



November 12, 2019

PRESIDENT'S LETTER

We Are The Fortunate

Those who know me well know I've kept a daily ski log since my time at Syracuse University in 1972. I started it sophomore year and well, just kept at it. Forty-seven years later it accounts for approximately 1,000 days on skis, which is not bad for someone who used to live hours from the closest ski area.

This month, on Nov. 6 to be exact, I broke my personal record for earliest day ever on skis – a half-day spent at Eldora, a Front Range ski area. Conditions on the front side of the mountain were excellent, under clear bluebird skies. With an Ikon Pass, I didn't have to exhaust myself skiing from open to close, as I used to when buying a day pass. And with free Wifi, I could convince my clients and editors I was still hard at work. Who needs WeWork when there's a workspace in a base lodge?

My first day of the season reminded me how lucky we all are.

Our Active members get to tell the public where to go and what to wear, and how to enjoy their time at ski and cross-country resorts throughout North America.

Our Corporate members get to spend their professional lives creating the modern gear and apparel we all rely upon, and the high speed lifts, resort amenities and other services that make snowsports such an important part of the lives of millions of Americans and Canadians.

To be able to spend our time in this white winter world makes us fortunate indeed.

I hope to meet many of you personally in Boston at our season kick-off meeting on Nov. 15, 2019. Details follow below.



Jeff Blumenfeld
President
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nasja.org

ATTEND SEASON'S FIRST NASJA MEETING, BOSTON, NOV. 15 AT 9 A.M.

Come meet your fellow press and corporate members on Nov. 15 in Boston during our first meeting of the season. Coffee at 8:30 a.m., meeting at 9 a.m., followed by a presentation from broadcast journalism teacher and *Boston Globe* sportswriter Eric Wilbur who will discuss, "What Editors Want: Pitching Stories That Will Resonate."

Location: The World Trade Center (200 Seaport Blvd.) 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



NORTHEAST Weather Summit

NASJA-SPONSORED NORTHEAST WEATHER
SUMMIT, WACHUSETT MOUNTAIN, 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 to 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.

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. Registration deadline is November 25, 2019.

To see the itinerary and to register:

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

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

SKI NEW MEXICO: WHERE THE ROCKIES BEGIN – JOIN THE WESTERN WINTER SUMMIT, JAN. 26-31, 2020



by Daniel Gibson

This winter's Western Winter Summit is being held in sunny New Mexico, where—despite snowfall averaging 300" at Taos Ski Valley—most days on the slopes are under crystal-blue skies with 100-mile views across the lowland deserts.

With Ski Santa Fe's parking lot at 10,350-feet, and its summit at 12,075 feet, the key to skiing at such a southern and generally warm latitude is elevation, provided here by the southernmost leg of the Rocky Mountains—the Sangre de Cristos.

Add in the unique attributes of the region's age-old Native American culture, its Hispanic population that has been here for 400-plus years, its famed chile-infused foods, a strong artistic streak, and a ski community of locally-owned and operated ski areas and you have the makings of the nation's most original ski scene.

The trip will begin on Sunday, Jan. 26 with a late afternoon bus ride from the Albuquerque Sunport to Santa Fe, and an opening night dinner at a popular Santa Fe restaurant and bar, Tomasitas, In Santa Fe, participants will stay in the very comfortable and attractive Inn of Loretto, with its Pueblo Revival/Mission style architecture.

The next day will be spent at Ski Santa Fe, just 15 miles above town. Though smallish, it has a terrific range of terrain, from bump runs like Roadrunner to wide cruisers like Gayway, and even a cliffed and chute area for hucksters. It has arguably the best tree skiing in the state, with lots of glades and glens where powder can be found days after storms.

The next morning we will bus to world-famous Taos Ski Valley for two days of skiing. TSV was just selected as number three in the West in *Ski Magazine's* resort guide (behind Alta and

Snowbird) in the category of Skier's Mountain (a combination of snow, terrain, challenge and local flavor). It also ranked #8 in value and #12 overall, an impressive feat for this out-of-the-way resort founded by Swiss-German immigrant Ernie Blake back in 1955. The resort will host two lunches including one at the excellent restaurant 192, inside The Blake, the area's four-star lodge opened in 2017 in the base area plaza.

The mountain is known for its tough bump runs like the never-ending A's on the front face, and steepers off the hike-to Highline Ridge or the newest sector, Kachina Peak, reached via a chair unloading at a breath-taking 12,450 feet. But it also has lots of intermediate cruising ground and an award-winning beginner instructional program. We will be staying three nights in the nearby town of Taos, in its most luxurious and attractive property, the Monte Sagrado. Our fourth day will be skiing at Angel Fire Resort, located about 30 miles southwest of Taos in the lovely Moreno Valley. It is an intermediates' paradise with dozens of modestly pitched runs, a few manmade glades, a good high-speed lift system and modest prices. There's a few hike-to runs offering untouched lines and some very steep, short pitches to challenge the experts.

The trip will end with a bus ride back to Albuquerque on Friday, January 31.

Make plans now to join this visit to the "Land of Enchantment," one of America's finest and least-known ski destinations.

Openings are still available – register at <https://nasja.org/explore-nasja/events/nasja-western-winter-summit-2020>.

Cost is \$430/double occupancy, \$820/single and includes all ground transportation from Albuquerque airport, five nights lodging, meals as indicated, lift tickets and rental equipment. Cancellation requests received by Dec. 15 will incur a \$25 penalty - please notify Vicki Andersen (skicat1@comcast.net) if you are unable to attend. No refunds after Dec. 30 unless we find someone who can take your spot.

There is also an option for a post-trip to Red River on Jan. 31. Lift tickets and dinner is included, and lodging at a discounted rate (approx. \$80/per person). No transportation is provided so you will be on your own getting from Taos to Red River as well as to your choice of departure airports (Santa Fe or Albuquerque). If you are interested, contact April Prout Ralph (aralph@redriver.org or 575 754 3030 ex.4333) to make your own arrangements.



JOIN THE NASJA MEET & GREET DURING OUTDOOR RETAILER SNOW SHOW, DENVER, JAN. 31, 2020, 6-8 P.M.

Active, Retired and Corporate members are invited to attend a NASJA Meet & Greet at the Denver Press Club, Jan. 31, 2020, at the end of Day 3 of the Outdoor Retailer Snow Show.

The Denver Press Club is a non-profit organization that has existed since 1867 to support the journalistic profession and work. As the nation's oldest press club, its members range from governors to students – roughly 400 members dedicated to journalism – all professionals also working in politics, public relations, marketing and advertising, education, health care, government, law, lobbying, students, and many others. Thus, it's the perfect reception venue for North America's largest snowsports journalist association.

Join us from 6 to 8 p.m. at 1330 Glenarm Place, a short three block walk from the Colorado Convention Center and home of the Snow Show. RSVP to Jeff Blumenfeld, jeff@blumenfeldpr.com, by Jan. 29, 2020.



Alyssa Erickson is passionate about skiing with children.

Alyssa Erickson Isn't Kidding Around

New member Alyssa Erickson, from North Salt Lake, Utah, is passionate about encouraging parents to bring small children into the outdoors.

"As new parents, we were stuck in a world where our peers told us to give up skiing, camping, biking and travel until our kids were older - something we just couldn't do. So we began to work the problem, share with others, and build a community centered around family outdoor recreation," she says.

This led to the development of [KidProject.org](https://www.kidproject.org). "Our site has a variety of articles, from documenting a six-month road trip across the United States to practical articles on teaching kids to ski."

She continues, "This winter at [KidProject.org](https://www.kidproject.org) we are going to explore the world of backcountry skiing and the sport of skimo - short for ski mountaineering. In ski mountaineering, athletes must ascend and descend the mountain under their own power, either by using skis with skins or hiking with their skis on their back, depending on how steep the terrain is.

"For good reason, bringing kids into the avalanche prone backcountry isn't something that you can find a lot of information on. However, backcountry skiing is one of the fastest growing segments of the ski industry.

"Better equipment, better avalanche forecasting and education, and a growing community of enthusiasts is naturally spilling over into the family hemisphere," Alyssa adds.

"We hope to provide more information and a path for parents wanting to safely venture into the backcountry with their families."

For more information contact alyssa.erickson@gmail.com



Kristen Lummis is one brave ski mom.

Kristen Lummis Writes About New Mexico, America's Most Distinctive Skiing

As members consider participating in the Western Winter Summit on Jan. 26-31, they might be interested in reading a recent round-up of New Mexico's unique appeal as a ski/riding destination.

Kristen Lummis writes on [BraveSkiMom.com](https://braveskimom.com) (Oct. 29) that, in so many ways, New Mexico serves up North America's most distinctive skiing.

"Built upon a vibrant blend of Native American, Hispanic and Anglo culture, as reflected in the state's cuisine, history, and art, New Mexico attracts visitors year-round. Come winter, the 47th state's appeal is enhanced as snow blankets the high peaks and chairlift bullwheels begin turning at each of eight completely unique ski areas," she writes.

Read the story here:

<https://braveskimom.com/skiing-in-new-mexico>

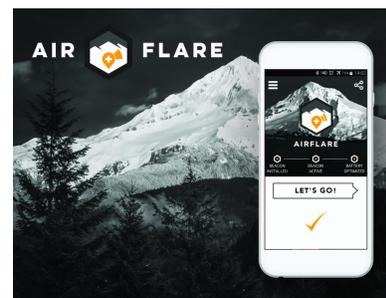
Register for the Western Winter Summit here:

<https://nasja.org/explore-nasja/events/nasja-western-winter-summit-2020>

CORPORATE MEMBER NEWS

New Member has Flair

Another new member is AirFlare, an app that transforms a skier's or boarder's mobile phone into an outdoor safety and rescue beacon. AirFlare enables Mountain Patrol and SAR teams to quickly locate an adventurer in need of assistance, whether in or out of cell service. AirFlare also provides a number of self-help features, for example, the ability to determine the exact location of a friend or family member with a single push of a button, and to quickly navigate to them.



Mobile phones are the only device that nearly everyone doesn't leave home without. They are the way to call for help when in cell service, and now with AirFlare, cell phones can be used to help locate anyone out of cell service, or if the outdoor enthusiast is injured and simply not able to call for help. (<http://www.airflare.com>)



Mont SUTTON is only 90-min. from Montréal-Trudeau International Airport

Welcome New Corporate Member Mont SUTTON, Quebec, Canada

Mont SUTTON is a major ski area in Eastern Canada with long runs, breathtaking views, and a real natural feeling which so many areas seem to be losing in an era of major development projects. The resort is located in the vibrant town of Sutton, Quebec, only 90-minutes from Montreal's international airport. Skiers and riders experience true Quebecois hospitality with cozy moments around the fire in one of four rustic chalet-restaurants or unwind in the Bar Le Tucker, known to host some of the most welcoming après-ski parties in Quebec.

Mont SUTTON, situated in a microclimate, receives generous amounts of natural snowfall. Every other trail is gladed, winding both beginners and experts through trees and forests, making this a truly unique ski and ride experience in North America. There are over 204 junctions that extend the length of every run down the mountain. Skiers find themselves riding across the mountain as they cut back into the fall line. It is unlike any other ski resort thanks to its the natural layout. Powder days are not as rare as you might think for an eastern destination and will leave you smiling from start to finish.

Families, friends, and couples all agree that every moment spent at Mont SUTTON is magical... a "Purely SUTTON" experience! (<http://www.montSUTTON.com>)

MEMBER BENEFIT OF THE MONTH



**MOUNTAIN™
COLLECTIVE**

**Mountain Collective Discount for Active Press
Members Expires Nov. 15**

Here's a helpful reminder: discount Mountain Collective passes for Active Press members expire Nov. 15, 2019. 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.

We have enough promo codes for every member, but you need to indicate your interest by the Nov. 15, 2019 deadline by contacting 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 checkout to receive the discount.

NEWS YOU CAN USE

Vote for 10Best Cross-Country Ski Resorts 2019

Cross-country skiers can support the areas they love in the U.S. and Canada by voting in the *USA Today* 10Best competition which ends Nov. 18, 2019. You can vote daily, so vote early and often for any of the 20 finalists. The 10Best (out of 20) will be announced on Nov. 29, 2019.



The contest taps the knowledge of five of the most experienced and diverse authorities in the North American cross-country ski world, people who have cumulatively visited hundreds of trail systems and have selected outstanding areas from coast to coast for the USA Today 10Best awards, according to competition judge Jonathan Wiesel, Nordic consultant/journalist, President, Nordic Group International.

"The contest has international reach, gives respondents a sense of investment in their chosen XC areas, and can be used by nominees to contact media, local businesses, state and provincial tourism agencies/Departments of Outdoor Recreation, and more."

Deadline is Nov. 18, 2019. Vote here:

<https://www.10best.com/awards/travel/best-cross-country-ski-resort/>



Snow Valley has doubled its sledding lanes.

So Cal's Snow Valley Mountain Resort Celebrates Its 82nd Season

Nearly \$1 million in enhancements at Snow Valley Mountain Resort await skiers and snowboarders for the 2019-2020 Winter Season in the San Bernardino Mountains. Improvements at Southern California's longest continuously operating ski area include increased access to legendary Slide Peak, brand new rental equipment and a faster equipment rental process, 100% expansion of Snow Play/sledding lanes, and new alfresco drinking and dining options. These and other improvements come on top of Snow Valley's \$8 Million investment over the past three winter seasons, including expanded snowmaking and opening Southern California's only six-person high-speed chairlift.

Southern California's only lift-served sledding will be better than ever for winter 2019-2020, with the number of sledding lanes doubling to as many as 15, thanks to Snow Valley's investment in a new "tube shaper."

Read the entire announcement at: <http://www.tinyurl.com/y2z2utw4>

Hold These Dates

Friday, Nov. 15, NASJA Meeting at 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 – Northeast 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 – NASJA will be at Windham that Sunday evening through Tuesday, based out of The Club at Windham Mountain. The meeting is open to NASJA members (both press and corporate) and their guests.

The meeting will include two nights lodging, two days of lift tickets, a welcome reception on Sunday night and breakfast and lunch both Monday and Tuesday. There will be short presentations at both breakfasts and on-mountain opportunities to ski with Windham staff. There will also be a commuter rate. Cost details are currently being worked out and information will be forthcoming from former NASJA president and trip organizer Martin Griff.

Windham Mountain Resort in the New York State Catskill region has undergone big changes since NASJA members last met there seven years ago, including the conversion of a parking lot in front of the base lodge into a beginner's area. Windham now has a vertical rise of 1,600 feet, 54 trails and 11 lifts (one high-speed 6-passenger, two high-speed quads, two triples, one double, five surface).

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. A Red River add-on is also planned. Open to a maximum of 25 Active Press members, NASJA hasn't toured New Mexico in more than 15 years and they are ready to roll out the powder carpet. (See more details in story above).

Jan. 31, 2020 – NASJA Meet & Greet During Outdoor Retailer Snow Show – Active, Retired and Corporate members are invited to attend a NASJA Meet & Greet at the Denver Press Club, Jan. 31, 2020, at the end of Day 3 of the OR Snow Show. Join us from 6 to 8 p.m. at 1330 Glenarm Place, a short three block walk from the Colorado Convention Center and home of the Snow Show. RSVP to Jeff Blumenfeld, jeff@blumenfeldpr.com, by Jan. 27, 2020.

Feb. 3, 2020 – NASJA Media Day at Trapp Family Lodge in Stowe

Mar. 20-23, 2020 – NASJA Annual Meeting Pre-Trip – Boise, Ski Bogus Basin, Tamarack Resort, and Ski Brundage. Details are being worked out with Boise Convention & Visitors Bureau, Ski Idaho and [Southwest Idaho Travel Association](#).

Mar. 24-29, 2020 – NASJA/ISHA/U.S. Ski and Snowboard Hall of Fame meeting in Sun Valley. Includes day trip and luncheon at Galena Lodge.

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, peter.hines@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.

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

AirFlare • Alta Ski Area • BEWI Productions, Inc. • Blumenfeld and Associates PR • Boyne Highlands & Boyne Mountain • Bromley Mountain Resort • Brundage Mountain • Cranmore Mountain Resort • Cross Country Ski Areas Association • Deer Valley Resort • 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 • Mont SUTTON • 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 • Rossignol Group • SAM Magazine / Ski Area Management • Schweitzer Mountain Resort • Seven Springs Mountain Resort • 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