



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION



NASJA Annual Meeting: Squaw Valley April 11-15

Squaw Valley/Alpine Meadows received another 5 feet of snow in the last week. And, it's not too late to register for the NASJA Annual Meeting at Squaw. NASJA partnered with Ski Hall of Fame to take advantage of activities, networking and discounts. Some NASJA members looked for cheaper lodging deals and found them.

Tickets for Alpine Meadows and Squaw Valley are included for active press and corporate members April 12-15. Demos are also available. Guests will need to buy lift tickets at the HOF rate of \$75 unless you buy an Ikon pass for next season (\$599) and start using it April 9 to ski at Squaw/Alpine and Mammoth for rest of the season.

There will be a hosted welcome reception, a couple of hosted lunches, a hosted dinner and the Ski & Snowboard Hall of Fame Bogner Freestyle Reunion Party.

[Here's a link with more details and registration instructions](#)

Ski Hall of Fame Events

The Hall of Fame Induction honoring the Class of 2017 will be held at on Saturday, April 14, at The Resort at Squaw Creek. Other events to consider are the SNOWx on Friday April 13 from 6-8:30 with speakers, food and drinks for a cost of \$50.

[Here is a link about other HOF events](#)

Mountain Travel Symposium Invites NASJA

The Mountain Travel Symposium is taking place at Heavenly South Lake Tahoe **April 8-14**. MTS is offering press credentials to any NASJA members who would like to join the event on Wednesday April 11.



Below is a snapshot of the Wednesday general sessions and if anyone is interested in private interviews with speakers that can be arranged. More about MTS can be found on these links:

General Session info is [HERE](#)

Breakout info is [HERE](#)

Here's a snapshot of the Wednesday General Sessions

8:30 am: Kirsten Lynch, CMO, Vail Resorts:
"Bright Shiny Objects"

- Google: Street View on the Mountains
- Travelzoo: Facebook Live for Events
- Mammoth Lakes Tourism: Virtual Reality

10:15 am: Andy Wirth, President and COO, Squaw Valley Holdings
The Integration of Sales and Marketing

- Bob Stinchcomb, SVP Sales, Alterra Mountain Company; Tina Sampson, VP, Vail Resorts; Ian Arthur, CMO, Boyne Resorts; Dan Sherman, CMO, Ski.com

3:15 pm: MTS Talks – The MTS version of "TED Talks", 6 fantastic speakers presenting short powerful talks on items ranging from industry partnerships to getting out of your comfort zone.



NASJA Western Winter Summit January 2018 Delivers POW

By Vicki Andersen

Celebrated for deep, dry snow pervading from the north, Schweitzer and Whitewater did not disappoint members attending NASJA's 28th Western Winter Summit. Enconced slopeside at the Selkirk Lodge, fresh snow blanketed the groomers, bowls and gladed runs of Idaho's largest ski resort (2,900 skiable acres). A low ceiling delivering non-stop snow obscured the 360-degree view from their new Sky House day lodge perched at the summit, but the food made up for it. Seven lifts including Stella, Idaho's only high-speed six-pack, and two surface conveyances access 2,400 feet of vertical at this 55-year-old resort.

Evening in Sandpoint included a tour of Art Alley and MickDuff's Brewing Company, sampling numerous flavors and learning Idaho is the country's #1 beer barley producer, and #2 in hops. Dinner at The Back Door @ Baxters on Cedar capped exploration of a town nestled on the shores of Lake Pend Oreille (ponderay), largest (143 square miles) in Idaho and fifth deepest (1,150') in the U.S.

[Read more about the Western Winter Summit and view event slideshow](#)



NASJA East Holds Final Meeting at Burke

By Roger Lohr

"Welcome to the last NASJA East meeting," stated the organization's chair Peter Hines at the farewell get-together among 17 NASJA East members at Burke Mountain in Vermont, on March 12, 2018. The resolution presented to the membership was: That the Board of Directors ask the membership to vote on the dissolving of NASJA East as of the end of the current fiscal year and that all residual funds be donated to the New England Ski Museum.

At the NASJA East general meeting, Hines cited the result of the membership vote to

dissolve NASJA East where 83% favored and only 2 members opposed the motion put before them that moves forward with the final act including the transition of the remaining organization funds to the New England Ski Museum. "The world of media has continued to change and we had to change."

Last summer, 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. Recent years have not been monetarily kind to journalism and groups like ours. Unfortunately we have had to scale back on our events, activities and more. Lack of volunteerism due to a smaller group pointed to a more streamlined organization. NASJA is focusing on rebuilding its organization back up as a promotional force in the snowsports community.

[*Read more about NASJA East's meeting at Burke and view a slideshow of the event*](#)

