



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

June 12, 2020

PRESIDENT'S LETTER

Downtime

Quarantining at home, we're all facing a bit more downtime than usual. I started to learn the ukulele and it's going great, assuming all you want to hear is "Twinkle Twinkle Little Star." I've also practiced Morse code for the first time since my Boy Scout days. Still having trouble with numbers and punctuation, but I've got the 26 letters of the alphabet nailed. Sadly, Morse code doesn't come up too often in conversation.

Putting aside music and ham radio, this is a good opportunity to hone your own professional skills and undertake long-overdue office projects.

Get caught up on that pile of *New Yorker* magazines, some of the best writing in the country. Take out your digital SLR camera and learn the difference between aperture and shutter priority. Create space on your computer by backing up and deleting old files. Learn a few more Photoshop skills such as cropping, brightness/contrast and image size.

Get acquainted with new outdoor apps like National Geographic's iNaturalist or The Cornell Lab's Merlin. Start a website or blog showcasing your work. Increase your proficiency in video editing. Create a target list of editors to pitch. View a professional development seminar, such as the recent webinar hosted by New York-based freelance journalist Meena Thiruvengadam linked below.

The world is slowly opening up and I fully expect we'll all come roaring back in the fall. Having a few more skills in your professional quiver will keep your career on track.



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Maggie Voisin

FREESKIER MAGGIE VOISIN WINS NASJA PAUL ROBBINS COMPETITOR OF THE YEAR AWARD

U.S. Ski & Snowboard Ski Slopestyle Team member, Maggie Voisin, 21, from Whitefish, Montana and Park City, Utah, has won the NASJA Competitor of the Year Award for 2020.

The award honors a North American snowsports competitor who has distinguished themselves in amateur or professional competition during the current season. The winner was selected by an online vote of Active Press, Retired Press and Corporate members.

Previous winners include Pam Fletcher, Billy Kidd, Jean Claude Killy, Ted Ligety, Phil Mahre, Bode Miller, Mikaela Shiffrin, Lindsey Vonn, and others.

"This award from NASJA is particularly meaningful to me. It shows how hard work pays off. In fact, I'm planning a full competition season next year, with Dew Tour, X Games, the Grand Prix series and international World Cups on the schedule," Maggie says.

Maggie, a two-time Olympian (2014, 2018) had one of the best comeback seasons the freeski community has ever seen. After getting ACL surgery at the beginning of 2019, there was much uncertainty surrounding her success last season. She proved her strength and determination, however, with multiple podiums and a variety of new tricks. On the X Games Tour specifically, Voisin showed exponential progression throughout the season. She gradually improved in every X Games competition, earning bronze in Aspen slopestyle, silver in Norway's big air, and gold in Norway's slopestyle. Voisin also podiumed at the Land Rover

To close out the season in Norway, Maggie completed a perfect double cork 1260 safety, marking the end of her incredibly successful contest season. Voisin's triumphant season was a direct result from the hard work and passion she put into getting back to the top of the sport. She is resilient, determined, and hungry to become one of the best female freeski athletes in the world. In addition to being an impressive athlete, she is a positive, encouraging, and cooperative leader within the team.

Voisin deserves the recognition for her legendary comeback season.

The award is named for ski and travel journalist Paul Robbins, a wordsmith and historian for the U.S. Ski Team for 30 years, who died at his home in Vermont in February 2007. Robbins, whose wit, humor and vast knowledge was legendary, was 68.

Learn more about Maggie here:

<https://www.teamusa.org/us-ski-and-snowboard/athletes/Maggie-Voisin>

NASJA MEDIA BRIEFING, A LIVE ZOOM EVENT, THURSDAY, JUNE 25, 5 P.M. ET/2 P.M. PT

Join us once again when NASJA turns to Zoom to remain connected during the coronavirus health crisis. This time, we'll ask a number of industry representatives to briefly provide an update on their plans for the 2020-21 season. You'll want to be taking notes for this one. Participants include Nick Sargent, president, Snowsports Industries America (SIA), and Kelly Pawlak, president and CEO of the National Ski Areas Association (NSAA). Watch your email a few days before for the Zoom link.



CALL FOR CONTENT: NASJA CREATES NEW SOCIAL MEDIA TASK FORCE

Our presence online has been steadily growing, and we have recently created a special NASJA social media task force to focus our efforts to keep creating and sharing newsworthy content.

Our public Facebook page especially will be our designated user-friendly way of sharing with each other and our industry, along with Twitter and LinkedIn.

To increase followers, we consolidated the various NASJA Facebook pages into the official NASJA Snow Media page. We hope you are already following; help spread the good news by inviting your troops to join us there. Everyone interested in our industry is welcome. Our goal is to spruce up the page and update it weekly with up-to-date industry news, awards, members' articles and photos, interviews, resort profiles, gear reviews, etc. The credibility of the North American Snowsports Journalists Association will strengthen the voices of multiple media members and corporate partners to encourage participation in our snowsports and reflect NASJA as a trusted news source.

We need your input by becoming active on the page and by contributing your news, comments, photos and videos. Please use the hashtag #NASJA so we can find your posts as well.

Board member Megan Collins and new member Marie-Piere Belisle-Kennedy have volunteered to spearhead NASJA's social media efforts. A calendar will be proposed as a tactical approach to selecting content to appear on the NASJA social media outlets.

Send your content, links and releases to Marie-Piere or Megan:

MP@5starcom.ca
mcollins@snowbasin.com

Be sure the Subject Line of your email to us reads: NASJA Social Content

Tag @NASJAsnowmedia on public posts or send us a note via FB Messenger on the NASJA FB page.

See NASJA Snow Media on Facebook at: <https://www.facebook.com/Nasjasnowmedia/>

Twitter: <https://twitter.com/NasjaSnowMedia>

LinkedIn: Join the NASJA group <https://www.linkedin.com/groups/8815452/>

MEMBER NEWS

**Welcome New Members Hélène Racine and
Philippe Laporte From *Ski Média*, Québec**



Helene Racine

Helene Racine is a French Canadian ski reporter from Montréal. She has traveled throughout North America and Europe for the past 30 years to share her best ski experiences with her readers and followers. As a member of the *Ski Média* team, her goal is to provide accurate information on each of her outings to promote snowsports and mountain peak experiences that people will remember. She is enthusiastic about joining NASJA and is eager to meet its members on the slopes on her future endeavors. – *Tamsin Venn*

You can reach her at:

Hélène Racine

Ski Média

laprac@hotmail.com

514 244 1342



Philippe Laporte

Philippe Laporte has been a passionate skier since his early childhood. The joy of being on the slopes has been there since his first ski day in Rawdon, Québec, in the early 1970s. Philippe skis and writes for *Ski Média*, an independent Québec non-profit organization dedicated to the promotion of snowsports for the past 30 years. He has traveled across the Québec to investigate objectively and accurately the best mountains the province has to offer for skiers like him.

His work and passion has also given him the opportunity to travel south to ski areas in Vermont, New York, and Maine to share his experience about many American resorts. Early this winter, he was lucky enough to ski Chamonix and Les Trois Vallées in France.

Philippe decided to join NASJA to meet people who share the same passion for skiing while getting more in touch with the resorts all across North America. With the resources provided by NASJA, he hopes to convince some members to travel to Québec to discover the charm and beauty of Québec's Canadian winter. – *Tamsin Venn*

Welcome Philippe aboard by contacting him here:

Philippe Laporte
Ski Média
laprac@videotron.ca
514 220 8418

CORPORATE MEMBER NEWS



Indy Pass Lowers Prices, Added Resorts and Buyer Protection Plan

To help Get America Skiing in the era of the coronavirus pandemic, the Indy Pass has lowered prices, added resorts, and is offering a fair and simple buyer protection program.

Seven top-rated independent resorts will be joining 45 Indy resorts returning from last season. Indy Pass holders now receive two free days at each of 52 resorts for \$199 and prices have been reduced for all season pass holders of partner resorts as well as kids. Skiers and riders can also buy with confidence with the Get America Skiing Promise that provides up to an 80% credit for the following season with no questions asked. Passes will go on sale this September 1st and payment plans will be offered.

Forty-five of last year's resorts will return for the 2020-21 season and be joined by seven new independents. Other resort additions are expected to be announced over the summer.

New resorts include:

Cannon Mountain, NH*

China Peak, CA

Crystal Mountain, MI

Granite Peak, WI

Lutsen Mountains, MN

Sasquatch Mountain, BC

Tamarack Resort, ID

*Pending final contract approval by the State of New Hampshire

Learn more here:

<https://www.indyskipass.com>

NEWS YOU CAN USE

How to Make Freelancing Work For You



w/Meena Thiruvengadam
Twitter: @meena_thiru
meena@meenamedia.com

How to Make Freelancing Work for You

New York-based freelance journalist Meena Thiruvengadam joined The Denver Press Club recently for a virtual webinar to walk through how she's pivoted and adapted her freelance journalism business in the COVID-19 era.

Media companies throughout the U.S. and world are laying off journalists, furloughing them or cutting their pay. In such an environment, how can journalists transition to freelancing. Or, if they're already freelancing, what should they know?

Thiruvengadam, who has written extensively for travel publications, offers tips on finding work, including searching Twitter for phrases such as "send me pitches." She also detailed how she tracks projects, invoices and how she decides what rate to charge for a given project or set of work.

Watch the one-hour seminar here:

<https://tinyurl.com/DPCfreelance>



Eleven of the Best and Worst Ski Films of All Time

Cameron M. Burns writing in *Elevation Outdoors* magazine (May 20, 2020), has compiled the best and worst ski films of all times – some classics, some clunkers. Have too much time on your hands? Reacquaint yourself with Greg Stump's *Blizzard of Aahhhs*.

<https://tinyurl.com/skifilms>

TIME TO RENEW

Actives, Retireds and Corporates: please watch your emails for renewal notices going out in early July. We have a full slate of programs planned for the 2020-21 season.



John Hamilton

REMEMBERING JOHN HAMILTON

Former NASJA President

We would like to honor and remember the life of John Hamilton, our 1993-1995 NASJA past president, who passed away May 26 at his home in Moraga, California, after a battle with lung cancer. He was 85 years old.

John was a transformative leader who helped morph our sometimes contentious union of regions into a continental entity that became more focused on its core role of facilitating the Annual Meeting and initiating contact between snowsports journalists and the ski industry.

In 1995 at Snowbird, he organized a workshop to address and find solutions to move the group forward. John could work a NASJA room better than anyone, with humor, wit, an occasional gravity-defying spoon-on-the-nose, his vast ski knowledge or his ability to ask the right questions. And his companion, ski bunny and wife Shirley was close-by to rein him in sometimes too.

John was a radio man and for almost 50 years, he plied his trade on powerful KGO AM-810 in San Francisco, first as a reporter, ski and snow sage and announcer of sorts, and then for the past 33 years, he hosted his beloved weekly travel and outdoor sports show "On-The-Go with John Hamilton." Doug Harvill, Cumulus Media VP said, "John was an institution and a true gentleman on and off the air."

He fantasized about radio when he was seven years old. Eventually he left his native Vancouver, B.C., got a broadcasting degree at NYU and in 1955, began his 65-year career, working at several Western U.S. stations before landing at KGO in 1971. Becoming more interested in ski news and slope conditions, John had a big idea in 1968 and started AMI News, to provide centralized ski reports on the radio. He started with 15 area stations providing these reports and by the time of his retirement, 1000 stations were using his service. Snow info entrepreneur Rob Brown partnered with John in 1980.

By 1995, the internet was emerging and the company provided websites with snow information and back-door content to wire services and newspapers. John sold the company to Rob, who along with his partner, expanded the newly-named Mountain News Corp. and its

OnTheSnow.com into the world's largest snowsports website.

John stayed involved as a writer. Rob said of his partner, "He is as fine a mentor and friend as a guy could ask for." He added that his friend always insisted on taking the high, moral road in business dealings. Rob reported that his mentor's passing was loving, with no pain and exactly what JH wanted.

A short time before he departed, John answered an email from our own Bernie Weichsel. In it he described his chemo treatments and the accompanying awful side effects. They offered him some new, experimental potions. "Guinea pig time, adding more dizziness, no appetite but a lot of character-building opportunities, oh yeah," he mused with some irony. He said that he retired at the right time, "having done everything I wanted to do."

He closed, noting our virus reality, "Dear Bernie, so many wonderful memories. More will come as we return to a world of norms. John"

He leaves two sons, Cal and Kent, and two grandkids. RIP, JH –*Dino Vournas*

See more images of John on NASJA's Facebook page:

<https://www.facebook.com/Nasjasnowmedia/>



Mae Miller

REMEMBERING MAE MILLER

Mae Miller, a regular at Eastern Ski Writer Association (ESWA) meetings through the 1980s, peacefully passed away after a long illness on May 14, surrounded by loved ones in Glenville,

New York. She was six weeks shy of her 94th birthday

She was a homemaker to her devoted husband and four loving children, but also found time to do some freelance writing for the ski industry and was a longtime member of ESWA.

Mae wrote mainly for a weekly in the Scotia-Glenville area, outside Schenectady. A stay at home mom, she began her newspaper career writing local restaurant reviews. According to her daughter, Corinne Chojecki, who accompanied Mae to many ski writer meetings and trips, her mother didn't learn to ski until she was an adult, attracted to the sport because, "her kids skied and she felt left out."

She continued skiing well into her 70's and became a member of the 70+ Ski Club.

"She was a very social person and loved to have fun," Corinne said of her mom. "Her writing about skiing reflected that."

For many years she was a proud senior coordinator of Shaklee nutritional and cleaning products. It's said that using those products helped her live a long and healthy life until time caught up with her.

"Mae always enjoyed her ski days. She was always upbeat," recalls past ESWA and NASJA President Phil Johnson. "Her writing about skiing focused on families having fun and clearly that was what was important to her."

Learn more about her life here:

<https://tinyurl.com/maemiller>

HOLD THESE DATES

Here are some dates and tentative time periods to start thinking about, all subject to possible delay due to the current health crisis.

- Zoom Media Briefing, June 25, 2020, 5 p.m. ET – Watch for an email with the Zoom link and password a few days beforehand.
- Big Snow America, October – NASJA's media day at this new indoor ski resort in the New Jersey Meadowlands, with discounted accommodations at the Hilton Hotel Meadowlands.
- Denver Meet & Greet, Nov. 6 – Held during SIA Snowbound Expo consumer ski show
- Boston Meeting, Nov. 20 – Held in conjunction with SIA Snowbound Expo consumer ski show
- Sun Valley/Galena Lodge, Dec 9-13 – Co-located with ISHA and U.S. Ski & Snowboard Hall of Fame induction
- Pennsylvania Ski Areas Association (PSAA) Media Trip – January 2021
- Outdoor Retailer Snow Show Networking Event, January 28, 2021, Denver
- Ragged Mountain – TBD
- Western Winter Summit – January - February, 2021
- Quebec Media Trip – February, 2021
- Snowmass, April 7-11, 2021 – Co-located with ISHA and US Ski & Snowboard Hall of Fame

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



NASJA GREATLY APPRECIATES 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 • Lutsen Mountains • 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 • Sun Valley Resort • Tourism Eastern Townships • U.S. Ski & Snowboard Hall of Fame • Vermont Adaptive Ski and Sports • Wachusett Mountain Ski Area