



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

August 7, 2019

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## PRESIDENT'S LETTER

### NASJA: The Next Generation

There are budding communicators spread throughout North America – students covering snowsports in campus newspapers, TV and radio stations, websites and blogs. How do I know, besides having been a student ski reporter myself at Syracuse? I Googled it. Collegemagazine.com, BestColleges.com, ESPN, U.S. News and World Report, and Freeskier have all created listicles focused on the best colleges in the U.S. for skiers.

The NASJA Board has recently approved a new Student category for NASJA membership: the Student member.

Student applicants must be enrolled full-time in a college or university, apply using a school .edu email, and must qualify by submitting to the Credentials Committee their snowsports coverage. Dues are \$24 a year, and is good up to age 26, assuming they continue to cover snowsports through their time at school.

If you are aware of a likely candidate, start spreading the news. Today's Student member could well become tomorrow's NASJA Board member, or dare I say, president.



Sincerely,  
Jeff Blumenfeld  
President  
NASJA  
[jeff@blumenfeldpr.com](mailto:jeff@blumenfeldpr.com)

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### First-Ever NASJA Communicator's Camp Featured at New England Summit at Sunday River in Maine, Sept. 10

This fall's New England Summit will feature, for the first time, the NASJA Communicator's Camp, a special three-session workshop being offered on Tuesday, September 10 in partnership with Ski Maine and SAM magazine. The sessions will be facilitated by the nationally-recognized public relations and management-consulting firm Jackson, Jackson & Wagner, based in Exeter, NH. ([www.jjwpr.com](http://www.jjwpr.com))

The Camp is designed for ski area professionals charged with communications management. It will also provide valuable content for general managers and ski school directors. Jackson, Jackson and Wagner will share their strategic approach to developing a behavior-based public relations plan and facilitate discussion on the role of internal and external priority audiences in achieving results for their organizations.

Session topics include:

- Session 1: Developing a Behavior-Based PR Plan for the Ski Industry

- Session 2: Research-Based Branding: Stand Out From The Crowd
- Session 3: Employees As Your Brand Ambassadors

"In these interactive sessions, we'll discuss the role of social media, how satisfied customers can serve as third-party endorsers, and methods for promoting the vacation experience year round," says Robin Schell, Sr. Counsel and Partner in Jackson, Jackson and Wagner.



The New England Summit attracts industry professionals from the Northeast portion of the U.S. "As members of NASJA we provide industry communicators with the strategies and tools needed for direct message delivery in today's world of information overload," said Jeff Blumenfeld, President of NASJA. "It is also a great opportunity for us to share our expertise with the New England Summit organizers at Ski Maine, with *SAM* and with Jackson, Jackson and Wagner."

Registration for the NASJA Communicator's Camp is included in the New England Summit registration fee of \$159 per ski area attendee. The Summit registration also includes all sessions on Tuesday and Wednesday, all breaks, Tuesday's reception in the trade show hall, Wednesday's continental breakfast, breaks, trade show lunch, trade show reception and closing party buffet.

To register: [www.nesummit.com](http://www.nesummit.com)

The New England Summit website also provides details on the NASJA Communicator's Camp, other workshops, and activities planned at the Summit.



## NASJA Partners with the Cross Country Ski Areas Association

Many NASJA Press members have covered Nordic skiing in various ways over the years in print, in photos, on-line, or as broadcast journalists. Now NASJA is working with the Cross Country Ski Areas Association (CCSAA) to develop more resources for information about Nordic skiing.

New NASJA corporate member Cross Country Ski Areas Association, which has about 200 service provider members in the Nordic ski business, is a non-profit organization that promotes the growth and improves the quality of cross country ski operations in North America. CCSAA can provide unique story angles in the U.S. and Canada, primarily about various aspects of recreational XC skiing (<https://xcski.org/> for consumers, <https://ccsaa.org> for the industry).

Since Kikkan Randall and Jessie Diggins won the first American Olympic XC gold medal a little over a year ago, the competition side of the sport has received a huge amount of well-deserved media attention. CCSAA promotes the ski area side of things and is available with ideas and contacts for stories.

In case you're not familiar with the organization, here's a link to a story about CCSAA published in *SAM* last fall (<https://ccsaa.org/2018/12/ccsaa-move-into-the-future/>) – insights into "who they are, where they've been, where they're going."

Best contact is Reese Brown, CCSAA's Executive Director ([reese@xcski.org](mailto:reese@xcski.org), 802 236 3021).

The CCSAA website can be a go-to resource for recreational XC skiing in the U.S. and Canada. There are going to be diverse stories waiting for you, with both consumer and trade angles. – Roger Lohr, NASJA Board member

## MEMBER PROFILES



### Marie-Piere Belisle-Kennedy Interviews World Cup and Olympic Competitors

Occupation: Freelance journalist, owner of 5 Star Communications (5starcom.ca)

Based in: Chelsea, Quebec, Canada with her husband, Jim Kennedy, a ski rep, and their ski dog, Gucci, the family's loyal Labrador retriever sidekick who has been to countless ski areas, ski shops, ski trade shows and even ski tests.

Marie-Piere became a ski journalist early in her career, fresh out of University where she would write and host the ski report for various radio and TV stations around Montreal. She now regularly writes articles in both English and French for a multitude of respected media. A regular columnist for Ski Canada Magazine since 2006, her work has also been published in *SkiPresse*, *Skionline (Europe)*, *SkiPro*, *Aspen Real Life*, *Colorado Yoga Life*, *Sun Media* publications and *Compass* magazine to name a few.

Career highlights to date have been the chance to interview many of the top skiers on the World Cup and Olympic medalists, including Erik Guay, Lindsey Vonn, Mikael Kingsbury, Mikaela Shiffrin, and many more. Marie-Piere has co-hosted the Canadian Ski Hall Of Fame ceremony four times, meeting some of her lifelong heroes. No surprise here, M-P likes to ski as often as possible (even in Quebec's coldest weather) and meet with awesome people après-ski.

Follow her adventures on Twitter @5starMP or on Instagram @MP\_inthemountains

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### The Skiing and Filmmaking Alba Family

After the loss of their oldest son and a long sabbatical from skiing, in 2010, Ray and Alicia Alba had planned on moving their family to California, to live a more outdoor lifestyle on the beach. However, Ray's job had different plans and he had no option but to stay in NYC. With much hesitation they moved to uptown Manhattan, and were dreading another NYC winter.



On Christmas Day, their son Sandro, then only six, and daughter Nevada not quite two, was gifted a freeboard from Santa and you can guess what happened, it snowed BIG! Not just a little, but enough to paralyze the city. They found a hill close by called Dead Man's Hill, a street closed off to traffic that lies parallel to a cemetery in Washington Heights. Sandro got on his freeboard and rode down the hill like he had been snowboarded his whole life.

With Ray and Alicia remembering that feeling they used to have skiing down the mountains, before kids, they looked at each other and said, "how about we start skiing again?" And so Alba Adventures began, or at least filming the kids while skiing to remember these special memories, knowing how much they cherished the few videos they had of their oldest son.

Fast forward to Winter 2018/19; they have been awarded many film laurels and were recently selected for an official screening of their short film "Generations" by IF3, the Cannes of the Ski World. Ray and Alicia intent is to make films that "capture what the spirit of skiing is all about; fun, family, friends and good turns on the mountains. But most importantly, it makes its viewers want to go skiing with their family."



## Ski Bums Brian Schneider and Mario Monter Are High Falutin New Members

High Falutin Ski Bums is "Your weekly audio ski trip" embracing the snow industry, luxury living, and common dreams of living the ski bum life. Shows focus on skiing, snowboarding, the snow industry, health, marijuana legalization, interviews, and humorous stories in the news. This informative and entertaining show is hosted by creators Brian Schneider (left in photo) and Mario Montero.

The concept for the show began after countless drives from New Jersey to Vermont for ski weekends when Brian and Mario would chat about a wide range of topics. Months later, these two bums decided to start recording and the podcast was born. Each week, the bums share their love of skiing and ski culture with their unique comedic flavor and perspective.

In real life, Brian is a graphic designer and web developer currently residing on the New Jersey shore and Mario is an IT Director living in the snowy oasis of Southern Florida. To listen to the podcast and get social media/contact information view [skibumpodcast.com](http://skibumpodcast.com).

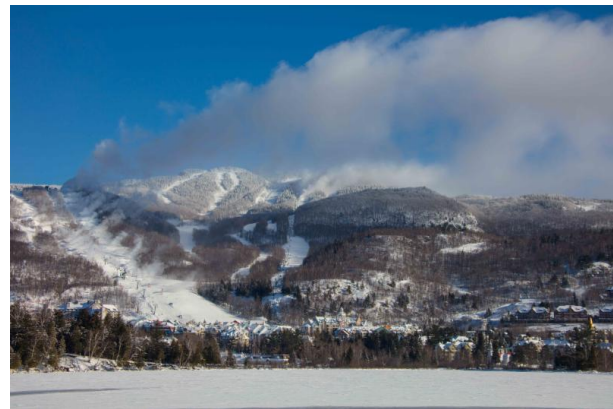
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## CORPORATE MEMBER NEWS

### Tremblant Plans \$14.1 M On-Mountain & Pedestrian Village Investment

By the start of Tremblant's next slide season, skiers and riders will see a number of on-mountain and pedestrian village upgrades. They include:

- \$10.3 M on-mountain investment: Versant Soleil snowmaking upgrades, the acquisition of 2 grooming machines, Phase II of renovations on le Grand Manitou summit chalet, and the arrival of a new on-mountain mobile food truck.
- \$3.8 M investment on Aquaclub la Source complex: Guests will live a refreshed experience featuring 4 new water slides, 35 interactive games, a renovated welcome area, change rooms and fitness centre.



There are other Pedestrian Village upgrades planned as well.

[Click here to read the announcement](#)

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## MEMBER BENEFITS OF THE MONTH



Ready to give you boots a little DIY fit tuning? Masterfit Enterprises is extending to NASJA members a 40% discount on all EZ Fit cut-to-fit upgrade insoles (including ones that work in sneakers and other athletic shoes!), Eliminators, Booster Straps and Ski Skootys at the Masterfit on-line store. And if you are working on a story about ski/snowboard or outdoor footwear fitting, give the experts at



MasterFit a call. They also operate MasterFit University, the industry's training centers for bootfitting. They know their stuff!

MasterFit has also arranged for NASJA members to qualify for discounts at IPA Connect, a site for outdoor and snowsports professionals to purchase products. Their discounts range from 25-50% depending on the brand. The average is 40%.



See: <https://www.ipacollective.com/industry>

Upon approval, you will be added to the in-house pro program for any/all brand(s) you check and you will get a separate, individual, and personal brand application notification and a second note - a welcome letter from each brand.

As you can imagine, these offers are not available to the general public. They are available for Press only. To receive your confidential promotion code, email executive secretary Peter Hines: [peter.hines@nasja.org](mailto:peter.hines@nasja.org)

Leading brands see you as an influencer of consumer purchasing and would like to offer you special access and pricing. By purchasing from either MasterFit or IPA Connect, the value of your NASJA dues pays off even more.



**Attend the Outdoor Media Summit at a 30% Discount, April 21-23, 2020, Estes Park**

Outdoor Media Summit, the professional conference for media and marketers in the outdoor and snowsports industries, is offering 30% off 10 Conference + Hotel tickets for members of NASJA (promo code: VIPNASJA). OMS focuses on best practices in digital publishing. The conference has sold out every year since it began in 2015 and this year's conference will be in Estes Park, Colorado, April 21-23, 2020. Estes Park is working hard to promote their backcountry ski scene and OMS has hosted a number of ski media in the past.

For more information, check out the FAQ page:

<https://outdoormediasummit.com/faqs/>

and for questions, email [yoona@outdoormediasummit.com](mailto:yoona@outdoormediasummit.com).



## Take a Run With ISHA – Here's How to Sign Up

Last month we outlined a new member benefit from the International Skiing History Association (ISHA) – a one-year (six issue) digital subscription, a \$29 value. Some members reported difficulty logging on. Here's what to do:

- Go to: <https://www.skiinghistory.org/join>
- Scroll down to Digital-Only Membership
- Select 6 Month – Digital Only, then Add to Cart
- Enter Coupon Code: NASJA19
- Hit "checkout" and set up your account, then SUBMIT

In a recent reciprocal agreement, ISHA has become a Corporate/Non-Profit member of NASJA, while our organization will now be designated as an Official Partner of ISHA. Watch for mention of this in an upcoming issue of *Skiing History* magazine.



## **Vail Resorts to Acquire Peak Resorts, Owner of 17 U.S. Ski Areas**

Vail Resorts, Inc. (NYSE: MTN) announced on July 22 it has entered into a definitive merger agreement to acquire 100 percent of the outstanding stock of Peak Resorts, Inc. (NASDAQ: SKIS) at a purchase price of \$11.00 per share, subject to certain conditions, including regulatory review and

Peak Resorts' shareholder approval.

Through the acquisition, Vail Resorts will add 17 U.S. ski areas to its network of world-class resorts. Located near major metropolitan areas, including New York, Boston, Washington, D.C., Baltimore, Philadelphia, Cleveland, Columbus, St. Louis, Kansas City and Louisville, the resorts include: Mount Snow in Vermont, Hunter Mountain in New York, Attitash Mountain Resort, Wildcat Mountain and Crotched Mountain in New Hampshire, and others.

When the transaction closes, the 2019-20 Epic Pass, Epic Local Pass and Military Epic Pass will include unlimited and unrestricted access to the 17 Peak Resorts ski areas. (Photo Credit: Brett Miller, Peak Resorts, Mount Snow) Read the entire announcement here:

<https://www.prnewswire.com/news-releases/vail-resorts-to-acquire-peak-resorts-owner-of-17-us-ski-areas-300888418.html>



## **38th Annual Boston.com Ski & Snowboard Expo, Nov. 14-17, 2019**

The 38th annual Boston.com Ski & Snowboard Expo at the Seaport World Trade Center, Boston Harbor, Nov. 14-17, marks the New England kick-off to the 2019-2020 ski season, one week later than in recent years.

This year marks the last appearance of the Expo at the Seaport World Trade Center, which is scheduled for major renovations in 2020. But the show will go on, says producer Bernie Weichsel. In 2020, BEWI Sports will host the annual event at the Hynes Convention Center in downtown Boston. The Hynes was home to some of the earliest ski expos over 38 years ago when Weichsel first got involved in ski show production.

The Ski & Snowboard Expo's retail partner, Country Ski & Sport, hosts the region's biggest sale with pre-season specials offering savings of up to 80% off. Resorts from around the globe will offer big pre-season savings on winter vacation packages, lift tickets and season passes. Dynamic performances, specialty interactive booths, VIP snowsports personalities highlight the four-day event, which is presented by SUBARU of New England.

In the above photo, that's Donna Weinbrecht meeting some Expo fans. She won the first gold medal awarded in the first Olympic mogul competitions in freestyle skiing, which were held at the 1992 Winter Olympics in Albertville, France. (Photo courtesy BEWI Productions). Admission is \$15 and online sales will be available in September.

For more information: [www.SkiSnowExpo.com](http://www.SkiSnowExpo.com)

## **TV Meteorologist Coverage of Climate Change is Not Political Activity**

**Los Angeles Times**

TV weather people increasingly have been connecting hotter days and nights, extreme weather events, even increases in poison ivy and pollen, to the planet's slow and steady warming. Many of those reports have been informed and powered by a nonprofit educational organization, Climate Central.

The work of the New Jersey-based group has alarmed those who seek to cast doubt on the science that defines global warming. Last year, four climate skeptics in the U.S. Senate demanded an investigation of the \$4 million in federal funding provided for the Climate Central program, saying it “is not science — it is propagandizing.”

After a nearly year-long review, however, the National Science Foundation’s inspector general has rejected the claim by the four Senators saying it “did not reveal any evidence that limitations on political activity ... were violated.”

Read the L.A. Times story here:

<https://www.latimes.com/environment/story/2019-07-23/nsf-climate-central-gop-politicians>

## **THE WALL STREET JOURNAL.** It’s “Patch Skiing” Season in the Sierra Nevada

Want to have a “schmear” with your skiing? Patch skiing is when ski fanatics hunt for whatever snowy spots, or patches, are left on mountains, hoping to complete just a few turns. Their sometimes slippery goal is to ski every month of the year, according to the Wall Street Journal. “The hike-to-turn ratio isn’t always great,” said Stev Fargan, a 58-year-old teacher from Wellington, Nevada, “But there’s never a lift line.”

Read the story by Abigail Summerville here:

<https://www.wsj.com/articles/that-two-foot-smear-of-snow-in-july-its-a-perfect-run-for-patch-skiers-11562260676>

## **Bloomberg Businessweek**

### **A Skier’s Guide to Climate Change: Enjoy It for Now**

The ski industry, a \$8.4 billion business in North America, has swung from existential crisis to sanguine in a matter of months, booking an epic run of business incongruous with the dire fallout from climate change, according to Kyle Stock writing for *Bloomberg BusinessWeek*.

In a 2017 study by Cameron Wobus, a senior scientist at Lynker Technologies, the University of Colorado and the U.S. Environmental Protection Agency, over the next 30 years climate change may make for longer ski seasons at 10 or so U.S. resorts.

“Basically, precipitation goes up with temperature,” Wobus explains. “But in a lot of places, if it gets a degree or two warmer, it’s still cold enough to snow.” Winter, in short, will be more wintry in certain places.

Read the story here: <https://apple.news/AICh1E0PdQmIVmQiHE3dOw>

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## **DUES ARE DUE**

A friendly reminder to submit your dues payments by August 15 to be listed in the new directory and receive a NASJA membership card.

To renew, please follow this link:

<https://nasja.org/explore-nasja/press-corporate-nasja-membership-dues/>

You can also download a PDF of the renewal form and simply mail it in with your check.

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## **Hold These Dates**

- September 10 – NASJA Communicators Camp, Sunday River
  - October 25-27 – Colorado Ski & Snowboard Expo, Denver
  - November 15 – NASJA meeting and presentation of awards, Boston.com Ski & Snowboard Expo
  - January 26 - February 1, 2020 – NASJA Western Winter Summit (itinerary not yet finalized and there will be a limited number of participants)
  - March 24-29, 2020 – NASJA Sun Valley annual meeting held in conjunction with ISHA and U.S. Ski and Snowboard Hall of Fame
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## Join the NASJA Clipbook

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, [execsec@nasja.org](mailto:execsec@nasja.org).

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## 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](mailto:jeff@blumenfeldpr.com)

On Facebook, please "like" the NASJA Snow Media page: <https://www.facebook.com/Nasjasnowmedia/>

Then, please follow the page or check in from time-to-time and "like" or "share" the posts from NASJA Snow Media. Your interaction with these posts will help extend the organization's reach and will grow our social media presence.

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Jeff Blumenfeld – President  
Roger Lohr, Kevin Gasior – Vice Presidents  
Megan Collins – Corporate Liaison  
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## NASJA WISHES TO THANK THESE CORPORATE MEMBERS

BEWI Productions, Inc. • Blumenfeld and Associates PR • Boyne Highlands & Boyne Mountain • Cross Country Ski Areas Association • Deer Valley Resorts • International Skiing History Association • JC Communications • KADI Communications • King Pine Ski Area • Loon Mountain Resort • Mammoth Lakes Tourism • Mammoth Mountain Ski Area • Mount Snow, LTD • Mont Sutton • New York State Olympic Regional Development Authority • Omni Mount Washington Resort • Pacific Group Resorts Inc. • Pats Peak • Pennsylvania Ski Areas Association • Quebec City Tourism • Resorts of the Canadian Rockies • Rossignal Group • Seven Springs Mountain 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 • Snow Sports PR • Snowbasin Resort Company • Station Mont Tremblant • Sunday River • Tourism Eastern Townships • U.S. Ski & Snowboard Hall of Fame • Vermont Adaptive Ski and Sports

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