



October 14, 2019

PRESIDENT'S LETTER

It has never been more challenging to be a successful snowsports journalist. Resorts are communicating directly with consumers through social media; and the number of media outlets has increased, yet remuneration hasn't kept pace.

I might be a tad biased, but the need for NASJA has never been stronger. We're not so much promoting Alpine and Nordic or sledding in the great white outdoors. We're helping our readers, viewers, followers and listeners make lifelong memories and lead more rewarding, fulfilling lives through winter sports. I started skiing at age five and couldn't imagine a life without having fun in the snow. My father started me skiing, I taught my daughters, and it won't be long before my two-year-old grandson hits the slopes now that he can walk and run.

What are the benefits of joining NASJA? It's what you make of it. Are you taking advantage of member benefits, including the new Mountain Collective discount announced in this issue? Are you in touch with fellow members listed in the directory for advice and counsel? Do you communicate news about our Corporate members? Attend our meetings? Participate on media trips? Join committees? Submit your work to our online Clip Book? Or offer to share your own expertise at Professional Development sessions? Participate in any of these activities and you'll find that NASJA is with you all the way.

Soon, the 2019-20 membership directory will arrive in your in-box. Active and Retired press cards will be snail-mailed not far behind. For those interested in an Ikon Pass \$100 discount, the deadline to apply is October 16 and there are only 20 promo codes available. If interested, email Peter Hines at peter.hines@nasja.org.

Winter is upon us. I'm in Boulder and we've already had a 4 inches snowfall this month. It won't be long now.

I'd love to hear from you. Or better yet, let's take a run.

Think snow,



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PROFESSIONAL DEVELOPMENT: PITCH STORIES THAT RESONATE, NOV. 15, 2019

NASJA's latest professional development session is planned for 9 a.m. on Friday, Nov. 15th at Boston's Seaport World Trade Center (Congress Board Room) during the Boston.com Ski & Snowboard Expo. Eric Wilbur, broadcast journalism teacher and *Boston Globe* sportswriter, will discuss "What Editors Want: Pitching Stories That Will Resonate." The session will start immediately following a NASJA meeting.

Eric has spent the better part of the last two decades immersed in the New England snow and sports scenes. His skiing and travel work has appeared in *The Boston Globe*, *New England Ski Journal*, and the *Boston Metro*. His role as a sports columnist for *Boston.com* continues today, even as he has taken on the task of becoming a high school journalism teacher. He's currently working on a semi-autobiographical book about extreme skiing with Hall of Famer Dan Egan.



Speaking of Professional Development, thank you to NASJA Corporate member *Ski Area Management* for their coverage of the Communicators Camp at Sunday River last month. They write in part, "The presenters were very thorough, and, as one attendee put it, 'took a whole semester's worth of content and fit it into three sessions.' But it wasn't overwhelming, and the crowd seemed fully engaged in what was being shared."

You can read their story here:

<https://www.saminfo.com/headline-news/9399-new-england-summit-2019>

Comm Camp attendee Janessa Purney, Bromley Mountain Resort marketing director, writes NASJA, "I enjoyed it. It was interesting to go back to some early psych classes and review the decision-making process, and people's states of mind as they consider their options, or as we consider the barriers in their way to skiing. There were some good ideas on how to engage employees as brand ambassadors, and having employees as subject matter experts conduct frequent speaking engagements in the community."



NORTHEAST Weather Summit

EVERYBODY IS TALKING ABOUT THE WEATHER ON DEC. 8, 2019

Attention meteorologists, journalists, ski industry representatives and weather fans.

Wachusett Mountain, the Blue Hill Observatory & Science Center, and NASJA are sponsors of the 2nd annual Northeast Weather Summit that will be held Sunday, Dec. 8, 2019, from 8:30 am - 5 pm at Wachusett Mountain Ski Area, Princeton, Mass., about an hour from Boston.

This is the latest iteration of the Northeast Winter Weather Summit first launched by NASJA last year at Stratton Mountain Resort. This will be a great opportunity for professional development, networking and skiing or riding. Sessions include:

- **Improved Winter Forecasts** – Presented by Judah Cohen, Ph.D.; Director, Seasonal Forecasting and Principal Scientist; Atmospheric and Environmental Research (AER).
- **Creating Ski Industry Managers and Meteorologists of the Future** – Presented by Tim Kelley, Meteorologist at NBC 10 Boston and New England Cable News; Kris

Blomback, General Manager, Pat's Peak, NH; Sean Doll, chair, Mountain Resort Management Program, Northern Vermont University in Lyndon, Vt.; Dr. Aaron Preston, professor, Atmospheric Sciences/Meteorology Department, Northern Vermont University in Lyndon, Vt.

- **No Such Thing as Bad Weather, Just Bad Clothes** – Presented by Sandy Powers, Assistant Manager MTNside Ski & Ride Sports, Wachusett Mountain
- **The Science Behind Some of New England's Biggest Snowstorms** – Presented by Hayden Frank – Senior Meteorologist, National Oceanic and Atmospheric Administration/National Weather Service, Boston/Norton, Mass.
- **Behind the Scenes of Ski Area Snowmaking and Grooming** – Presented by HKD Snowmaking, Wachusett Mountain Snowmaking & Grooming Department & Snow Right Snow Management Products

Special Notes:

- The registration price for NASJA Press members is \$50 (\$75 for the general public) and includes: all sessions, breaks, complimentary lift ticket (additional discounted tickets available for family members and guests)
- Discounted rooms will be available to Summit attendees at the DoubleTree Hotel in nearby Leominster, Mass.

For more information: Tom Meyers, director of marketing, Wachusett Mountain Ski Area, tom@wachusett.com; 978-464-2789 (Office); 978-273-6430 (Mobile)

Registration deadline is November 25, 2019.

To register:

<https://www.wachusett.com/Events-Activities/On-Mountain-Events/New-England-Weather-Summit.aspx>

Trapp Family Lodge

Tour Trapp Family Lodge Hosts NASJA Media Day, Feb. 3, 2020

Plans are being finalized for a NASJA Media Day at Trapp Family Lodge in Stowe, Vermont on Monday, Feb. 3, 2020. This four-season resort specializes in European-style accommodations and cuisine, mountain vistas, upscale amenities and outdoor activities on 2,500 acres overlooking the town of Stowe. The von Trapp Family is well known throughout the world from the *Sound of Music* movie and musical. The XC skiing operation was the first commercial cross country ski area in the U.S. and it has been running for more than 50 years.

Executive VP Sam von Trapp and the Outdoor Center Director Lauren Stagnitti will host a complimentary day (gear, guide, trail access, and luncheon) for up to 15 NASJA media members to ski or snowshoe. We'll meet at the Slayton Pasture Cabin, enjoy a talk from Sam or Johannes von Trapp about the famous lodge and Trapp Family history, and partake in a luncheon followed by a visit to the Bierhall and von Trapp Brewery. Keep an eye out for NASJA registration details.

Learn more about the resort here: www.trappfamily.com



Cross Country Skiers at Galena Lodge

Galena Lodge/BCRD Hosts NASJA on Mar. 27, 2020

The Blaine Country Recreation District (BCRD) and Galena Lodge in Ketchum, Idaho, will host members during the NASJA Annual Meeting scheduled for Friday, Mar. 27, 2020, for a cross country ski or snowshoe outing followed by a luncheon and presentation —hopefully, they'll have another 143 inches of snow in February to groom like last year.

Galena Lodge is a BCRD-owned seasonal day lodge nestled in the Rocky Mountains, 23 miles north of the Sun Valley Resort and Ketchum. The historic Galena Lodge is open in both summer and winter as a hub for hikers, bikers, Nordic skiers and snowshoers, offering great hospitality, delicious food, equipment rentals, clinics and lessons, and yurt stays.

Boasting exceptional beginner, intermediate and advanced terrain, excellent snow for Nordic skiing, and almost perpetual sunny skies (when it's not snowing), BCRD manages, maintains and grooms over 160 km of terrain including over 50 km of trails around Galena Lodge located in the heart of the Sawtooth National Recreation Area.

Join Galena Lodge staff for 90-minute guided ski or snowshoe around Galena Lodge. The facility sits at a base elevation of 7,300 feet with terrain for both skiing and snowshoeing that includes rolling hills, beautiful meadows, incredible views of 10,000-ft. peaks, fantastic snow, knowledgeable guides and great times. Galena Lodge will outfit you with skis, boots and poles or snowshoes, overboots and poles, as well as your trail pass.

Don Shepler and Erin Zell, the concessionaires at Galena Lodge, will provide a warm welcome to NASJA with a wealth of knowledge about the history of the Lodge and surrounding area. Roger Lohr of [XCSkiResorts.com](https://www.xcskiresorts.com) said, "The NASJA group will be blown away by Galena Lodge's rustic facility, natural sensitivity, and scenic splendor." (<https://www.galenalodge.com/>)

The NASJA Annual Meeting is scheduled for Sun Valley on Mar. 24-29, 2020, and events are now being coordinated for a memorable visit to the region.

MEMBER BENEFIT OF THE MONTH



MOUNTAIN COLLECTIVE

Mountain Collective Discount for Active Press Members

The NASJA board is pleased to announce the availability of discounted Mountain Collective passes for Active Press members. Each pass is available for \$299 (\$210 off the regular price of \$509), and offers two days at 18 Mountain Collective destinations for a total of 36 days, then 50% off all additional days at the Collective destinations. There are no blackout dates.

Use the pass at any of these outstanding resorts: Alta Ski Area, Arapahoe Basin, Aspen Snowmass, Banff Sunshine, Big Sky Resort, Coronet Peak + The Remarkables, Jackson Hole Mountain Resort, Lake Louise, Mammoth Mountain, Mt Buller, Niseko United, Revelstoke Mountain Resort, Snowbird, Squaw Valley Alpine Meadows, Sugarbush Resort, Taos Ski Valley, Thredbo Alpine Village, and Valle Nevado.

We have enough promo codes for every member, but you need to indicate your interest by the Nov. 15, 2019 deadline. If interested, email Peter Hines, executive secretary, at peter.hines@nasja.org. Then once you receive the promo code, log onto www.mountaincollective.com and enter the code at check out to receive the discount.

MEMBER NEWS



It's All Downhill

New member Matt Pepin invites everyone to subscribe to his free *Boston Globe* email, *It's All Downhill*. It contains the latest from the slopes of New England and beyond.



Read it online here:

<https://tinyurl.com/pepindownhill>

Follow this link to sign up:

http://pages.email.bostonglobe.com/AllDownhillSignUp/?et rid=805472120&s_campaign=itsalldownhill:newsletter

CORPORATE MEMBER NEWS



Ski Butlers Partners with Mountain Towns 2030

Ski Butlers has partnered with Mountain Towns 2030 (MT2030) to help mountain towns commit to ambitious carbon reduction goals by 2030 and then implement these solutions. The inaugural Net-Zero Summit is the kick-off event for MT2030 and was held earlier this month in Park City, Utah.

“We formed Mountain Towns 2030 because we strongly believe mountain towns have the power to make a global impact on climate change,” said Park City Mayor Andy Beerman. “As with any community initiative, the support from local organizations and nonprofits are a big reason we can set ambitious goals and achieve them. We could not be more pleased to have Ski Butlers partner and lead the way with us.”

Said Ski Butlers CEO, Bryn Carey, “Core Value #5 at Ski Butlers is Give. Part of the way we give back to the local communities that have given us so much is to be a leader in climate change. MT2030 gives us a powerful platform to make a difference today by focusing on setting big goals and then implementing the solutions and actions today. We are also excited to announce that we plan to be net-zero as a company by 2030.”

Ski Butlers is a full service, ski and snowboard rental delivery company with operations at 48 resorts worldwide.

Read the full announcement here:

<https://www.skibutlers.com/press-room/ski-butlers-partners-with-mountain-towns-2030>

NEWS YOU CAN USE



James Niehaus

New Book Illustrates Resort Trail Maps in Stunning Detail

Time to get a bigger coffee table. *The Man Behind the Maps: Legendary Ski Artist James Niehaus* (Open Road Ski Company, 2019) is a visually stunning, near 300-page book showcasing over 200 iconic ski resort trail maps hand-painted by artist James Niehaus, a legend in the ski/snowboard industry who still paints nearly every trail map used today. For us, it sparked memories of epic NASJA media trips of the past.

Co-authored by Jason Blevins, Todd Bennett, and Ben Farrow, the book brings the most storied mountains in the world to life in full page, art print quality illustrations. It also details Niehaus' artistic process and a lifetime of illustrations. Through his exacting and meticulous process, he has guided millions of skiers with his trail maps, which capture the unique character and soul of each mountain.

Watch a short video here about the artist's creative process:

<https://tinyurl.com/trailmapbook>

The book sells for \$85 online at: www.jamesniehues.com.



Broadway Show Celebrates Snow

One of the most successful international tours of all time, Tony® Award-nominated *Slava's Snowshow*, returns to Broadway for eight weeks, Nov. 11, 2019 – Jan. 5, 2020. The romantically wistful theatrical adventure unleashes a breathtaking artistic thrill ride for audiences of all ages and languages. It offers a dreamlike vision of the white winter world that overflows with magical dynamism and humorous antics, set within an absurd and surrealistic world.

Several members saw it back in 2004 and couldn't wait to get back on the slopes afterwards. It's sure to get skiers and riders psyched about the coming season.

For more information: <https://slavaonbroadway.com>



Parents for Safe Skiing sticker

Parents for Safe Skiing Selling Warning Stickers for Child Helmets

Parents for Safe Skiing, based in Colorado, have launched a campaign to promote accurate data collection, reasonable regulation, and open communication between parents and ski resorts to ensure safety. The group works with safety advocates, parents, state legislators, law enforcement and attorneys with the goal to develop fair and balanced safety laws, regulations, practices, and reporting. With about 1,200 members, it was founded after a Feb. 2019 accident at a Western ski resort when a six-year-old girl fell 29 feet from a chairlift while in ski school. The child did not receive assistance while loading the chairlift. She was riding the lift with another six-year-old child.

The group is selling large-size helmet stickers for \$10, maintaining that children frequently fall from ski lifts because they are never properly seated on the ski lift. The bright, bold stickers are designed so that lift attendants can see them from afar and can be prepared to provide a safety scoop.

For more information: <https://www.parentsforsafeskiing.com>

Words to Live By

The staid *Wall Street Journal* on Sept. 19, 2019 felt it necessary to explain to the rest of the world ski and riding terms such as Lumpy, Moving Yard Sale, Virgin Corduroy, and our favorite, Jerry. It's an amusing glossary of terms, accompanied by a story about the second home market in New Hampshire.

Read the story here:

HOLD THESE DATES

Oct. 25-27, 2019, Colorado Ski & Snowboard Expo, Colorado Convention Center, Denver – Skiers and riders looking for great deals on winter outdoor gear can get everything they need for the upcoming season at deep discounts. Sun & Ski Sports will have skis, boards, boots, bindings, outerwear, clothing and outdoor accessories for adults and kids. Oct. 25-27, 2019 at the Colorado Convention Center. www.skisnowexpo.com/denver-expo. Media credentials for NASJA members are available through prior arrangement. Contact: Joan Christensen, joanccommunications@gmail.com, 970 509 0710.

Friday, Nov.15, 2019 Boston Ski and Snowboard Show – 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 Ski & Snowboard Expo, Nov. 14 to 17. Reserve Will Call tickets in advance with Kathe Dillmann, kadicom@comcast.net.

Dec. 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 (see related story above).

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 – Come explore Ski Santa Fe, Taos Ski Valley and Angel Fire with lodging at Heritage Hotels & Resorts, lift tickets, rental equipment, ground transportation, and many meals included. We're also working on a Red River add-on. Open to a maximum of 25 Active Press members, a more detailed itinerary including pricing will be distributed on Tuesday, Oct. 15, 2019 with online registration opening at noon EDT on Thursday, Oct. 17, 2019. NASJA hasn't toured New Mexico in more than 15 years and they are ready to roll out the powder carpet!

Feb. 3, 2020 – NASJA Media Day at Trapp Family Lodge in Stowe (see related story above).

Mar. 24-29, 2020 – NASJA/ISHA/U.S. Ski and Snowboard Hall of Fame meeting in Sun Valley. Includes day trip to Galena Lodge (see related story above).

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.

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

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

NASJA WISHES TO THANK THESE CORPORATE MEMBERS

Alta Ski Area • BEWI Productions, Inc. • Blumenfeld and Associates PR • Boyne Highlands & Boyne Mountain • Bromley Mountain Resorts • Brundage Mountain • Cranmore Mountain Resort • Cross Country Aki Association • Deer Valley Resorts • Eaglecrest Ski Area • Granite Peak Ski Area • IndySkiPass • International Skiing History Association • Jackson Hole • JC Communications • Jiminy Peak Mountain Resort • 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. • Pacific Northeast Ski Areas Association • Pats Peak • Pennsylvania Ski Areas Association • Pocono Mountains Visitors Bureau • Quebec City Tourism • Quebec Ski Areas Association • Resorts of the Canadian Rockies • Rossignal Group • SAM Magazine / Ski Area Management • 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 Mountain Resort • Snow Sports PR • Snowbasin Resort Company • SIA Snow Sports Industries America • 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

