



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

October 13, 2020

PRESIDENT'S LETTER

Aahhh

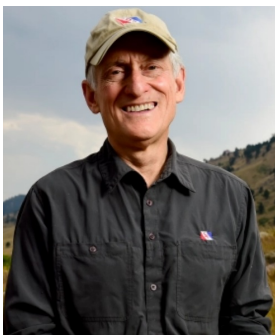
Skiers and riders everywhere are expressing an unprecedented level of anxiety over the coming season and it has nothing to do with snow. While the sport benefits from the relative safety of being outdoors, it's the process of getting to the mountain, dressing for skiing, warming up and eating, and sitting on lifts that has our various readers/viewers/listeners nervous. Attend the Zoom session on October 22 to learn from resort associations and multi resort operators the facts about what to expect.

To get psyched for the season I dug out an old standby DVD: *Blizzard of Aahhhs* (1988) by filmmaker Greg Stump. Although 30 years old, it still holds up, despite the retro skiwear and skinny 205s. It's a rockumentary-style ski film that put Stump, and ultimately extreme skiing on the map.

There was a young-looking Scott Schmidt, Mike Hattrup, Glen Plake and Mike Jacoby, with cameos by the late Snowbird owner Dick Bass and the famous Telluride ski dog *Zudnick*. There were nine-day blizzards, face shots, and incredible skiing footage from Chamonix to Squaw Valley in their vintage Club A skiwear.

It reminded me why I ski and how following next season's new ski area protocols will likely be a small price to pay to reconnect with the wild winter world.

We'll see you on Zoom in a week.



- Jeff Blumenfeld
NASJA President

zoom

LEARN ABOUT PANDEMIC PROTOCOLS:

Thursday, October 22, at 7 p.m. ET/4 p.m. PT via Zoom

Last June NASJA hosted a Zoom-based media briefing that featured representatives of NSAA, SIA, Vail Resorts and Ski Area Management magazine. Dozens of our Active press members attended.

This month we'll hear from resort associations and multi resort operators from across North America (while still keeping the call to an hour, somewhat of a challenge).

Learn what the new protocols will be, particularly the requirement for advance reservations at some resorts, and how social distancing and mask wearing will be enforced.

We expect about 7 to 10 resort representatives to participate at a maximum of four to five minutes each. Not a lot of time, but as a North American association, we hope to cover as much of the country for our Active press members as we can.

The session will be closed to the public, open only to our Active and Retired Press members, and Corporate members. It will be entirely on-the-record and a recording will be made of the session.

So far, confirmed presenters will be representatives of Canadian Ski Council, CCSAA, Quebec Ski Areas Association, Ski NH, Ski PA, Ski Utah and Vail Resorts.

The media briefing will then feature questions from Active Press members culled by journalists Moira McCarthy, Jay Cowan and board member and journalist Marie-Piere Belisle-Kennedy.

If you missed the June media briefing, you can view the one-hour recording here:

<https://tinyurl.com/NASJABriefingJune2020>

We hope you'll Zoom in for this informative event on Oct. 22.



NASJA BY THE NUMBERS

The NASJA board anticipated a drop in membership due to the current health crisis, but we're pleased that we remain far from a worst-case scenario we discussed back in March.

Currently, NASJA is comprised of 122 Active and Retired Members (down 13% from last year at this time), and 49 Corporate Members (27% below the same period in 2019).

Our 2020-21 budget has been adjusted to reflect this drop in revenue and is expected to balance out by the end of our fiscal year in June 2021. Meanwhile, our savings account is a healthy \$38,000.

Membership hails from 30 states and three provinces.

Social media engagement on Facebook is up with 600 current followers; some posts were viewed by over 1,200, including many editors and well-established snowsports journalists. This increase is due to a more aggressive content strategy and almost daily updates. Invite your friends to Like the page. In fact, if you have a project to share, contact board member Megan Collins (mcollins@snowbasin.com) and she'll assist you in posting it.

NASJA is not immune to these unprecedented challenges, but by leaning into our membership and keeping our eye on the ball we expect to come roaring back once this Covid-19 mess is in our rear-view mirrors.

MEMBER NEWS



Tom Kelly and part of his massive logo collection.

Tom Kelly Profiles Penny Pitou in *Ski Racing*

NASJA member Tom Kelly, former spokesperson for the U.S. Ski Team, writes in the Sept. 27 *Ski Racing*, "When I was seven, mom put the 1960 Olympics from Squaw Valley on television for me. I was hooked. I can still remember Penny Pitou racing down KT22 to win Olympic silver. It was my introduction to ski racing and led me to a long career in the sport. Penny

embodies the passion we all feel about skiing and being outdoors in the mountains. Even today, she still chases her U.S. Ski Team granddaughter around the slopes from Gunstock to St. Anton and takes tour guests on high alpine ridges.”



Penny Pitou was recently profiled in Ski Racing by NASJA member Tom Kelly.

NASJA Corporate member Kathe Dillmann of KADI Communications adds, “Like Tom Kelly, watching Penny and Betsy at Squaw in my ‘infancy’ as a ski racer at Bromley was a young skier’s inspiration. This piece sure brought back memories of what it was like as a young ski racer in the 1960s. We sure had FUN!”

Read Tom’s profile here:

https://skiracing.com/features/then-now-penny-pitous-olympic-silvers-led-to-a-lifetime-of-gold/?mc_cid=59c044359b&mc_eid=c72cce344d



Scott Smith is a DC skier and rider's best friend.

Welcome Scott Smith of DCSki.com

In 1994, M. Scott Smith launched DCSki.com, one of the very first on-line ski publications. Since then, DCSki has published more than 1,500 original stories, covering winter sports in North America with a focus on the Mid-Atlantic region. DCSki also hosts a popular reader forum, supporting ongoing discussion between avid winter sports enthusiasts.

Scott is responsible for all aspects of DCSki: writing and editing stories, overseeing a team of columnists, shooting photographs, designing pages, and implementing the software behind the site. In addition to DCSki, Scott works full-time as a computer science researcher, where he designs and implements popular enterprise social media platforms. An avid writer and photographer, Scott enjoys outdoor activities such as hiking, kayaking, mountain biking, and of course skiing. You can reach him at: mscottsmith@gmail.com – *Tamsin Venn*

CORPORATE MEMBER NEWS



SKICAN

Welcome to Skican

NASJA welcomes Skican as a Corporate member. Skican is a group of skiing fanatics that want everyone to experience the energy and beauty of the mountains. The company specializes in creating perfect holidays and memories – for families, for friends and groups

from a few days to a few weeks.

Whether you live in Sudbury, Rochester, Ottawa or over the pond ... they will save you time, provide peace of mind and get you on your way hassle-free.

Learn more here: www.skican.com

See how passionate they are about the mountains by watching their 50th anniversary corporate video: <https://vimeo.com/361104721>



Ski Butlers™

Ski Butlers Announces Safer Renting Experience

Ski Butlers is announcing new safety measures the company and its team members will take in light of the COVID-19 pandemic.

To help reassure their customers, Ski Butlers has placed all of their safety information on a new, easy to read [safety page](#) on their website. Ski Butlers hopes to become the safest ski rental delivery service in the world with new measures such as daily temperature checks for team members, the option for customers to choose between limited or no-touch boot fittings, and increased sanitation for all gear, shops, and delivery vans.

Ski Butlers will also tout one of the least restrictive cancellation policies in the industry this season. Should customers have to cancel more than 24 hours in advance, they will not be charged for their order. If any customers have to cancel less than 24 hours in advance due to feeling sick, they will also not be charged.

For more information: <https://tinyurl.com/skibutlers>. Contact: Mike Cremeno:
Mike@skibutlers.com



Share Winter Foundation, based in Providence, Rhode Island, works to improve the lives, health, and fitness of youth through winter sports.

Indy Pass to Support Share Winter Foundation

NASJA corporate member Indy Pass and the Share Winter Foundation announced a partnership that will provide complimentary Indy Spring Passes, marketing support, and fundraising for the grant-making organization that works to improve the lives, health, and fitness of underprivileged youth through winter sports.

Share Winter works closely with carefully selected grantees to build efficient, effective, sustainable winter sports programs and pipelines to ongoing winter sports participation. Last season, Share Winter funded over 45,000 youth in programs across the country, fueling the next generation of winter sports participants and enthusiasts.

Learn more at ShareWinter.org and Indyskipass.com.

NEWS YOU CAN USE



A-Basin loaned picnic tables to Silverthorne businesses to allow for additional outdoor seating this summer. Pictured is Blue Moon Bakery, which has opted to place the picnic tables in the parking area and on the sidewalk. Photo by Taylor Sienkiewicz

A Win-Win for A-Basin and Silverthorne Businesses

If you're a ski area closed for the summer, rather than stack your picnic tables behind the base lodge, lend them to local restaurants struggling to remain in business during a pandemic. That's exactly what Arapahoe Basin did this summer to support dining establishments in nearby Silverthorne, Colorado. A-Basin loaned the tables to town businesses at no cost, and a local moving company handled deliveries gratis. Brilliant! Read the story here:



SIA Survey Asks About Skiing During a Pandemic

NASJA member SnowSports Industries America (SIA) has released a consumer survey revealing winter sports enthusiasts' thoughts on shopping, spending, and planning for the upcoming winter season during Covid-19. While concern about the pandemic is mixed, the majority of respondents surveyed said their likelihood to continue participating in outdoor winter activities would remain relatively high, due to their comfort level of being safely outdoors.

Read the survey here:

<https://drive.google.com/file/d/1BFBJRP1d-dYgDxI9NbpY9E9epb9qWVJ2/view>



Canadian Ski Council and NSAA Tout Ski Well, Be Well Safe Practices

Snowsports are a way for people to play in wide-open spaces, and to take advantage of the mental and physical health benefits of outdoor recreation. "The ski industry led the business community last spring with its responses to the Covid outbreak and intends to lead again with providing responsible and safe outdoor winter recreation for millions of people this next winter," writes Stephen Kircher, CEO/President, Boyne Resorts.

A new guide to best practices from the Canadian Ski Council and NSAA emphasizes how ski areas provide low-risk outdoor recreation opportunities for millions thanks to space, the advantages of a natural outdoor environment, face coverings that are already standard ski/snowboarding gear, and slope safety etiquette.

Read the guide here: <https://tinyurl.com/Skiwell>

REMEMBERING GLEN PUTMAN



Glen Putman, former long-time NASJA-USSWA member and president of the Northern California/Nevada region in the early 1990s, has died. He was 80. His passion for exploration took him to 50+ countries across Asia, Central & South America, Europe, Africa and throughout the South Pacific ... and he wrote about it all.

Having received multiple awards for his writing, Glen was especially proud of his First Place from the San Francisco Peninsula Press Club for Magazine Feature Column, winning two years in a row, 2007 and 2008. Glen put together one of the most memorable NASJA Annual Meetings in Lake Tahoe in 1993, and followed up the meeting with an add-on trip to Hawaii. Read his obituary in the *San Francisco Chronicle*: <https://tinyurl.com/glenputman>

HOLD THESE DATES

While it's hard to predict where the current COVID-19 crisis is headed, here is a list of upcoming 2020-21 events we're optimistic about.

- **NASJA Media Briefing** – October 22, 2020, via Zoom. Open to NASJA members only. 7 p.m. ET / 4 p.m. PT
- **Professional Development Session** – November 2020
- **Outdoor Retailer Snow Show Networking Event** – January 28, 2021, Denver
- **Western Winter Summit in Utah** – January 31 – February 4, 2021. Travel to Ogden, Snowbasin and Powder Mountain. Capped at 20 Active members. Held in conjunction with VisitOgden.com. Watch for more details in the November newsletter and via NASJA membership email.
- **Quebec Media Trip** – February, 2021
- **Snowmass, April 7-11, 2021** – Co-located with ISHA and US Ski & Snowboard Hall of Fame
- **Big SNOW America, Spring 2021** – NASJA's media day at this new indoor ski resort in the New Jersey Meadowlands, with discounted accommodations at the Hilton Hotel

Jeff Blumenfeld – President
Marie-Piere Belisle-Kennedy, Kevin Gasior – Vice Presidents
Megan Collins – Corporate Liaison
Iseult Devlin – Immediate Past President

NASJA THANKS THESE CORPORATE MEMBERS

AirFlare • Alta Ski Area • BEWI Productions, Inc. • Blumenfeld and Associates PR • Boyne Highlands & Boyne Mountain • Bromley Mountain Resort • Brundage Mountain • Canadian Ski Instructors' Alliance • Cranmore Mountain Resort • Cross Country Ski Areas Association • Deer Valley Resort • Giants Ridge • IndySkiPass • International Skiing History Association • Jackson Hole • Jiminy Peak Mountain Resort • KADI Communications • King Pine Ski Area • Loon Mountain Resort • Lutsen Mountains • Mammoth Lakes Tourism • Mammoth Mountain Ski Area • Mount Snow, LTD • 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 Ski Areas Association • 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 • Skican • 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 • Vail Resorts • Vermont Adaptive Ski and Sports • Wachusett Mountain Ski Area

