



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

December 13, 2019

PRESIDENT'S LETTER

An Industry in Flux

I fail to remember a month where so much has transpired in snowsports – news both positive for the industry, downright inspirational and indeed saddening. It's been quite the 30 days. To borrow from the three dot journalism of the colorful columnists Herb Caen in San Francisco, and Walter Winchell in New York, a roundup of news these past 30 days would have to include:

Congratulations to Bernie Weichsel and the SIA for maintaining the future of the Boston and Denver consumer ski shows through its sale to the Snowsports Industries America (SIA). It's been the "unofficial kickoff to winter" for over 40 years ... Vail Resorts is making a significant expansion of its current youth access efforts (see story below)... Ski areas across the country are making great strides on sustainability – ski resort Climate Challengers in the NSAA Sustainable Slopes competition reported a diverse array of carbon reduction projects this past year ... Klaus Obermeyer, the Energizer Bunny of skiing, celebrated his 100th birthday in Aspen earlier this month. He still swims over a half mile everyday. What's your excuse? ... NASJA award recipient Mikaela Shiffrin keeps getting it done; she notched her fourth consecutive slalom win at the Killington World Cup last month ... Sadly, all of snowsports lost one of its giants with the passing of Jake Burton at age 65, head of a global business that helped drive snowboarding into a popular Olympic sport. Shaun White likened him to the "cool dad of the sport." Our sincerest condolences to his family and friends.

The industry is constantly in flux, mostly all for the good. No matter what the story, NASJA members will rise to the occasion sharing news with millions of North American snowsports enthusiasts. It's been that way for almost 60 years and as long as there are snowsports stories to be told, we'll be telling it professionally.

Don't forget, Dec. 15 is the deadline to sign up for the Western Winter Summit in New Mexico. Details are below.

Our online membership directory continues to expand with new Press and Corporate members being added weekly. For the latest version, click here:

https://nasja.org/wp-content/uploads/2019/12/NASJA_Directory19-20_121119.pdf

Happy holidays!



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**MIKAELA PRESENTED NASJA PAUL ROBBINS
COMPETITOR OF THE YEAR AWARD**



NASJA press member Peggy Shinn presented Mikaela Shiffrin with the NASJA Paul Robbins Competitor of the Year Award before the Audi FIS Ski HomeLight World Cup in Killington, Vermont, on Nov. 29, 2019. Photo by Andrew Shinn

NASJA was there at the World Cup in Killington when Mikaela Shiffrin danced down the resort's Superstar trail in the slalom, tapping edge to edge with nary a wobble, then held on for a wild second run to claim her 62nd World Cup win by a huge 2.29-second margin over rival Petra Vlhova from Slovakia (1:50.45 to 1:52.74). Sweden's Anna Swenn Larsson rounded out the podium in third (1:53.18).

According to NASJA's Peggy Shinn, reporting for [TeamUSA.org](https://www.teamusa.org), Shiffrin has now won the Killington slalom every year it's been held—four consecutive times. This victory bumped her up to 62 world cup wins, tying Austrian Annemarie Moser-Pröll for second-most world cup victories for women behind Lindsey Vonn's 82. It was also her 42nd World Cup slalom victory; only Swedish legend Ingemar Stenmark (46 in giant slalom) and Vonn (43 in downhill) have won more in a single event.

Mikaela won the NASJA Paul Robbins award five times – tying Phil Mahre for most ever in the 50+ year history of the honor. (The award has only been named after Paul Robbins for the past decade. Prior to 2008, it was NASJA's Competitor of the Year Award.)

This is the fourth year in a row The Beast of the East has hosted the World Cup event on Thanksgiving weekend. Mikaela is four for four in winning the slalom race and has gone fifth, second, fourth, and third respectively in the giant slalom at Killington.

The Paul Robbins is awarded to North American snowsports participants who have distinguished themselves in amateur or professional competition during the current season. The winner is selected by online vote of Active Press, Retired Press and Corporate members. Robbins was an internationally recognized ski and travel journalist, a wordsmith and historian for the U.S. Ski Team for 30 years. He died at his home in Vermont in February 2007 at the age of 68. NASJA voted to name the Competitor of the Year Award for him the following year.

Read more Killington race coverage at www.teamusa.org



Eric Wilbur says editors want big, original story ideas. (Photo by Martin Griff)

The Nov. 15 meeting during the Boston.com Ski & Snowboard Expo was well attended by members from predominantly New England and Middle Atlantic states. The session included pitch tips from broadcast journalism teacher and *Boston Globe* sportswriter Eric Wilbur. He is also newly appointed digital editor of the *New England Ski Journal*.

Wilbur polled several Boston area ski editors for tips on snowsports stories they are looking for. Wilbur has solid New England credentials: He grew up skiing at Black Mountain, a place that is still largely unchanged from when he learned how to ski 35 years ago. What do editors want? Eric explained:

- Pitch out-of-the-box ideas that might have New England connections while highlighting the skiing lifestyle in other regions. Maybe there's a New England mini-club based at Whistler, or a New England club that visits the Alps the same week every year and has fun stories to tell. Consider "where are they now?" angles, resort comeback features, debate which pass is the best, or as another example, simply why small resorts still matter.
- Keep your pitch brief (and not suck-uppy). No editor has time to read long pitches. They should be a couple of sentences about why the story matters and why readers will care. Subject line on the email should be short and simple and clear that it's a pitch. Indicate whether you have access to high resolution photos to accompany the story. Proofread your pitch – sloppy pitches will lead editors to believe the story might be sloppy as well.
- Think about the headline. Editors want a piece with a headline that will grab readers' attention, and giving editors a hint of what that headline could be up front is super-helpful.
- Make sure the story is exclusive. Nothing is more of a turn-off than a pitch that suggests an update or a refreshing of something done previously for another publication.
- So much coverage of the ski industry is about infrastructure, amenities, capital improvements, but the most compelling topics are people-oriented ... the liftie who has seen, heard, lived it all over the course of a few winters or a few decades, or the snowcat groomer who has a perspective few others get to experience.

Follow Eric at: www.facebook.com/GlobeEricWilbur/

NASJA AWARDS PRESENTED DURING BEWI LUNCHEON



NASJA award winners (l-r) Connie Marshall, Rick Kahl, Martin Griff, Peggy Shinn, and NASJA president Jeff Blumenfeld who didn't win anything but happily emceed the presentations on Nov. 15. (Photo by Peter Hines)

NASJA awards were presented during the annual BEWI awards, which this year honored:

- **Rick Kahl**, Winner Of The 2019 Carson White Snowsports Achievement Award For Outstanding Contributions To The Advancement Of North American Snowsports
- **Martin Griff**, Winner Of The 2018 Harold Hirsch Award For Excellence in Snowsports - Images
- **Peggy Shinn**, Winner Of The 2018 Harold Hirsch Award For Excellence in Snowsports – Books
- **Connie Marshall**, Winner Of The 2019 Bob Gillen Memorial Award For Achievements In Snowsports Public Relations And Communications

Not present to receive their awards were:

Halley O'Brien, Winner Of The 2019 Mitch Kaplan Award For Excellence In Snowsports Coverage, and **Lisa Ballard**, Winner Of The 2018 Harold Hirsch Award For Excellence in Snowsports – Words

NASJA was in great company. In the audience was a number of current Hall of Fame Honorees, including Donna Weinbrecht, Dan Egan, Doug Lewis, David Ingemie, Bernie Weichsel and, soon to be inducted, resort map artist Jim Niehues.

We humbly consider these awards the Oscars of snowsports journalism and thank Bernie Weichsel for providing NASJA with a spotlight to honor our members for their outstanding work in the past year.

WACHUSETT HOSTS NORTHEAST WEATHER SUMMIT



Northeast Weather Summit attendees included (l-r) Tom Meyers, Director of Marketing Wachusett Mountain Ski Area; NASJA Past President Iseult Devlin; Judah Cohen, MIT climatologist; Wachusett president Jeff Crowley; and Tim Kelley, NECN TV meteorologist. (Photo by Don Burch)

By Roger Lohr

The NASJA-co-sponsored Northeastern Weather Summit was hosted by Wachusett Mountain, which was freshened by an early season two foot snow blanket touting its best start ever. The Massachusetts ski area celebrating its 50th year in operation attracted about 45 attendees to the event including 15 meteorologists, 8 media, and ski industry participants.

Five sessions were packed into the day-long event with two specific sessions for meteorologists and the others that provided information for the attendees. Judah Cohen, a visiting scientist at MIT from Atmospheric and Environmental Research was the opening speaker, who covered the key ingredients to forecast winter weather such as the activity in Siberia, polar vortex, the degree of snow cover and sea ice on top of the world.

Hayden Frank from the National Oceanic and Atmospheric Administration and the National Weather Service reviewed the recent New England snowstorm event in detail showing hour-by-hour millibar charts that intrigued the meteorologists.

A session to create dialogue between the ski industry and meteorologists was developed with speakers including Tim Kelley from NECN and NBC10 in Boston, representatives from Northern Vermont University, and the general manager of Pat's Peak in NH.

Kelley commented, "Tell me the weather in terms of temperature and wind and how to dress rather than a 'feels-like' forecast." This was his way of disparaging broadcasts that focus on wind chill temperatures. He stated that the ski area webcams provide him with instantaneous data from the mountain resorts. Northern Vermont University students get practicum-in-the-field work and internships to get experience for their resumes. Kris Blomback, general manager of Pat's Peak, spoke about the changes happening in the ski industry from snowmaking to grooming and human resources. A discussion about climate change also ensued during this session.

The snowmaking and grooming session was most eye-opening for the attendees if they were not familiar with what takes place behind-the-curtain on these topics. The science of snowmaking delivered by Ian Jarrett of HKD was broken down into simple explanations about how machine-made snow is created, the challenges of improving energy efficiency, and costs related to the operation which provides substantially more return these days.

Steve Young of Snowright, a snow depth measuring company reviewed the management of snow on the slopes using a GPS-based system on grooming vehicles that helps the snowmaking become much more effective. Testimonials of saving 25% on snowmaking were shared as snowmaking time can scientifically be reduced in conjunction with grooming. With this type of technology, automation of creating snow and paying the lowest cost for energy to do it is not far off.

Said Iseult Devlin, who attended as a NASJA board representative, "The event was deemed a success resulting in some lively back and forth between the meteorologist community and ski resorts personnel and how they could all work together to get more people out to enjoy the outdoors in the winter time. The day ended with a cocktail reception and talk of where next year's Northeast Winter Weather Summit would take place."

NASJA CLIPBOOK TO BE RETITLED "MEMBER SHOWCASE"

By Roger Lohr, NASJA Vice President

The NASJA Clipbook has been a page on the NASJA website for many years. It provides a collection of some of the member content samples in alphabetical order by author. Each clip has a link to on-line (or PDF copies of print media) postings. The clipbook was a place where members (or the few others who visited the NASJA website) could see other members' work. A separate list of clips associated with NASJA media trips will in the future be posted to the NASJA Meetings Page.

Here's an example why we think a newly named Member Showcase makes sense:

If we categorized content associated with XC ski, for instance, the articles could be sent to XC ski product suppliers, XC ski areas, XC ski organizations, XC ski retailers, XC ski clubs, and XC ski representatives. An accompanying email cover message could explain the existence and purpose of NASJA. The note could suggest that the recipient consider contacting one of the NASJA members to produce content for them, or perhaps the NASJA mailing could simply encourage the recipient to include the Active member on their press release distribution.

Eventually, we'll expand the concept from simple categorized lists on the website clipbook page to a more sophisticated search mechanism or automatic emails to tagged words. These take time, effort and budget but we have to start somewhere. Here are the initial categories seeking your stories for inclusion

- Western Ski Areas
- Eastern Ski Areas
- Products
- Cross Country Skiing
- Snowboarding

The new page including these categories will be posted within a few months.

The old alphabetical clipbook will continue to be included on the website's NASJA Member Showcase page and it would be updated as a new page.

If you are not yet contributing to the NASJA Clipbook, soon to be called the NASJA Member Showcase, consider sending your selected articles to rblohr@comcast.net. If you are among the 34 members in the existing clip book, send me new content that is not yet posted to beef up those lists. I'll keep track of the new lists off line and when it is time for the new page to be launched, we'll announce it.



Dave Leonardi AKA "Sign Man" appears in May 2017 Sports Illustrated.

What's Your Sign? Dave Leonardi Has Dozens

A common pick-up line from the 60s and 70s takes on new meaning when it comes to long-time NASJA member Dave Leonardi of Ewing, New Jersey, publisher of *Skier News* and *SkierNews.com*. For an astounding 48 years he has been the "Sign Man" at Philadelphia Flyers games, a fan favorite who comes to each game armed with a changing collection of 80-90 homebrew 18 x 24 signs that may tweak, annoy, aggravate, sometimes praise and honor, the pro skaters down on the ice.

One sign says, "Claude Reigns," a play on the name of Flyers captain Claude Giroux, number 28. He's Magic Markered others to read, "Thrilla in Philla," "The Puck Stops Here," "Shake Hands and Leave," "Start the Bus," "Did You Expect to Win?," and his most famous phrase held up during a game with Russia: "Tell It Top The Czar. "

At most games, you'll always find him at Section 107, Row 2, Seat 12 in Wells Fargo Center, surrounded by his fans, some of whom ask for selfies and offer to buy him a beer. "I have 19,000 friends at each game," he told us from his booth at the Boston.com Ski & Snowboard Expo.

In May 2017, he appeared in the pages of *Sports Illustrated*. He was also in an Emmy-winning news story on Philly TV, and covered by CBC TV in Canada.

Dave joined ESWA, the predecessor to NASJA, in 1991; his wife Lorie, editor of *Skier News*, joined in 1994.

He promises to continue "for so long as my knees allow me to spring up. I've got to keep at it at least until I hit 50 years as the Sign Man. That's a nice round number."

There's no money in this, in fact he even pays his own parking. When asked if the Flyers should help him with the cost of his season tickets, Leonardi remarks, "I'm just another paying customer. If they don't hire me, they can't fire me."

Watch him on this Philly Sports Emmy Award winning video from 2016:

<https://www.youtube.com/watch?v=AN3MmNT6oU>

MEMBER BENEFIT OF THE MONTH



The new XEVO Magnetix 2

XEVO Optics Discount

Xevo Optics is a ski and snowboard goggle company based in the north central Cascades mountain town of Leavenworth, Washington, comprised of lifelong professional skiers who decided to go into the goggle and sunglass business with a better product than what was currently available. Rather than work through retail outlets, they use the internet and social media to reach skiers and riders.

With the code "ALBA", NASJA members get 50% off at: <https://www.xevooptics.com/>

NASJA thanks Ray and Alicia Alba of [Alba Adventures](#) for making this offer available to the membership. For more information, contact Alicia at: aliciaalbanyc@yahoo.com

CORPORATE MEMBER NEWS



At Sugarbush, It's the Little Things That Count

Sometimes it's the little things that add up to a whole lot of change. Sugarbush has invested in a number of smaller projects this summer to improve the guest experience heading into the ski season. The Lincoln Peak Courtyard has been completely rebuilt with cobblestones, new fire pits, gardens, and bar tops. Two new EV charging stations are getting installed at Mt. Ellen for the electric car user looking to shred Vermont's 3rd highest peak. Additionally, there's now snowmaking on a more cut open Sleeper Road, and plenty of new infrastructure upgrades around the lodges and lifts.

Additionally, Sugarbush recently announced that Alterra Mountain Company would be purchasing the resort. While nothing will be changing this year, the resort is especially excited about joining a company so focused on keeping their brands unique. Win Smith will be staying on as President of Sugarbush. His reasoning for selling can be found here:

<https://www.sugarbush.com/blog/wins-word/changing-but-not-saying-goodbye/>

NEWS YOU CAN USE



Vail Expands Youth Access Efforts

As part of its *Epic for Everyone* platform, Vail Resorts, Inc. announced earlier this month a significant expansion of its current youth access efforts, with plans to launch new programs at more than a dozen resorts that serve major metropolitan areas, including New York City, Washington, D.C., Philadelphia, Boston, Cleveland and Seattle. The company will provide free lift tickets, ski school, equipment rentals and other services to local non-profits, who will combine those services with youth mentorship for enriching, on-mountain programs across Vail Resorts' growing portfolio.

Vail Resorts Chief Executive Officer Rob Katz and his wife, Elana Amsterdam, will personally donate \$10 million, over the next five years, to participating non-profits to help develop and expand programs, fund transportation and support other needs necessary to provide mountain access and engaging experiences. The goal of the new initiative, which is expected to launch during the 2020-21 winter season, is to enhance access to winter sports for underserved youth and inspire the next generation of skiers and riders.

Read the entire story here:

<http://news.vailresorts.com/corporate/vailresorts/youth-access-expansion.htm>



Meeting in Woodstock last month were: (l-r) Andrea Caluori – The Trustees, Mass.; Matt Sabasteanski – Pineland Farm, Maine; Parker Riehle – Get On Snow, Vermont; and Kim Stinson – Grafton Ponds, Vermont. (Photo courtesy CCSAA)

XC Ski Area Association (CCSAA) Eastern Meeting Recap

by Roger Lohr

In mid-November, NASJA Corporate member Cross Country Ski Areas Association (CCSAA) 2019 Eastern Meeting was held at Woodstock Nordic Center in Vermont.

CCSAA Executive Director Reese Brown was the master of ceremonies introducing panel discussions, reviewing CCSAA initiatives, and presenting industry statistics.

One enlightening session was about snowmaking with a representative from HKD. It was announced that XC ski area operators could cover a field area (every year) for less than a \$60,000 investment. Of course, that investment does not include labor and energy on an annual basis. The one-time investment for covering a one kilometer trail is in the neighborhood of \$150,000, and it may be five times that amount to cover a 2.5 kilometer trail (because of the cost of pipes).

Brown covered data for 2018-19 including the SIA 2018-19 Participation Study, NPD Retail Sales, and CCSAA Survey statistics. A summary of the SIA participation research can be found at Cross Country Skiing Trends for 2018-19.

<http://www.xcskiresorts.com/resort-features/2019/11/6/cross-country-skiing-trends-for-2018-19>

According to the CCSAA study, the number of XC skiers in 2018-19 were estimated at 6.2 million, which was up 8% from the previous year and there was an average of 108 days of skiing at the resorts, which was 30 more days than the 2016-17.

How do XC ski areas make money? Here is a breakdown from the CCSAA Study:

Trail passes = 30% of profit
Season pass sales = 22.6%
Rental operation = 15%

Food = 12.5%
Retail sales = 10%
Lessons = 5%
Beer/Wine liquor = 4.5%

Read the entire Eastern Meeting recap here: <https://ccsaa.org/2019/11/ccsaa-2019-eastern-meeting-recap/>

Hold These Dates

Jan. 12-14, 2020 – Windham Mountain Press Trip – Windham Mountain 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 (1 high-speed 6 passenger, 2 high-speed quads, 2 triples, 1 double, 5 surface)

Our meeting at Windham, open to Press and Corporate members and one guest each, will begin Sunday evening January 12 with a Windham Mountain-sponsored welcome reception at the nearby Winwood Inn.

Monday and Tuesday we ski/ride at Windham Mountain. Breakfast and lunch are included both days. Dinner on Monday night is on your own. Professional development will be provided at breakfast on Monday and Tuesday. Windham staff will be skiing/riding with us parts of both days.

The meeting cost is \$85 per person attending. This includes meals and lift tickets and the reception sponsored by Windham.

You will need to make you own arrangements for lodging. There are two lodging options: both the Winwood Inn and Hotel Vienna have set aside rooms for us at a reduced NASJA rate.

To register for the meeting and reserve accommodations separately:

<https://nasja.org/explore-nasja/events/nasja-meeting-at-windham-mountain-january-12-14-2020/>

Jan. 26-31, 2020 – NASJA Western Winter Summit –

Openings are still available for the press trip to New Mexico– 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.

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 – This is an X-C ski tour, luncheon and talk by one of the von Trapps. It is a free event, but with a maximum capacity of 15 Active members; guests will be admitted on a space available basis. Watch NASJA.org for details on pre-registration. For more information: Roger Lohr, rblhr@comcast.net

Mar. 20-24, 2020 – NASJA Annual Meeting Pre-Trip – Boise, Ski Bogus Basin, Tamarack Resort, and Ski Brundage. Details are being worked out with the Boise Convention & Visitors Bureau, Ski Idaho and Southwest Idaho Travel Association. While prices are being worked out, here's tentative itinerary:

- March 20 – Travel day and night in Boise
- March 21 – Ski Bogus Basin, stay another night in Boise
- March 22 – Ski Brundage, stay in McCall or Tamarack Resort
- March 23 – Ski Tamarack, stay at Tamarack or in McCall
- March 24 – Drive to Sun Valley for NASJA annual meeting

Mar. 24-29, 2020 – NASJA/ISHA/U.S. Ski and Snowboard Hall of Fame meeting in Sun Valley. Includes NASJA annual meeting, professional development, and day trip and luncheon at Galena Lodge. Here's the tentative schedule:

- March 24 – Arrive at Sun Valley
- March 25 – NASJA annual meeting, Pro Development; dinner at Limelight in Ketchum
- March 26 – Hall of Fame reception at Harriman Cottage
- March 27 – XC ski or snowshoe and luncheon at Galena Lodge; Vintage Fashion Show
- March 28 – HOF Induction dinner (optional)
- March 29 – Depart

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

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 • Giants Ridge • 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 • Sugarbush Resort • Tourism Eastern Townships • U.S. Ski & Snowboard Hall of Fame • Vermont Adaptive Ski and Sports • Wachusett Mountain Ski Area