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NASJA

**NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION**

February 10, 2020

PRESIDENT'S LETTER

Honoring Legendary Snowsports Journalists

To qualify for NASJA Press membership, even the organization's president needs to be credentialed. My outlet of choice is *Skiing History*, which readily accepts submissions from freelance writers. Over the years the magazine has allowed me to pursue an oft-time quirky look back at crazy ski products, skiing on TV sit-coms, and the memorable ski area characters I grew up with in the Catskills. Most recently, I penned a story about legendary ski journalists, including the Denver Post's Charlie Meyers, Serge Lang of *Blick*, *La Suisse*, *24 Heures*, and *L'Équipe*, Michael Strauss of the *New York Times*, and Arnie Wilson of *The Financial Times*.

The story reinforces the role snowsports journalists have played in encouraging millions to engage in winter mountain sports. You can see it here:

<https://skiinghistory.org/news/when-print-was-king>

The late John Fry, dean of North American ski journalists, helped me immeasurably with the piece. John provided advice on who to include in the story and provided a colorful description of Serge Lange, calling him "avoirdupois," which I must admit, I had to look up in the dictionary.

It occurs to me that John, who passed away on Jan. 24 at the age of 90, could well have been the highlight of the story. Fry won the Carson White Golden Quill Award (1994), two Harold S. Hirsch Awards (Writing - Columns, 2009, and Book, 2009), and a Lifetime Achievement Award (2005).

Christin Cooper, former World Cup alpine ski racer and Olympic medalist, wrote on Facebook, "John lived such a long, rich and meaningful life, and still, the loss is heartbreaking ... From my perspective, John's passion in these last years seemed little dimmed for the sport he loved and to which he dedicated so much of his life."

As we continue to communicate the life-enhancing experiences of skiing, riding or XC in winter, it's inspiring to step back from time to time to honor those who came before.

Jeff Blumenfeld
President



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Behind the Magic of Professional Ski Boot Fitting – The Windham Media Trip featured a professional development session presented by Marc Stewart (center) and Jeff Rich (right) of Masterfit University. Former NASJA president Phil Johnson looks on. (Photo courtesy of Martin Griff)

WINDHAM WOWS 'EM

By Bernie Weichsel

One could be excused for wondering what the sliding would be like for the NASJA members who gathered at Windham on Jan. 12 - or if there'd be any sliding at all when the group headed out on Monday morning, given that the preceding weekend had seen record warmth throughout the Northeast. But showing the mettle and determination that Eastern snow lovers have come to expect from the mountain op crews almost anywhere in the Northeast, the Windham team went above and beyond providing us – by the time we all clipped into our bindings on Monday morning – with not only a wide variety of runs – for all abilities – but with surface conditions that were carveable and amazingly consistent, top to bottom.

The gathering got off to a good start before we even hit the slopes with a nice welcome reception at Tavern 23 at the Winwood Inn. Breakfast featured an engrossing talk by the team from Masterfit University – Jeff Rich and Steve Cohen, plus local expert Marc Stewart, lead bootfitter at Windham Mountain Sports – on the importance of having boots fitted correctly as well as having the correct footbeds.

Tuesday morning's presentation featured Windham Director of Marketing Dave Kulis who gave us all an update on improvements Windham has undertaken in the past year and a hint of things to come. Martin Griff provided advice on organizing digital images so you can easily find them again.

This was a small gathering – but the quality of the participants – on both the writer side as well as the corporate side, made for a two days of good conversation and companionship.

Our thanks to Don Burch (see related story) for his video of the Windham Mountain meeting. View it here: <https://tinyurl.com/donburch>



***Ski Bueno** – The scenery in northern New Mexico was jaw dropping when NASJA’s Western Winter Summit came to Ski Santa Fe, Taos Ski Valley and Angel Fire Resort in late January. Photo courtesy of Martin Griff.*

WESTERN WINTER SUMMIT SKIS NORTHERN NEW MEXICO

By Daniel Gibson

The Western Winter Summit was held this year, for the first time in 25-plus years, in northern New Mexico. From Jan. 26-31, 19 lucky participants enjoyed largely sunny skies, but also a 4-6 inch powder refresher that fell on the eve of our two-day Taos Ski Valley stop, which powder hounds continued to enjoy on the last day at Angel Fire Resort overlooking the beautiful Moreno Valley.

The trip began with a day at Ski Santa Fe, where participants learned the secret of New Mexico’s skiing at such southerly and largely sunny latitudes – its towering elevation. Ski Santa Fe’s parking lot is at 10,350 feet, and at Taos we topped out at 12,450 feet on the stupendous Kachina Peak Chair.

NASJA members had their fill of finely groomed cruisers, gnarly bump runs like famed Al’s Run at TSV, glades, glens, hike-to steeps at Taos, and untouched powder at Angel Fire. The consistent comments included the quality of the snow, despite few storms in January, and the huge views under the almost ever-present sun. Plus, members also experienced a nice shot of New Mexico culture, history and cuisine, more distinguishing characteristics of perhaps America’s least-known ski region.

We’d like to thank Ski New Mexico, Ski Santa Fe, Taos Ski Valley, Angel Fire Resort, Santa Fe Tourism, the Loretto Inn and Spa of Santa Fe, Heritage Hotels and El Monte Sagrado in Taos, Restaurant 192 in The Blake at Taos Ski Valley, and Santa Fe Valet for their generous assistance in making this memorable outing a success.

Take 2-1/2 minutes and watch Peter Hines’ lively highlights video of NASJA’s week in New Mexico: <https://youtu.be/BqeKUp4NwdE>



NASJA's Meet & Greet on the final day of the Outdoor Retailer + Snow Show in Denver, Jan. 31

STOP THE PRESSES

NASJA members and their guests meet for libations at the Denver Press Club on the closing day of the Outdoor Retailer + Snow Show in late January. Founded in 1867, the DPC is the oldest press club in the U.S. and displays autographed photos from almost every president since then, along with historic front pages and vintage typewriters. The organization's fundraising banquets have honored such Fourth Estate legends as Tom Brokaw, Ted Turner, and George Will.

NASJA ELECTION 2020; WRITE-INS WELCOME

NASJA's nominating committee has announced its slate of officers for the 2020-21 season. The nominating committee is made up of NASJA Immediate Past President Iseult Devlin and Active Press Members Richie Silver and Steve Cohen.

NASJA 's current Vice Presidents Roger Lohr and Kevin Gasior are running for a second year and are on the ballot for next year. Therefore the slate will be Roger Lohr, Kevin Gasior and write-in candidates. Please check your inbox for voting procedures after Feb. 21.

Other nominations are still welcome so if you would like to nominate yourself or anyone else please contact Iseult (iseultdevlin@gmail.com) by Feb. 20.

NOMINATIONS SOUGHT FOR CARSON WHITE, BOB GILLEN AND MITCH KAPLAN AWARDS

It's that time of the year where we need to put on our thinking caps and come up with a notable slate of nominations for our three coveted awards. Our most prestigious, the **Carson**

White Snowsports Achievement Award , first presented in 1968, honors a person or in some cases persons, who have distinguished themselves by notable contributions to the North American ski and snowsports experience.

The **Bob Gillen Memorial Award** honors the recipient for excellence in ski industry public relations and media news dissemination. The **Mitch Kaplan Award** singles-out a journalism professional whose work and character most exemplifies our late colleague's journalistic ethic, inquisitive nature and love of snowsports.

Send all nominations to Dino Vournas, Awards chair, by February 17, 2020. Contact: Dino.v@sbcglobal.net , 510 886 3054

MEMBER NEWS



Don Burch, NASJA's resident videographer.

Meet Don Burch, the Martin Scorsese of NASJA

If Martin Scorsese skied, it's no doubt he'd be like Don Burch. After retiring five years ago from his career as a school psychologist, Don has fused his two passions: skiing, videography and storytelling. The results can be seen on his YouTube channel, Montage Productions, where you'll find videos of several NASJA-sponsored events. He also creates videos for his ski club, Mountain Laurel Skiers, as well as pro bono projects for various charities. Don's next project is to document Vermont media days this month at the Von Trapp Family Lodge and Bolton Valley ski resort.

Don has written over 20 articles for SeniorsSkiing.com and joined NASJA a year ago. He lives in Central Connecticut where he also enjoys cycling, hiking, trail running, working out and recreational inline speed skating.

CORPORATE MEMBER NEWS



Out with the old (left), in with the new.

Windham Mountain Redesigns Its Logo

Windham Mountain, hosts to NASJA's January media trip, has rededicated itself to help people live healthier, happier lives through an elevated mountain experience – "to be above and beyond the expected." According to Dave Kulis, Director of Sales & Marketing, "The resort spent a lot of time working on a new logo that it feels reflects who we are and who we aspire to be as a brand. We also wanted to shift from the old logo to be more inclusive of the snowboarding community – an important part of our winter operations, and to reflect that we are a four-season resort.

"Summer operations include a mountain bike park, 18 hole golf course, dozens of weddings and special events, festivals, outdoor concerts and more," Kulis adds.

See the new logo in action at: WindhamMountain.com



Snowsports Industries America Announces Snowbound Consumer Expos

Snowsports Industries America (SIA) announced the finalization of their acquisition of the Denver and Boston Ski and Snowboard Expos from BEWI Productions, Inc. and launched the re-branded events as Snowbound.

The two Snowbound events (Denver, November 6-8, 2020 and Boston, November 19-22) provide key opportunities before the start of the winter season to interact with highly motivated and engaged winter consumers. According to the announcement, Snowbound will bring a fresh, new twist on traditional winter expos, with more brands, more consumers, and more activities.

"The BEWI brand has established these two events as the unofficial kickoffs to winter," said SIA's President Nick Sargent. "It's our goal to build on these long-standing winter expos with a pair of events that truly bring the progressive and innovative nature of the entire winter outdoor community to life."

Read the entire announcement here:

<https://snowsports.org/21026-2/>
www.snowboundexpos.com

SAVE THESE DATES

Feb. 11-12, 2020 – Ski Vermont Ski Day – NASJA is happy to participate in the Ski Vermont Winter Media Day scheduled at Bolton Valley Resort and Trapp Family Lodge on February 11 and 12, 2020. The event will start on Tuesday morning at Bolton Valley and there will be a program available for participants to try backcountry skiing or splitboarding with lunch at a warming hut. Additionally there will be a guided tour of the lift-serviced terrain with lunch at the Village Café.

There will be night skiing available and an Apres Party at the James Moore Tavern with live music and presentations by the Ski Vermont members and partners.

A special reduced rate for lodging at the Inn at Bolton Valley will be available to Media Day attendees.

On Wednesday, there will be a guided group ski tour to the Slayton Pasture Cabin at Trapp Family Lodge scheduled for 9:00 p.m. and a group ski or shuttle from the lodge to the Bierhall for a lunch. Activity choices in the afternoon include skiing, rock climbing, sugar maple tour, brewery tour and/or a Trapp Family history tour.

Additionally, a guided ski tour from Bolton Valley Resort to Trapp Family Lodge leaving at 6:30 a.m. will be conducted and participant bags will be brought to Trapp Family Lodge by event organizers.

For more info or to register, contact Adam White at adamwhite@skivermont.com

Mar. 21-24, 2020 – NASJA Annual Meeting Pre-Trip – Tamarack and Brundage, Idaho

Using the village at Tamarack Resort as our base of operation, the annual meeting pre-trip will provide you with the opportunity to discover two picturesque Idaho ski resorts. Checking in on Mar. 21, NASJA members will gather for a meet and greet with complimentary welcome cocktail. On Mar. 22, skiing is provided by Tamarack resort. NASJA will then participate in a hosted media day at Brundage Mountain on Mar. 23. This includes demo gear, complimentary lunch reception and hosted skiing with April Whitney and her team of ambassadors.

Departure for Sun Valley will be on Mar. 24. Transportation is not supplied for any portion of the trip; contact Peter Hines to learn who is attending so you can explore car pool opportunities.

The registration fee for the pre-trip is \$50 and accommodation for 3-nights starts at \$314 (total includes taxes/fees for all 3-nights) for a 1-bed king hotel room.

For complete details and link to the registration page, view: <https://nasja.org/explore-nasja/events/nasja-2020-annual-meeting/2020-annual-meeting-pre-trip/2020-annual-meeting-pre-trip-registration/>

Contact board member Kevin Gasior with questions, 514 756 3486, kevin@skipros.ca

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 X-C day trip and luncheon at Galena Lodge. Ski rentals will be provided courtesy of Ski Butlers. To register: <https://nasja.org/explore-nasja/events/nasja-2020-annual-meeting/>

Tentative Annual Meeting schedule:

Tuesday, March 24 – Arrival. Check into Sun Valley Lodging, dinner on your own

- 6-8 p.m. - Welcome Reception at Bowling Alley and Game Room in the Sun Valley Lodge
- Dinner on your own

Wednesday, March 25 – Ski Day at Sun Valley — Hosted by Kelli Lusk, Public Relations & Communications Manager

Breakfast at Legends (included in registration price)

- 9 a.m. - Ski Day at Sun Valley – Meet at River Run Plaza for mountain tour hosted by Kelli Lusk, Public Relations & Communications Manager. Note: Sun Valley will provide lift vouchers for two days for NASJA press members.
- Noon - Lunch with Kelli Lusk and her team (location TBD)
- 4:30 p.m. - NASJA annual meeting, Professional Development session. Columbine Room Sun Valley Inn

Engage Young Audiences: Telling Snow Stories Where the Twenty Somethings Read

Jean Arthur will present how to connect with young audiences where they seek news, and will discuss how they want to find information. She will also explore when they tend to tune in—and out. Backpack journalism and new audiences may enhance your paycheck.

Jean Arthur, a Montana State University Teaching Professor, works with undergraduate journalism students and other young writers. Her writing and photography appear in Alaska Air's *Alaska Beyond* magazine, *Ski Trax*, *Out There Outdoors* and other publications. Her latest book, *Top Trails: Glacier National Park Must-Hikes* (Wilderness Press, 2014) is available on Amazon.

- 6:30 – 7:30 p.m. - Reception at Limelight, Ketchum, Hosted by Limelight Ketchum and Visit Sun Valley
- Evening - Dinner in Ketchum (on your own)

Thursday, March 26 – Ski Day at Sun Valley

- 9 a.m. - Meet at River Run Plaza
- Noon - Lunch on your own. Options include Roundhouse, River Run Day Lodge, Lookout Day Lodge (Taco bar)
- 4-5:30 p.m. - Reception: Hall of Fame at Harriman Cottage (no charge)
- Evening - ISHA Awards Reception & Banquet (optional)

Friday, March 27 – X-C Ski Day at Galena Lodge

- 7:30 a.m.-10 a.m. - ISHA Historians' Colloquium, Sun Valley Inn (limited availability). Must pre-register, limited seating, \$20 donation at the door. Contact Kathe Dillman, kathe@skiinghistory.org
- 9 a.m. - Cross-country skiing and lunch
- 3 p.m. - Professional Development with Tom Kelly, former 32-year VP-Communications for U.S. Ski & Snowboard. Columbine Room Sun Valley Inn

Telling YOUR Own Story

As journalists we're experts at telling stories ... about others? But what about telling our own story? Communications professional Tom Kelly will speak on how journalists can use social media platforms to better tell their own stories, sharing their work to build greater value.

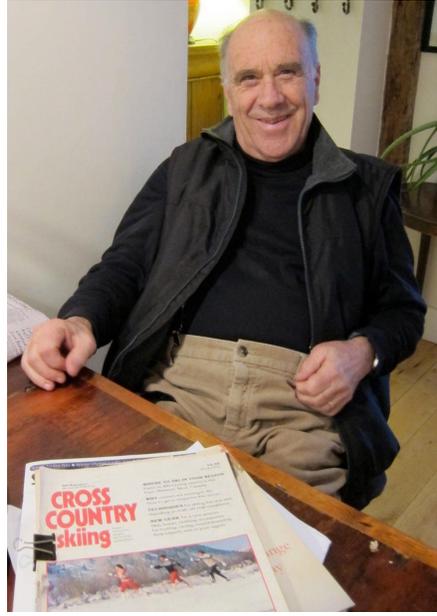
- 4 p.m. - Ski Hall of Fame Vintage Fashion Show

Saturday, March 28 – Ski Day at Sun Valley or Dollar Mountain

- 7 p.m. - Ski Hall of Fame Induction dinner (optional)

Sunday, March 29 – Depart

LAST RUN



John Fry photo courtesy of Kathleen James, ISHA

Remembering John Fry (1930-2020)

John Fry, the dean of North American ski journalists, died suddenly but peacefully on January 24, two days after celebrating his 90th birthday.

Fry was in apparent good health. According to his wife, Marlies Fry, he died of a heart attack while floating quietly in shallow water off a beach on Vieques Island, Puerto Rico.

Over a 60-year career devoted to ski journalism, Fry served on the staffs of the magazines *SKI LIFE*, *SKI*, *Snow Country* and *Skiing Heritage* (now *Skiing History*). He was editor-in-chief of *SKI*, founding editor of *Snow Country*, and served as president and then chairman of the International Skiing History Association (ISHA).

Fry edited *America's Ski Book*, revised edition (1973), co-authored with Phil and Steve Mahre their autobiography *No Hill Too Fast* (1985), and authored the award-winning book *The Story of Modern Skiing* (2006) and a work of Canadian history, *A Mind at Sea: Henry Fry and the Glorious Era of Quebec-built Giant Sailing Ships* (2016).

In addition to his writing, Fry created the Nations Cup of alpine skiing, ranking the worlds' national ski teams based on World Cup points; and NASTAR (National Standard Racing), the nationwide recreational alpine racing series now owned and operated by the U.S. Ski and Snowboard Association.

Fry is survived by his wife of 55 years, Marlies; their daughter Nicole Fry; his children by Ann Lyons, the sculptor Leslie Fry and William Fry; and grandchildren Sarah and Emily Fry.

A memorial service will be held February 29, at the Katonah Presbyterian Church, 31 Bedford Rd., Katonah N.Y. at 12 noon.

Read his complete obituary here:

<https://skiinghistory.org/lives/john-fry>

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



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