



NASJA Revamps, Elects Devlin President

In July, NASJA restructured its organization to better adapt to the continually changing media world. The new NASJA no longer has regions and members join NASJA directly (instead of through a region) and vote for officers directly. It is run by a five-person Board of Directors consisting of a president, 2 VPs, a corporate liaison and immediate past president. For the first time in NASJA history, the corporate board member has a vote.



Iseult Devlin

Ski journalist Iseult Devlin has been elected president. Bob Cox and Dan Giesin will serve as vice presidents. Stowe's Jeff Wise is the corporate liaison and Martin Griff is the immediate past president.

Goals include strengthening relationships with other industry organizations and driving awareness and participation of snow sports through communication.

"As the collective communication force within the ski industry, NASJA is in a unique position to organize its members in a way that can help us drive awareness and participation in snow sports," Nick Castagnoli, Rossignol Group NA brand/communications manager commented.

New NASJA Website

NASJA is proud to launch its redesigned website at nasja.org. The new, more modern website has been redesigned to simplify navigation and to offer a more responsive layout. It's also more mobile friendly for smartphones so you can check updates on the go.

We encourage everyone to visit and explore the new site to discover NASJA's resources and information. Highlights include corporate member promotion, frequent updates and other benefits. For example, the Member Clipbook section has been revamped to highlight NASJA's press members' work in an easy-to-read format and it will be updated frequently.

Secure online payment for membership is now available to make it easy for perspective new members to join NASJA.

NASJA will continue to expand its resources and refine the web design including the member only section with updated directory information.

If you have any questions or feedback you would like to share with NASJA's management team, please email execsecretary@nasja.org

Visit NASJA.ORG

New NASJA Award: Fresh Tracks

The NASJA Board has created an annual Fresh Tracks Award to recognize "fresh" snowsports communicators. Since corporate members meet with newer media influencers in the ski world first, they are invited to nominate candidates. Contenders can be anyone who has been a snowsports journalist for three or less years. Send your nominations to execsec@nasja.org.

[Read more](#)



SANY/PSAA Expo at Camelback Invites NASJA Media



NASJA members are invited to join the [ISKINY/PSAA Expo](#) organized by *Ski Areas of New York* and *Pennsylvania Ski Areas Association*. The meeting takes place at **Camelback Mountain Resort** September 18-20. Join resort marketing and PR folks to learn about latest trends at ski resorts and come up with some fresh article ideas for winter 2017-18.

Lodging is available at the new [Camelback Lodge](#) that features the country's largest indoor waterpark right next to the slopes! Start your trip with a guided mountain bike tour on Monday, September 18 at 1 p.m. There are also complimentary mountain activities including the ropes course, zip line, mountain coaster and alpine slide.

Mingle with resort management at the trade show and cocktail reception (5:30 p.m.) and learn about the latest snowmaking trends, lift ticket trends and more. Seminars take place Monday and Tuesday until noon. On Monday evening there is a dinner and fireworks display. All meals on Tuesday are \$80 per person or \$55 for just breakfast and lunch. Rooms are

available for \$129 per night (plus tax and resort fee for total of \$146.08 that includes all activity costs). [More Info](#)

Join NASJA at the BOSTON & DENVER SKI & SNOWBOARD EXPOS

With the arrival of September our ski hearts beat a little faster knowing it won't be long now before we hit the slopes near and far. And one of the telltale signs that winter is indeed around the corner is news of the annual [Boston and Denver Ski & Snowboard Expos](#) produced by Bernie Weichsel. This is your annual invitation to join us at either locale.

We welcome the working media to our shows and will extend press passes to all members of NASJA. For Boston, contact Kathe Dillmann at kadicom@comcast.net or 802-362-1667. For Denver, contact Joan Christensen at jccommunications@gmail.com or 970-509-0710.



[BOSTON.COM](#) [SKI & SNOWBOARD EXPO](#)

November 9-12
Seaport World Trade Center, Boston

The **Boston.com Ski & Snowboard Expo** returns to its popular Seaport World Trade Center location, showcasing New England's coolest winter scenes in Boston's hottest new neighborhood. This annual winter sports extravaganza is THE best way to prepare to hit the slopes fully armed with the latest information and the best pre-season savings on lift tickets and season passes, vacation specials and all manner of ski and snowboard gear. [More info](#)

--by Kathe Dillman

[26th ANNUAL COLORADO SKI & SNOWBOARD EXPO](#)

November 10-12
**Colorado Convention Center,
Denver**

Colorado Ski & Golf brings excess inventory from all their Front Range locations along with special buys from manufacturers and merchandise from mountain stores to the Expo to create the single, largest ski sale of the year. Discounts range from 40 to 75% off gear from last season. All of Colorado's mountain resorts participate during the Expo to share information about new improvements, and to sell discounted lift tickets and season passes. [More info](#)

--by Joan Christensen

NASJA PARTNERS WITH SKI HALL OF FAME FOR ANNUAL MEETING AT SQUAW APRIL 11-15

Save the date! NASJA will hold its annual meeting during the [Ski Hall of Fame's](#) gathering in Squaw Valley April 11-15. Details on pricing and schedule are still in the works but look for an

update in the next NASJA newsletter in late September.



ISHA Offers Free Digital Subscription To Active NASJA Press

ISHA (International Skiing History Association) has a wealth of skiing information available online and in a print magazine version. Last season ISHA provided all active NASJA members with a free digital subscription to its magazine *Skiing History*, including access to the magazine's online archive. The deal has been renewed for 2017-18. Members have access to the *Skiing History* archives until August 2018. ISHA will send out an email announcement each time they post a new issue of the magazine online. To read the digital magazine, go to [their webpage](#).

ISHA management wants ski writers to use its extensive material while doing research—with proper attribution of course. “If they feel inclined to tell their readers about *Skiing History* magazine, so much the better,” said Seth Masia, ISHA president and an active NASJA member for 43 years.

Corporate Liaison Tarallo Thanks NASJA for Opportunity

Thanks to NASJA and its members for allowing me to serve as corporate liaison for the past two years. I have enjoyed my tenure and hope that I have been of some help to the organization.

I look forward to continuing as a member of NASJA and wish the officers in the new organization the best of luck.

Good luck to Stowe's Jeff Wise who is assuming the role of corporate liaison for NASJA.

Sincerely.....MJ

Mary Jo Tarallo is executive director of LSSM – Learn to Ski and Snowboard Month and Bring a Friend.



NASJA Newsletter Needs News and Writers

Have a story idea or want an assignment? The NASJA Newsletter welcomes ideas. If you are available to write a piece, please contact Iseult Devlin at iseultdevlin@gmail.com

