally a silver mining hotbed turned ghost town, Alta became a ski area in the winter of 1938. A passionate group of local businessmen and relief from the tax burdens of a long-time Alta miner were the catalysts for the formation of Alta Ski Area.

Alta became the second ski area in North America (and the first in Utah) to install a chair lift. Alta grew slowly, building new lifts to accommodate a growing number of skiers while working with businesses in the area to provide day shelters and eventually lodging in Little Cottonwood Canyon.

Alta is known as a "skier's mountain." Known for its scenery, diverse terrain and for the uncanny quality and quantity of snow—annually averaging 547 inches. It is one of three ski areas in the United States that does not allow snowboarding. [www.alta.com](http://www.alta.com) Contact: Andria Huskinson, 801 572 3939, [andriah@alta.com](mailto:andriah@alta.com)



## Welcome to Indy Pass

One of our newest members is Indy Pass, a new, multi-resort ski pass now on sale for the 2019-2020 season. It will provide two lift tickets each - 72 total days - at 36 independently owned resorts for just \$199.

Indy Pass resorts provide an uncrowded and welcoming experience for individuals and families seeking great snow and varied terrain. There are 15 member resorts in the West, 9 in the Midwest, and 12 in the East, including NASJA Corporate members Brundage Mountain Resort and Pats Peak. Twenty-eight of 36 participating resorts offer unrestricted season-long access. Four have holiday blackouts and two allow midweek-only access. See [indyskipass.com](http://indyskipass.com) for details. Contact: Doug Fish, 503 709 0111, [doug@indyskipass.com](mailto:doug@indyskipass.com)

## MEMBER BENEFITS OF THE MONTH

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### \$100 Off IKON Pass

Alterra Mountain Company, a family of 14 iconic year-round destinations, including the world's largest heli-ski operation, is offering NASJA members \$100 off the price of the adult IKON Pass (regularly \$1,049) and \$100 off the IKON Base Pass (regularly \$749). Offer limited to the first 20 NASJA Press members who

indicate to Peter Hines, NASJA executive secretary, their interest in taking advantage of this offer. Offer valid until Oct. 16, 2019; the next day names will be submitted to Alterra. You can read about the passes and their restriction here: <https://www.ikonpass.com/en/shop-passes>. If interested, contact Peter Hines at [peter.hines@nasja.org](mailto:peter.hines@nasja.org)

### Discounts Available Through ExpertVoice



Joining the NASJA team is the one of the best ways to help great brands find you and reward you for your expertise.

The website [expertvoice.com](http://expertvoice.com) offers well over 500 manufacturers that want you to learn about their product (many times they will give you little quizzes to earn access to their site) but it's all worth it since the discounts range from 30% off retail to sometimes 60% off retail. That's why top brands are giving experts like NASJA members access to the best products at substantial discounts – so you have firsthand experience to share recommendations THAT people can trust.

ExpertVoice works with leading consumer brands such as Adidas, Under Armour, GoPro, StriVectin, New Balance, Merrell and The North Face to help build brand advocates within their retail and influencer networks.

To join the NASJA team you must go to the website and follow the instructions. Once you have signed up for the NASJA team, your application will then be forwarded to NASJA member Mike Roth who will confirm your NASJA membership, then send you a notice through the ExpertVoice website that your application is approved. It will be good for one year; afterwards they will send you a renewal for another year which again will go through the same process with Mike.

For instructions, log onto:

<https://www.dropbox.com/s/tl7nyzmdzyzbj5q/NASJA%20-%20JoiningExpertVoice.docx?dl=0>

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## NEWS YOU CAN USE

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*Photo credit: Masterfit/Brian Robb. Taken at Masterfit Boot Test 2019, Silver Mountain, ID*

## Chinese Tariffs Chill Snowsports Industry

Talk about bad timing. Just as the winter sports season starts to ramp up, the administration imposed tariffs on List 4 Chinese imports starting Sept. 1. That would include such items as skis, ski boots, high performance outerwear, and helmets despite efforts of the U.S. Trade Representative to have them removed.

"With the tariffs, this gear now will have a 15-30 percent tax placed on it when it comes into the U.S., on top of the tariffs they already had," says Eric Henderson, a spokesperson for Snowsports Industries America (SIA), which has been fighting these tariffs since they were announced last year.

"What began as tariffs on knit hats, sweaters, gloves, and helmets has evolved into a comprehensive list of outdoor sporting goods that includes performance outerwear, footwear, ski and snowboard boots, and much more," he says.

"Unfortunately, the announcement was made so quickly, after most of the pricing had already been agreed upon at our trade show last January, it left no option for manufacturers or retailers to develop any thoughtful strategies to mitigate the impacts."

Inevitably, these higher costs will be passed onto the consumer. – Tamsin Venn

Watch the SIA's Sept. 4, 2019. Webinar: "Strategies for Surviving the US/China Trade War" here: <https://www.snowsports.org/tariff-action-page/>





*Road to Recovery* – The Fairbank Group CEO Tyler Fairbank (center) takes a break from filming a documentary video for the Angioma Alliance about his road to recovery back from a serious brain bleed. With him is Ben Sweet, director of photography/editor, and friend Giovanna Fessenden.

## Fairbank Group CEO Documents His Road to Recovery

Fairbank Group CEO Tyler Fairbank was living life as CEO of a group of enterprises. He was front man in a blues/rock & roll trio that gave him great joy. He was 47 years old, in great shape and felt invincible.

In May 2017, at his son Ryder's University of New Hampshire graduation, he experienced double vision. The diagnosis was frightening: a Cerebral Cavernous Malformation (CCM) - collections of small blood vessels (capillaries) in the brain that are enlarged and irregular in structure. These capillaries have abnormally thin walls that are prone to leak.

Brains aren't supposed to bleed, but his did.

Fairbank's road back to recovery after two years is now the subject of a new 4-1/2-min. documentary titled *Road to Recovery* that will be shared with the estimated three million people worldwide who have been diagnosed with this disease. Technical advisor for the film is Connie Lee, Psy.D., president and CEO of the Angioma Alliance based in Norfolk, Virginia. Read about the video in the *Berkshire (Mass.) Eagle*:

<https://www.berkshireagle.com/stories/documentary-charts-tyler-fairbanks-path-from-deadly-illness-to-recovery,583731>

View the video here: <https://tinyurl.com/AngiomaCCM>

## Big SNOW Promises to be a Big Deal

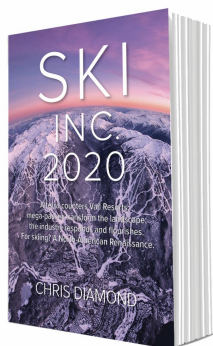
Big SNOW America will be opening as part of the American Dream retail and entertainment complex this fall. The Meadowlands New Jersey facility will offer indoor, year-round, real-snow skiing and snowboarding in a temperature controlled environment of 28 degrees F. In terms of guest experiences it will offer skiing, snowboarding, snow biking, group and private lessons, children's lesson programs, full-service rentals (equipment and outerwear) as well as snow play (sledding and tubing). The indoor slope is roughly 180,000 square feet. The main slope is 1,000 feet in length and has a vertical drop of 180 feet. Learn more here:





Read about it here on [NJ.com](http://NJ.com):

<https://www.nj.com/bergen/2019/08/its-ugly-but-the-giant-ski-slope-at-the-american-dream-promises-to-be-pretty-cool.html>



## Chris Diamond *Ski Inc.* Book Available With SAM Subscription

Chris Diamond, the former president of Steamboat Resort, has written a follow-up to his acclaimed memoir, *Ski Inc.* His latest effort, *Ski Inc. 2020*, serves up a sharply defined perspective on the current and future resort scene. To give industry insiders the first look at this future, SAM and Diamond have teamed up to offer an opportunity to obtain an advance copy.

*Ski Inc. 2020* explains the astonishing and rapid transformation of the winter sports industry. It makes a bold prediction: The ski industry stands on the brink of its second-greatest era ever. Powered by the advent of inexpensive multi-area passes, bolstered by snowmaking, grooming, and other upgrades, and supported by digital marketing, resorts have embarked on a renaissance.

SAM invites NASJA members to order this special advance industry copy of the book while it's free with a SAM subscription.

For more information: <https://www.saminfo.com/page/9369-special-offer>, [sarah@saminfo.com](mailto:sarah@saminfo.com)



## Scouts in Action

Recently announced, the Girl Scouts of the USA have introduced 42 new badges for girls in grades K-12 and among the new offerings are Outdoor High Adventure badges for cross country skiing, snowshoeing, backpacking, rock climbing, and tree climbing. These new outdoor adventure badges are funded by The North Face. There are currently 1.8 million girls and 800,000 adults in the Girl Scouts, which as an organization began in 1912.

The Boy Scouts organization was created in 1910. Add the 2.3 million boy scouts and 1 million adults in boys scouting programs (2017), and that is a whopping number of young people and adults for the ski industry to introduce to skiing (alpine and Nordic) and snowboarding. Interestingly, the number of boy scout members reached 4 million in the early 2000s and has been declining...but worldwide the boy scouts includes 38 million scouts and guides. Ski areas, that's your cue! – Roger Lohr

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## Hold These Dates

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**October 25-27 – Colorado Ski & Snowboard Expo, Denver Colorado Convention Center.** Free admission to NASJA members (must reserve Will Call tickets in advance with Kathe Dillmann, [kadicom@comcast.net](mailto:kadicom@comcast.net)).

**Friday, November 15, Boston** – Join us for a NASJA meeting that will include a preview of winter 2019-20 trips, and a professional development seminar led by broadcast journalism teacher and *Boston Globe* sportswriter Eric Wilbur who will discuss "What Editors Want: Pitching Stories That Will Resonate." Light refreshments 8:30 a.m. Meeting 9 a.m., immediately followed by Eric's presentation.

Location: The Seaport World Trade Center Congress Board Room, one floor up and overlooking the Center's Expo Hall. All members and guests welcome. NASJA members will receive free admission to the [Boston.com](http://Boston.com) Ski & Snowboard Expo, Nov. 14 to 17. (Must reserve Will Call tickets in advance with Kathe Dillmann, [kadicom@comcast.net](mailto:kadicom@comcast.net).)

**December 8, 2019 – New England Weather Summit** at Wachusett Mountain Ski Area, featuring Judah Cohen, Ph.D., Director, Seasonal Forecasting and Principal Scientist; Atmospheric and Environmental Research (AER), a Verisk Business. NASJA Press members invited to attend.

**Jan. 12-14, 2020 – Windham Mountain Press Trip** – Plans are underway to ski Windham from Sunday through Tuesday, based out of The Club at Windham Mountain. More details to follow. Open to NASJA members and their guests. More information will be forthcoming from former NASJA president and trip organizer Martin Griff.

**Jan. 26-31, 2020 – NASJA Western Winter Summit.** Skiing Ski Santa Fe, Taos Ski Valley and Angel Fire, New Mexico. Trip is open to all Active Press members and will be capped at 25 attendees; registration will be online. Pricing information is currently being developed. The group plans to meet with leading ski industry personnel in the state, such as George Brooks, executive director of Ski New Mexico; personnel at Taos Ski Valley; and leading figures in New Mexico tourism.

We expect to receive a warm welcome in a state where NASJA has not toured in over 15 years. For more information: Vicki Andersen, [skicat1@comcast.net](mailto:skicat1@comcast.net).

**March 24-29, 2020 – NASJA/ISHA/U.S. Ski and Snowboard Hall of Fame** meeting in Sun Valley. Details to follow.

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## Join the NASJA Clipbook

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)

On Facebook, please "like" the NASJA Snow Media page: <https://www.facebook.com/Nasjasnowmedia/>

Then, please follow the page or check in from time-to-time and "like" or "share" the posts from NASJA Snow Media. Your interaction with these posts will help extend the organization's reach and will grow our social media presence.

## NASJA WISHES TO THANK THESE CORPORATE MEMBERS

Alta Ski Area • BEWI Productions, Inc. • Blumenfeld and Associates PR • Boyne Highlands & Boyne Mountain • Brundage Mountain • Cranmore Mountain Resort • Cross Country Aki Association • Deer Valley Resorts • IndySkiPass • International Skiing History Association • Jackson Hole • JC Communications • KADI Communications • King Pine Ski Area • Loon Mountain Resort • Mammoth Lakes Tourism • Mammoth Mountain Ski Area • Mount Snow, LTD • National Ski Areas Association • New York State Olympic Regional Development Authority • Omni Mount Washington Resort • Pacific Group Resorts Inc. • Pats Peak • Pennsylvania Ski Areas Association • Pocono Mountains Visitors Bureau • Quebec City Tourism • Resorts of the Canadian Rockies • Rossignal Group • Schweitzer Mountain Resort • Seven Springs Mountain Resorts • Sierra at Tahoe Resorts • Ski Area of New York • Ski Butlers • Ski City/Visit Salt Lake • Ski Maine Association • Ski New Hampshire • Ski Utah • Ski Vermont-Vermont Ski Areas Association • Smugglers' Notch Resort • Snow Sports PR • Snowbasin Resort Company • Station Mont Tremblant • Steamboat Ski & Resort • Sunday River • Tourism Eastern Townships • U.S. Ski & Snowboard Hall of Fame • Vermont Adaptive Ski and Sports • Wachusett Mountain Ski Area

