



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

December 8, 2020

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## PRESIDENT'S LETTER

### Skiing Hacks

When people ask me how to get ready for skiing this season, I tell them: "Be prepared." Here are some items I brought along on Dec. 1, my first day on skis in the COVID era. Here are some of my skiing hacks to add to your own:

**Collapsible Water Bottle** – I stay hydrated with my own water. The more I drink, the smaller it gets.

**Extra Face Masks** – When I mask up, my runny nose and eyes make my mask wet and uncomfortable. I bring extra cloth masks.

**Heat Packs** – These convenient flameless hand warmers are great any time of the year. They easily fit inside mittens and thinner warmers are available for toes. These are especially helpful since the ability to warm up in the base lodge will be limited or non-existent. That was the case on Dec. 1 when I launched my 2021-21 ski season at Eldora.

**Backpack** – Rather than stuff my pockets, I carry food, water and other gear in a backpack. Some resorts will require you to take off the pack before lift loading, but that's a minor inconvenience. Inside is a small first aid kit and a whistle for safety sake.

**Food** – I bring my own. Energy bars, celery, carrots, nuts. Small plastic storage containers are perfect for keeping PB&J from squashing. (No one said this was going to be easy.)

**Portable Car Mat** – We're all going to be asked to boot up in our cars. Put a portable mat down to protect your socks from parking lot mud and grit. I also carry skis inside my SUV, then inside a double ski bag that sits on top of a moving blanket to protect the leather. Hey, it works for me.

**Hand sanitizer** – No surprise here. Look for 2 oz. travel size bottles of Purell or Germ-X which, thankfully, is now easier to find than at the start of the pandemic. So are antiseptic wipes to wipe off your table at lunch.

You probably have your own suggestions as well. Let's all do our best to help our various audiences make the most of the situation. As Dr. Anthony Fauci has said, "the cavalry is coming."

And not a moment too soon.

**NASJA Spam Alert:** One final note ... some of our members may have received a typo-filled request from me to purchase gift cards for some random unknown charity. This was a scam email. None of the board members would ever ask you to do this. To the hacker sitting in his mother's basement: nice try.



- Jeff Blumenfeld  
NASJA President

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**JOIN THE NASJA HOLIDAY PARTY**  
**Wednesday, Dec. 16, 2020, 7 p.m. ET/4 p.m. PT**

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Let's kick 2020 out the door as we celebrate the holidays the safest way we know how: in a one-hour Zoom celebration.

- Share your favorite recipes for holiday libations along with new member Rich Stoner of [AllAboutApresSki.com](http://AllAboutApresSki.com)
- Tell us how you plan to celebrate the holidays.
- Special guests include Outstanding Competitor Award winner Maggie Voisin.

We promise: we won't be on Zoom for a long time, just a good time. Let us know in advance that you intend upon going:

<https://www.facebook.com/events/197088238564664>

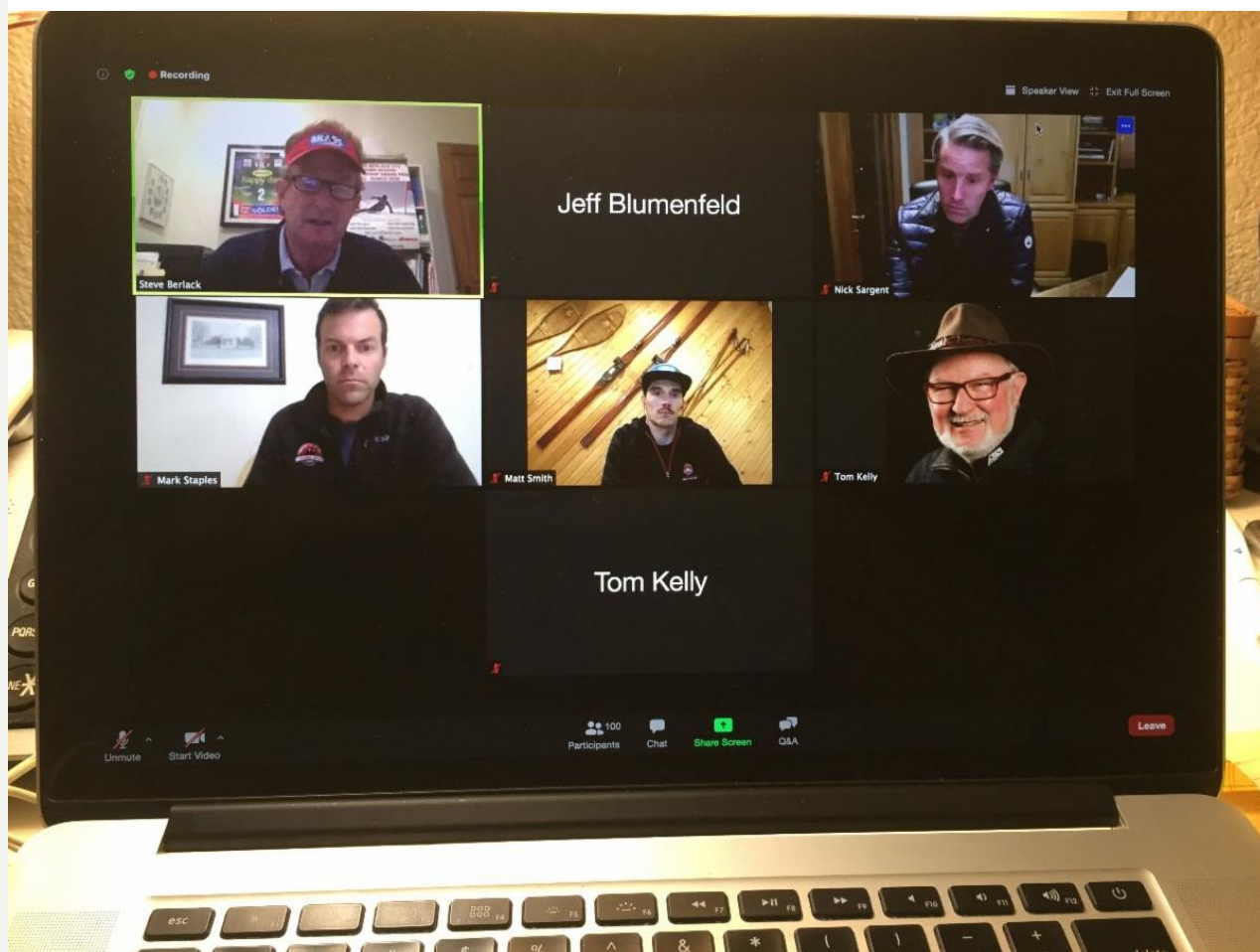
Topic: NASJA Holiday Party

Time: Dec 16, 2020 7 P.M. ET/4 P.M. PT

<https://us02web.zoom.us/j/8255736984?pwd=YjRhNEV2aG5weFloQmVoemZROFkrQT09>

Meeting ID: 825 573 6984

Passcode: powder



*Screen shot of Nov. 18 Backcountry Safety seminar presented by NASJA*

## **BACKCOUNTRY SAFETY EDUCATION IS MORE CRITICAL THAN EVER**

Journalists, avalanche pros, backcountry skiers, and splitboarders took part in a free webinar *Danger in the Backcountry* that explored both the joys and dangers of traveling out of ski area boundaries. Presented Nov. 18 by the BRASS Avalanche Safety Foundation and NASJA, the hour-long panel discussion provided timely safety advice for journalists to pass onto readers. On-snow avalanche courses are wait-list only as backcountry skiing explodes in popularity during the pandemic.

Moderated by NASJA member Tom Kelly, a career-long spokesperson for the U.S. Ski Team, the panel included Steve Berlack, chairman of BRASS Avalanche Safety Foundation; Mark Staples, a U.S. Forest Service avalanche forecaster at the Utah Avalanche Center; Nick Sargent, president and CEO of Snowsports Industries America (SIA); and Matthew Smith, backcountry training expert and flight paramedic out of Squamish, B.C. NASJA President Jeff Blumenfeld introduced the session.

"Explosive growth in backcountry leads to educational challenge," said Kelly.



Steve Berlack of BRASS kicked off the discussion by noting, "We are a fit and adventurous population, the gear available for backcountry, side country, and ski mountaineering is amazing and the two create a dangerous combination in the absence of education and training for safely enjoying off piste skiing."

Berlack continued, "The pandemic has supercharged our concerns as people equate proper social distancing with outdoor activity. You may indeed be safer outside (considering COVID) than sitting in a ski lodge, but a whole cadre of objective dangers awaits you in the backcountry."

Writes NASJA member Wendy Clinch on her [TheSkiDiva.com](http://TheSkiDiva.com) site, "Right now the demand for live backcountry courses is huge, and many have long waiting lists. So if it's something you're interested in, don't wait – sign up today. If you're unable to score a live class, online classes are also available."

Wendy's site is the leading online community for women who love to ski. See her list of resources for backcountry and avalanche awareness training:

<https://tinyurl.com/skidivabackcountry>

Watch the Nov. 18, 2020 Zoom seminar here:

<https://www.facebook.com/Nasjasnowmedia/posts/3361948543914159>

Here's a link to the 13-min. *BRASS Off Piste* video, which is designed to awaken people to the need for backcountry safety education. It has been viewed 84,000 times.

<https://vimeo.com/300630599>

– *Tamsin Venn*

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## The 2021 Harold S. Hirsch Awards



## Images • Words • Books

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### SUBMIT YOUR BEST WORK TO THE HIRSCH AWARDS

**Deadline is Dec. 15, 2020**

The concept for the Harold S. Hirsch Awards for Excellence in Snowsports Journalism was a direct result of the 1960 Winter Olympics and an effort to promote professionalism in winter sports coverage.

As of 2019, the Hirsch Awards have a new format. These awards have changed over the years to reflect changes in the ways our members communicate. The streamlined format continues this year.

**WORDS:** Any words you write about snowsports, including words in audio form for podcasts, etc., are eligible. Work must have been published in print or online between July 1, 2019 and June 30, 2020. The maximum number of submissions is five.

IMAGES: This category encompasses various modes of visual presentation, including but not limited to photographs, video and multimedia productions, presented in print, online or exhibited. Work must have been published in print or online between July 1, 2019 and June 30, 2020. The maximum number of submissions is five.

BOOKS: The publication date range for Books has been extended to December 1, 2020. If you've published a book either traditionally or digitally between July 1, 2018 and Dec. 1, 2020, you're eligible for this triennial competition. Maximum one entry is permitted.

Enter the Hirsch competition by viewing:

<https://nasja.org/2021-harold-s-hirsch-award-entry/>

## NAME THE NEWSLETTER CONTEST

Truth be told, naming this publication the NASJA "newsletter" sounds a bit, well, boring. Here's an opportunity for all you creative writers and content developers to come up with a more engaging name. The board will select its favorite and the winner will receive a \$100 Visa gift card and shout-out in the February newsletter. To submit your entry view:

<https://nasja.org/name-the-nasja-newsletter/>

Multiple entries accepted. Send us your suggestion by January 10, 2021.

And please, let's not call it *The Schuss*. Anything but that.

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## MEMBER NEWS

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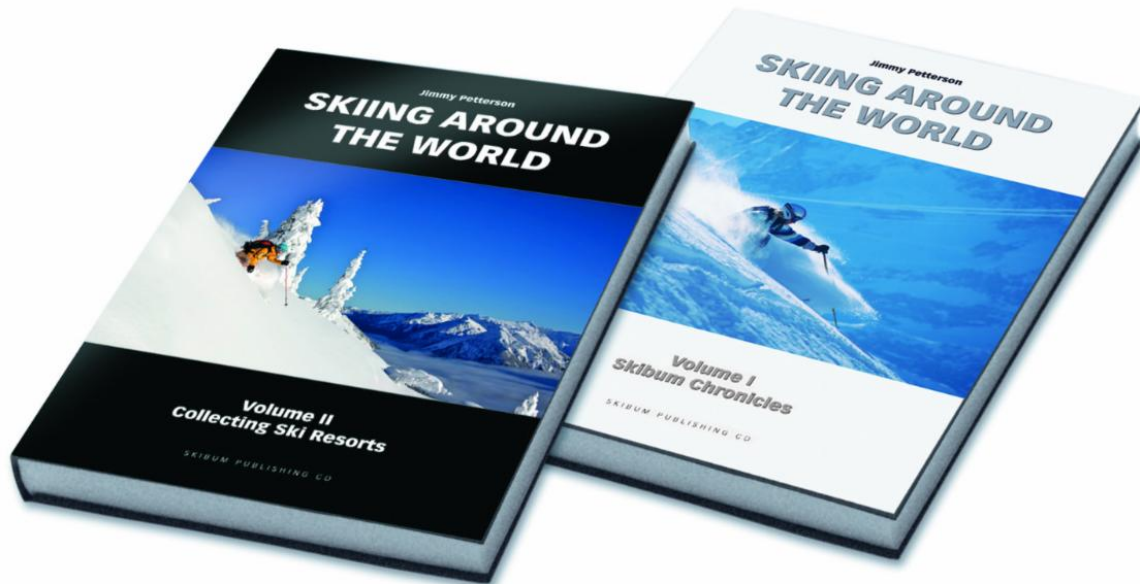
*The prolific Jimmy Petterson*

## You'll Need a Bigger Coffee Table for Jimmy Petterson's Books

One of our members residing outside North America is Jimmy Petterson, a long-time NASJA member who has won two Hirsch Awards: one for his book *Skiing Around the World* (2006) and a Broadcasting-Television award for his six-part TV series, *Raider of the Lost Snow* (2008).

Jimmy is an American, educated at the University of Southern California and graduated cum laude with a bachelor's degree in history, a teaching credential and a master's degree in Instruction and Curriculum. He could have spent his life as a teacher, molding young minds and preparing the next generation to take over our world.

Instead, to his father's great disappointment, he has spent most of the last 48 years as a ski bum, serving at times as ski instructor, off-piste guide, travel guide, slopeside singer-entertainer, bar owner, hotelkeeper, and travel arranger. In addition, for 35 years, he has also worked as a ski writer and photographer, which brings him to NASJA.



Following the publication of his first book, Jimmy continued his search for ski nirvana throughout the globe while working on Volume II of *Skiing Around the World*. By now, Jimmy has skied in 75 countries on all seven continents, and all of his adventures are compiled into his two-volume seminal work. *Skiing Around the World* Volumes I and II, either of which are seemingly as big as a coffee table. He suggests it could make for a great holiday gift. See [www.skiingaroundtheworldbook.com](http://www.skiingaroundtheworldbook.com).

Today Jimmy splits his time between a home in Gothenburg, Sweden, and one in Altaussee, Austria. He tells us, "My vagabond and seasonal lifestyle allowed me to avoid marriage, although I did manage to father a son along the way."

When he is not skiing, he can be found writing and playing music with his son Erik and their *Father & Son Band*. [www.fatherandsonband.eu](http://www.fatherandsonband.eu).

You can reach him at: [jimmy@skiingaround.com](mailto:jimmy@skiingaround.com)

# SKI TALK

*Powered by PUGSKI.COM*

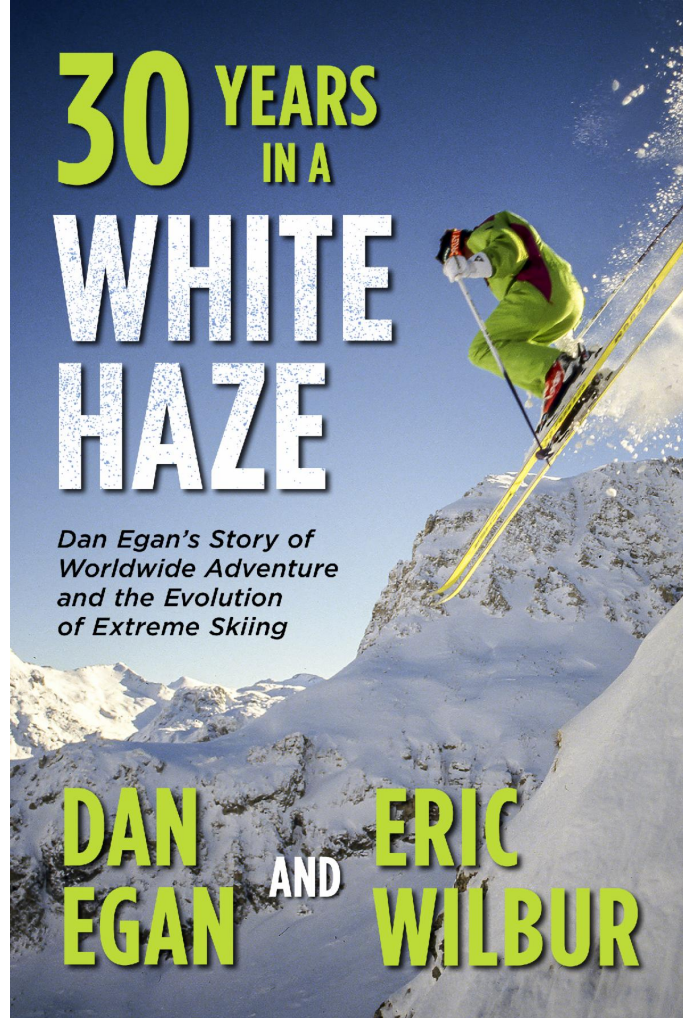
## **Pugski.com Changes Name to SkiTalk**

Pugski.com is broadening its identity by adopting a new name: SkiTalk | Powered by Pugski.com (<https://SkiTalk.com>). As they were already using #SkiTalk and SkiTalk with Dan Egan on social media channels, this is expected to be a smooth and easily understood transition.

"This announcement isn't about doing something else; it's about taking what we have built and making it better. It's about using our expertise to adapt and move forward. It's about taking the next step for the ski world, for us and for you, our supporters, partners, and readers," says site co-owner and NASJA member Tricia Pugliese.

SkiTalk provides the industry with an expanded channel to reach the most avid and informed buyers in the marketplace. Statistics show that consumers are more and more likely to turn to online resources rather than to print to entertain and inform themselves about equipment, soft goods, destinations, and general sport-related matters. These trends demonstrate the most important aspect of what's next for the industry, and *SkiTalk* is now even better equipped to help skiers adapt, Tricia says.





Dan Egan and Eric Wilbur Publish *Thirty Years in a White Haze*

Dan Egan and Eric Wilbur, both NASJA members, collaborated on a new book called *Thirty Years in a White Haze: Dan Egan's Story of Worldwide Adventure and the Evolution of Extreme Skiing*.





*Dan Egan*

Dan is a pioneer of extreme sports, world-renowned for his big mountain skiing on the international stage. He has appeared in more than a dozen Warren Miller ski films and is known for traveling to the most remote regions of the world to ski and chronicle the geopolitical landscape of the late 1980s and 1990s. He was inducted into the U.S. Skiing & Snowboarding Hall of Fame in 2016. He has won three NASJA Harold Hirsch Awards for excellence in journalism.



*Eric Wilbur*

Eric Wilbur is a freelance skiing and sports writer who spent more than two decades in various forms of media, including TV, Internet, newspaper, and radio. He is currently the online editor of the *New England Ski Journal* and is a sports columnist for *Boston.com*. The book explores the roots of extreme skiing in the 1980s, how it is forever tied to the freestyle movement starting with Stein Erikson in the 1950s, on to the hotdoggers of the 1970s. It brings to life the people who shaped extreme skiing in the 1980s and 1990s. "It was a wild, fun, and impactful time in the ski industry when skiers went from straight to shaped skis, dark blue conservative skiwear to Day-Glo one-piece suits, and letting their long hair fly, free of helmets," Egan writes.

He continues, "Skiing is generational. That's why the sport is amazing. Because we pass it on. Somebody gave it to us, and we pass it on. That generational piece of what we're all doing is subconsciously why we're all doing it."

You can pre-order the book here: <https://www.white-haze.com/>



## Halley O'Brien and Rich Stoner Start *Beyond The Apres* Podcast

New member Rich Stoner, and Mitch Kaplan 2019 award winner Halley O'Brien, host of *Ski Magazine's The Snow Report Show*, have started *Beyond The Apres*, a podcast that sits down, stirs it up, and gets to know the up and coming stories of après ski's favorite breweries, distilleries and everyone in between.

The conversations are honest, entertaining and usually a bit boozy. It's like a mini après ski session for your ears. Tune in every Thursday, all winter long, and kick things off with their premiere episode featuring 10 Barrel Brewing out of Bend, Oregon. Subscribe wherever you get your podcasts.

For more details: <https://anchor.fm/beyondtheapres>

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## CORPORATE MEMBER NEWS

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## The Nordic Approach

### CCSAA Launches *The Nordic Approach*

With the passing of *SkiTrax* and Master Skier's *Ski Journal* in almost the same week, we had only *Cross Country Skier* for recreational skiers, until now. Congratulations to NASJA Corporate member Cross Country Ski Areas Association (CCSAA) on the launch of *The Nordic Approach*.

*The Nordic Approach* is an e-magazine built around the cross-country ski lifestyle and all that it entails. *TNA* will seek to highlight the near endless wonders of the Nordic world: this means discovering exciting places and palate-stimulating flavors, reviewing cutting-edge gear and stylish apparel, and sharing the techniques and insights that can make cross-country a central part of a balanced, healthy life.

Learn more at [www.thenordicapproach.com](http://www.thenordicapproach.com)

For more information contact: Reese Brown, executive director, [reese@xcski.org](mailto:reese@xcski.org)

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*Cranmore Mountain Resort Base Area*

## **Cranmore Mountain Resort's Hometown Named No. 1 Best Ski Town**

North Conway, home to corporate member Cranmore Mountain Resort, snagged the No. 1 spot on *USA Today's* list of best ski towns, part of its 10Best Readers' Choice Awards. Last year, North Conway ranked No. 2 on the same list, second to Bethel, Maine (which fell to No. 3 this year). Stowe made the list again at No. 4 (up from No. 7 last year). North Conway beat Alta, Aspen, Banff, Breckenridge, and Jackson Hole, among others.

Read the story here:

<https://www.10best.com/awards/travel/best-ski-town-2020/>

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**NEWS YOU CAN USE**

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## Be Like Stein

The iconic 7,800 sq. ft. home of skiing legend Stein Eriksen (1927-2015), the alpine ski racer and Olympic gold medalist from Norway, is now on the market for a cool \$5.895 million. It's located on a secluded cul-de-sac, on the fifth fairway of the Park City, Utah, Golf Course. It includes five fireplaces and a grotto-style wine cellar with inlaid barrels for 200 bottles. In the pre-COVID era, the 1997 home was designed to entertain lavish parties or intimate gatherings and will no doubt someday resume that role.

See it here:

[https://www.coldwellbankerhomes.com/ut/park-city/13-hidden-splendor-ct/pid\\_31165190/](https://www.coldwellbankerhomes.com/ut/park-city/13-hidden-splendor-ct/pid_31165190/)





*Beards had to go.*

### **Another COVID Casualty: Ski Patrol Beards**

Members of ski patrols nationwide are known for their beards, but many have shaved them to properly wear masks in the pandemic, causing good-natured angst, according to the *New York Times* story (Nov. 23) by Shauna Farnell. Read it here:

<https://www.nytimes.com/2020/11/23/sports/skiing/coronavirus-ski-patrol-beards.html?action=click&module=Well&pgtype=Homepage&ion=Sports>



*The bar at Aspen's iconic Red Onion*

## Aspen's Legendary Red Onion Closes

More sad news: Owners of The Red Onion are closing downtown Aspen's venerable drinking institution because of health restrictions that have doomed its prime-time business hours of 10 p.m. to 2 a.m. Read more here:

<https://www.aspentimes.com/news/owners-landlord-hope-red-onion-closure-isnt-permanent/>

In other Aspen news, the opening of Aspen Highlands will be pushed back six days to Dec. 18 due to lack of snow, Aspen Skiing Co. announced in early December. Read the story here:

<https://www.aspentimes.com/news/aspen-highlands-opening-pushed-back-to-dec-18/>

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## HOLD THESE DATES

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**NASJA Holiday Party – Wednesday, Dec. 16, 2020, 7 p.m. ET/4 p.m. PT on Zoom**

**Professional Development: Smartphone Photography Tips** – Advice for getting the most out of your smartphone camera, lead by former AP photographer and Harold S. Hirsch judge Mark D. Phillips. January date TBD

**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. Cost: \$300/double occupancy per person - \$570/single (limited availability)

Registration fee includes 4 nights lodging including parking, 3 days lift tickets, equipment, breakfasts and lunches, Welcome Reception, additional meals will be specified in January.



Utah Transit Authority bus between the Hampton Inn and ski resorts. Not included are ground transportation between the SLC Airport and Hampton Inn, Ogden, or gratuities such as shuttle drivers or housekeeping.

For more details: <https://nasja.org/explore-nasja/events/nasja-2021-western-winter-summit-registration/>

**Big SNOW America, October 2021** – NASJA's media day at this new indoor ski resort in the New Jersey Meadowlands, with discounted accommodations at the Hilton Hotel

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

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### CORPORATE MEMBERS SUPPORTING NASJA

AirFlare • Alta Ski Area • BEWI Productions, Inc. • Blumenfeld and Associates PR • Boyne Mountain • Bromley Mountain Resort • Brundage Mountain Resort • Canadian Ski Council • 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 • Masterfit • Omni Mount Washington Resort • Pacific Group Resorts Inc. • Pacific Northwest 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 • 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 • Smugglers Mountain Resort • Snow Sports PR • Snowbasin Resort Company • Snowsports Industries America • Solitude Mountain • Station Mont Tremblant • Sunday River • Sun Valley Resort • Tourism Eastern Townships • U.S. Ski & Snowboard Hall of Fame • Vail Resorts • Vermont Adaptive Ski and Sports • Wachusett Mountain Ski Area

