



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

January 13, 2021

PRESIDENT'S LETTER

Friluftsliv

Dec. 17 was officially declared a snow day in my hometown of New Canaan, Connecticut. While the Connecticut State Board of Education previously decided Snow Days would be considered school days if students and staff participate in remote learning, New Canaan Superintendent of Schools Bryan D. Luizzi, Ed. D., wrote to parents, "We thought out it. We're not doing that."

Instead he declared Dec. 17 a Snow Day, writing in part, "... watch the snow fall, go sledding, drink hot chocolate, read a good book by the fire, and enjoy some of what makes childhood so wonderful and living in New England so special."

This reminds me of the Norwegian concept of *friluftsliv* (pronounced free-loofts-liv), roughly translated as "open-air living – spending time outside, even in cold weather, according to a recent story in the *New York Times* (Dec. 27).

For decades, perhaps centuries, winter weather has brought joy to those willing to embrace it. In 1897, Louis Lumière captured this rowdy snowball fight on the streets of Lyon, France. I frequently view this recently colorized clip – 52 seconds of joyful carnage – to remind myself how much fun winter can be if you dress for it properly and open yourself to new experiences. View the viral video here:

<https://www.youtube.com/watch?v=tuFu9-bfnQk>

I'm proud that the columns, blogs, feature stories, broadcasts and podcasts disseminated by NASJA members encourage North Americans to spend more time outdoors.

"Getting outside is more important than ever in the time of Covid-19. Fresh air can improve physical and mental health," writes the *Times*. Says one Norwegian quoted in the story, "There's so much we can't do during this pandemic, but there's room for everybody in friluftsliv."

- **Name the Newsletter** – We've received some interesting suggestions for the new title to the NASJA newsletter – some good, some well, er, pretty creative. Watch for the board's top pick next month.
- **One More Skiing Hack** – Jean Arthur, a freelancer in Bozeman, Montana, suggests an additional skiing hack to accompany what I wrote in the December newsletter. "My one add is a lawn chair to sit in while putting on or removing ski boots! We throw a couple chairs into the back of the truck, and we sure get lots of comments from other skiers, 'great idea!'"

Thanks Jean. I agree and have a canvas Coleman chair already packed for my next ski trip.





Mark D. Phillips says you don't need a giant lens to take great images.

PROFESSIONAL DEVELOPMENT: SMARTPHONE PHOTOGRAPHY TIPS

By Mark D. Phillips

January 19, 2021, 7 p.m. ET/4 p.m. PT via Zoom

One way to add value to your work for print or electronic media is to provide images as well as text. Smartphones mean you don't have to lug around your expensive DSLR digital cameras and lenses. But how good are smartphone images for publication? How can you take better iPhone or Android photos by improving your composition and exposure? And what are the best digital editing tools available?

Join us as former AP photographer Mark D. Phillips of Simsbury, Connecticut, provides tips on improving your work. Mark is one of the Hirsch Award judges in the IMAGES category.

An avid skier and race photographer, Mark has won First Place awards for his Sports photography in the Pictures of the Year competition and First Place from the Baseball Hall of Fame while working for Agence France-Presse. His photograph, "Safe," is part of the Hall of Fame's permanent collection.

September 11, 2001, has been called the day that more photographs were taken than any day in history. His photograph, "Satan in the Smoke," became a worldwide phenomenon and an icon of digital photography. With no negative, Phillips had to prove that a digital image was real and un-retouched. It became a defining moment in his career.

Today, Phillips is back to his roots. His company, South Brooklyn Internet, still produces websites, but his love is photography, particularly ski race photography. Utilizing his vast knowledge of the industry, he uses all the technology available to distribute his work and his clients' information.

Read more about his career at: www.markdphillips.com. Here's the Zoom link:

Join Zoom Meeting

<https://us02web.zoom.us/j/85846221638?pwd=MlpDT1VBaHcvMm5EQTIxLzVnTIF3UT09>

Meeting ID: 858 4622 1638

Passcode: photos

PROFESSIONAL DEVELOPMENT: PITCHING THE MEDIA

February 2021

Coming up in February, on a date to be announced shortly, will be another in a series of NASJA professional development sessions. This one will focus on how best to pitch ski and mainstream media. What stories have the best chance of selling? What can you expect to be paid? Which outlets are always looking for content? We'll hear from a few editors who are planning their spring and fall 2021 snowsports coverage now. Already confirmed to participate is Iain MacMillan, editor, Ski Canada.

Watch your email and the February newsletter for the date/time and link.

THE TIME HAS COME TO INCREASE DIVERSITY AND INCLUSIVITY COVERAGE

The NASJA board strongly believes that winter playgrounds are for everyone and that as members of the media it is our duty to help foster a more diverse and inclusive winter experience. We encourage our members to feature more stories and images with people of color, visible minorities, the LGBTQ community, para-alpine athletes, and everyone else who might not otherwise feel represented in the current snowsports landscape. To that end, we have reached out to diverse ski organizations to encourage them to recommend qualified snowsports journalists within their ranks to join us.

Some praiseworthy examples of diverse and inclusive snowsports coverage include those we link to below.

- The most recent story covering people of color appeared earlier this month on *Outside.com*. Bill Donahue writes that the National Brotherhood of Skiers acts as an umbrella group that unites 55 regional Black ski clubs scattered nationwide. With an all-volunteer staff and a \$250,000 annual budget coming from donations, fundraising, and sponsors like REI and New Belgium Brewing, the group has received considerable media coverage, and has introduced thousands of Black people (both children and adults) to snow sports.

<https://www.outsideonline.com/2420058/national-brotherhood-skiers-oral-history#close>

- Kristen Lummis of [BraveSkiMom.com](https://braveskimom.com) covers the Winter4Kids program in her story for *SnowKidz.com*:

<https://tinyurl.com/Kristenlummis>

- NASJA board member Marie-Piere Belisle-Kennedy writes for *Ski Canada* magazine about the changing face of the Canadian ski instructors, profiling Stephen Beaudot, one of the few ski instructors of color who loves to share his passion with others from all backgrounds:

<https://skicanadamag.com/skiing-should-be-colourful/>

- Matt Mason, writing for *Powder* magazine, tells the story of Benjamin Alexander who

hopes to be the first-ever Olympic alpine skier representing Jamaica:

<https://www.powder.com/stories/benjamin-alexander-hopes-to-be-jamaicas-first-olympic-alpine-skier/>

- Annie Frodeman also writes about Alexander last October in *Backcountry* magazine:

<https://backcountrymagazine.com/stories/olympic-dreams-benjamin-alexander-trains-for-speed-in-the-backcountry/>

- *Travel Weekly* examines the ski industry's lack of diversity in this story by Robert Silk last July:

<https://www.travelweekly.com/Travel-News/Travel-Agent-Issues/Ski-industry-examines-lack-of-diversity>

- Jenny Wiegand writes in *Ski* magazine last June about U.S. Ski and Snowboard's efforts towards inclusivity:

<https://www.skimag.com/news/us-ski-and-snowboard-aims-to-make-skiing-more-inclusive>

Later last year, also in *Ski*, Samantha Berman wrote about Vermont's first African American ski school director:

<https://tinyurl.com/SkiSamantha>

- Finally, NASJA corporate member SIA has addressed the issue with diversity seminars and a profile in [Snowboundfest.com](https://www.snowboundfest.com) about Lauren Samuels, one of only a handful of Black ski racers to make it to the U.S. Ski Team. She is now helping the team address issues of diversity:

<https://tinyurl.com/lsamuels>

Learn about SIA's Inclusion on the Slopes program here:

<https://tinyurl.com/SIAInclusion>

The word is getting out there, but NASJA members need to be doing more to emphasize that the playgrounds are for everyone.



NASJA CELEBRATES THE HOLIDAY SEASON VIRTUALLY

While it wasn't the same as meeting in person at some raucous après ski bash, members celebrated the holidays virtually in a Zoom session that featured cocktail recipes, and surprise appearances by NASJA Paul Robbins Award winner Maggie Voisin and Olympic medalist Billy Kidd.

Mr. Apres Ski himself, new member Rich Stoner, shared his new take on the Old Fashioned:

- 1 oz. of bourbon
- 1.5 oz. of rye
- ¼ habanero infused maple syrup (to remind us of Quebec and Vermont)
- 2 dashes of Hellfire bitters

Maggie Voisin, unveiled her new 4-1/2-min. video *Swiftcurrent*, which you can see here:

<https://www.youtube.com/watch?app=desktop&feature=youtu.be&v=fKnXiCrRupc>

Gift Me NASJA: Congratulations to Vicki Bancroft, Kathe Dillmann, Martin Griff, Charles Sanders, Joan Wallen, Jon Weisberg, and Eric Wilbur who were bestowed some donated snowsports schwag from CMH Heli-Skiing, HEAD, Killington, Masterfit, and Snowbasin.

The evening concluded with a heart-warming sing-a-long led by Canadian skier/songwriter Marc Charon (<https://marccharronmusic.ca>).

Feeling nostalgic about the holidays just past? here's the link to the holiday party video:

<https://tinyurl.com/NASJAhohoho>

MEMBER NEWS



Welcome Heather B. Fried **Editor-in-Chief, National Ski Areas Association Journal**

One of our newest members is Heather B. Fried who has served in all manner of writing, editorial and marketing roles since receiving her journalism degree in 2005 from Colorado State University, where she graduated top of her class with honors.

Heather caught the outdoor industry bug while working on a trade magazine launch for the action sports sector. After taking in so much passion and inspiration from the entrepreneurs and enthusiasts all around her, all other subject matters were officially ruined. Fried channeled her love for skiing and desire to build a snowsports career into an opportunity at Mountain News | [OnTheSnow.com](https://www.onthesnow.com).

For the better part of a decade, she worked her way up in the organization, serving as senior editor, managing editor, and finally overseeing global content and resort data. In 2019, Fried took the opportunity to join the National Ski Areas Association as editor-in-chief for the Journal, returning to her roots in an industry-facing, print/digital hybrid position.

Heather is married to Eric Schmidt and resides in Longmont, Colorado. In her spare time, that is, when she's not skiing, she likes to hike, camp, and practice yoga.

The History of Mt. Abram *Maine's Family Mountain*



By David Irons

Dave Irons Authors History of Mt. Abram: Maine's Family Mountain

Congratulations to long-time NASJA member and past president Dave Irons upon publication of his new book chronicling the history of Mt. Abram in Greenwood, Maine – from the beginnings in 1960 to the 60th anniversary in 2020.

Dave has been skiing for more than 70 years and writing about the sport for more than 40. His skiing background includes 20 years of patrolling, having achieved the highest levels, certified by both the National Ski Patrol and the Professional Ski Patrol Association. For 11 of those years he directed Sunday River's ski patrol. He has written about every aspect of skiing from competition to equipment, travel to resorts of all sizes, throughout North America and Europe. You can see the book on Amazon.com:

<https://tinyurl.com/IRONSmatabram>



Photo courtesy of Ski City/Snowbird

Ski City/Visit Salt Lake Super Pass

Setting up an urban base camp in Salt Lake City, and skiing Alta, Snowbird, Solitude, and Brighton only 40 minutes away, is a great option. The resorts currently (January 2021) average a 40-inch base – typical Wasatch powder bounty.

The Ski City Super Pass (a flexible single and multiple day lift ticket good at each of the four Cottonwood resorts), remains a great and affordable option for those who either want to experience various resorts while here and/or those who don't have the Ikon Pass (which is good at each of the resorts, as well – unlimited at Solitude and either 5 or 7 days at Brighton and Alta-Bird)," says Shawn Stinson, Communications Director for Visit Salt Lake. The pass also includes free transport on UTA ski buses.

Salt Lake valley offers lower cost accommodations than staying at a resort, plus the attractions of an urban center.

"I get that it's not for everyone (such as the die-hard skiers/boarders) but it is a fantastic option for families or groups/individuals on a budget or is traveling with someone who may not want to ski/ride every day of the trip," says Stinson.

For more information plus Covid-19 information updates: skicity.com, www.visitsaltlake.com

– *Tamsin Venn*

NEWS YOU CAN USE



Jonathan Wiesel in Alberta, Canada (Photo by Peter Potterfield)

Cross Country Skiing Explodes

The sport of cross country skiing is booming this winter when getting outdoors, exercising and social distancing has never seemed so desirable. Writer Everett Potter interviews NASJA member Jonathan Wiesel, a veteran of the industry and the co-founder of Nordic Group International, in this Dec. 18, 2020 story on Forbes.com:

<https://www.forbes.com/sites/everettpotter/2020/12/18/cross-country-skiing-explodes-during-a-winter-of-social-distancing/?sh=e815d852d073>



A pair of retro-inspired ski jumpsuits in acid-bright hues from Bogner's winter 2020 collection.

The Ultimate Guide to Ski Style

Neon may be coming back according to a story in the *Wall Street Journal* by Rebecca Malinsky (Dec. 11). She also advises, "High-fashion ski gear is for sitting pretty and sipping hot toddies by the fire pit, not...skiing." Read the article here:

<https://www.wsj.com/articles/the-ultimate-guide-to-ski-style-11607696444>



YOTEL Comes to Park City

For those who may have stayed at a YOTEL at Heathrow Airport, you'll remember having to walk outside the tiny room to change your mind. But at least the cost was less than anywhere else at the airport.

With 144 PADs (YOTEL-speak for condos), the new YOTELPAD Park City, located at the base of Park City Mountain in Canyons Village, offers much larger rooms than we saw at Heathrow; a studio that sleeps four is offered at a rack rate of \$150/night.

For more information, visit yotel.com/parkcity

HOLD THESE DATES

Professional Development: Smartphone Photography Tips with Mark D. Phillips
January 19, 2021, 7 p.m. ET/4 p.m. PT

Professional Development: Pitching the Media, February 2021 (date/time TBD)

Big SNOW America, October-November 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

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