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SNOWSPORTS JOURNALISTS
ASSOCIATION**SNOW****SCOOPS**The well-groomed source
for all things **snowsports**.

March 12, 2021

PRESIDENT'S LETTER

Making a Difference

As snowsports journalists we can never let up on communicating the importance of skiing safety. This became apparent to me last month when Eldora outside of Boulder, recorded over the span of just three consecutive days two deaths (both tree collisions), and two skiers seriously injured after colliding.

Then into my inbox arrives a 90-second ski safety video from Chris Davenport of CMH Monashees on avoiding tree wells. <https://www.theinertia.com/mountain/chris-davenports-tree-well-instructional-video-is-spot-on/>

Tree wells are the deep caverns created by overhanging branches where less snow falls next to a tree's trunk. Silly me, I thought these were clearly visible and could easily be avoided. Uh, not so much.

NASJA as an organization takes skiing safety seriously. We've held seminars on Covid safety measures, will assess pandemic protocols later this month during our annual meeting, and last November, co-hosted a Backcountry Skier safety seminar with BRASS. You can view it here: https://youtu.be/Vj_DP7D-1bs

In its story about surfers starting to wear helmets, reporter Jason Rogers in the *New York Times* (March 6) praises the ski and snowboarding industry writing, "Now, unprotected heads are rarely seen on slopes in the United States."

The word is getting out there, but we could do more by shining some serious sunlight on numerous winter safety programs. We could do more writing about skier safety; we should do more because together we can make a difference.



- Jeff Blumenfeld
NASJA President

JOIN THE NASJA ANNUAL GENERAL MEETING (AGM)

- **Tuesday, March 23, 2021, 7 p.m. ET/4 p.m. PT**
- **Announcement of Harold S. Hirsch and NASJA Award Winners; Mitch Kaplan Award**
- **Industry Update from NSAA and CCSAA; "Rock the Lot" with Halley O'Brien and Rich Stoner**

In the Before Times, NASJA would hold an annual meeting in the spring, usually at some fabulous North American ski resort. We'll get back to that someday. For now, Zoom in March 23 as we announce the winners of the Harold S. Hirsch Awards in WORDS, IMAGES and BOOKS.

We'll also announce recipients of long-time NASJA Awards: the **Carson White Snowsports Achievement Award**; the **Bob Gillen Memorial Award**, given to a deserving corporate member; and the **Mitch Kaplan Award for Excellence in Snowsports Coverage**, given in honor of a beloved late member, former NASJA Secretary-Treasurer and multiple Harold S. Hirsch Award winner.

Watch your email for the ballots for the Carson White and Bob Gillen; the Mitch Kaplan Award is selected by the NASJA board and Executive Secretary.

All award recipients will be dutifully honored in May during an online Award Ceremony during which time no formal attire will be required, although the wearing of pants will be greatly appreciated.

Also join us March 23 for an update on the State of the NASJA Association, and a financial and membership report from NASJA treasurer Pete Pandoli.

Reese Brown, executive director of the Cross Country Ski Areas of America, and **Kelly Pawlick**, president of the National Ski Areas Association, will explain how cross country and downhill/uphill have fared during this extraordinary pandemic season with at least one month to go.

Parking lots, patio heaters and fire pits have become après ski gathering spots. Resorts ask skiers to enjoy the outdoors, bring a chair and tailgate, or ski with packs full of snacks and

drinks. How to rock the parking lot? We turn to two experts: **Halley O'Brien** and **Rich Stoner** of AllAboutApresSki.com for some fun advice.

Log onto to NASJA Snow Media for the latest AGM updates:

<https://fb.me/e/29W4f7eXP>

Here's the link:

Topic: NASJA Annual General Meeting

Time: Mar 23, 2021 07:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82224743843?pwd=MEN4UUF6OVpUejRiWmFmODdzUXhTUT09>

Meeting ID: 822 2474 3843

Passcode: NASJAAGM

MEMBER NEWS



Sarah's beat is whatever interests her.

Welcome Sarah Kuta, Prolific Freelancer

New member Sarah Kuta has wanted to be a journalist for as long as she can remember. She grew up in Grand Island, Nebraska, then headed east to study journalism at Northwestern University. Sarah moved to Colorado after graduation and never looked back. She spent

nearly five years writing daily news and enterprise stories at the Boulder *Daily Camera*, then struck out on her own.

Today, she's a writer and editor for an array of publications, including *NBC News*, *Smithsonianmag.com*, *Conde Nast Traveler*, *Food & Wine*, *Travel & Leisure*, *Runner's World*, *Bicycling*, *The Denver Post*, *Robb Report*, *Apartment Therapy*, *Fodor's*, *Lonely Planet*, *E.W. Scripps* and others. She also writes for several college and university alumni magazines. Her "beat" is whatever interests her, including travel, outdoor recreation, food and beverage, science, history, sustainability and personal finance.

Sarah lives in Longmont with Daisy, a 3-year-old Rhodesian ridgeback. When she's not writing, she spends her time birding, downhill or cross-country skiing, hiking, making sourdough, reading, sipping whiskey and exploring Colorado and beyond. (Reach Sarah here: sarahkuta@gmail.com)



Most winters Jamie Leary can't wait for the snow to melt.

Denver CBS4-TV Mountain Reporter Jamie A. Leary Joins

Growing up as a ski racer in Minnesota, Jamie A. Leary, one of our newest members, learned the value of hard work. She also quickly learned that somewhere out there, people were skiing mountains of powder. When she turned 18, she relocated to Missoula, Montana, in search of better skiing and a degree in journalism. The stories were endless, and the kind you can only access in small towns: the potential development of the Bitterroot Ski Resort (which never came to fruition), the avalanche dog who picked up her scent six feet under the snow, or touring the underground tunnels that still exist below the old "Mining City" in Butte, Montana.

She spent the next five years as the reporter and anchor for KBZK-TV in Bozeman, Montana, then moved to Denver in 2015 to work for CBS4-TV, where her first big assignment landed

her in San Francisco for Super Bowl 50. Since then, she has covered her fair share of big news in the Denver metro area but has always gravitated towards the mountains.

In August of 2020, she seized an opportunity to move to Summit County, and take over as the mountain newsroom reporter. Today she covers news west of the Continental Divide. In addition to skiing, Jamie is an avid fly-fisher. "I am thrilled to join other mountain-loving journalists with NASJA and look forward to exchanging ideas and sharing some turns," she tells *Snow Scoops*. (Reach her at jaleary@cbs.com).



Patrick chronicles the sport of skiing around the world.

Patrick Thorne Expands NASJA's International Reach

New member Patrick Thorne has been a full-time, year-round, snowsports writer since 1985. Based in the UK, he has been published in print and online worldwide. In Canada and the U.S. his freelance work has been published in *Ski*, *Skiing* and *Ski Press*. He has also been a European correspondent for *Ski Area Management* for 20+ years. In the 1990s he built an early computer database of all the world's ski areas which was used as the basis for websites including *SkiNet* and *GoSki* – which was bought by RSN and subsequently OnTheSnow.com.

Several of his books have been published in North America and he was named "one of 20 people to know in skiing" by *The Times of London* newspaper because of his SaveOurSnow.com site detailing the efforts of the ski industry worldwide to combat climate change.

He lives in the Scottish Highlands, close to the country's five ski areas and a few miles from Loch Ness of the monster fame. He's been married to Sally for 30+ years and has three grown-up sons: Sam, Robert and Alexander. When not skiing or writing about it, he enjoys whisky, cheese, gardening, studying outer space, and forestry.

Want to know about the latest in dry and indoors skiing? He covers that as well, and has been doing so since 2003 at: <https://drysloopenews.com/future-slopes/> (Reach him here: patrick@inthesnow.com)

Visit Ogden: It's Worth the Trip

One of the hosts of the January Western Winter Summit was Visit Ogden, Utah, NASJA's newest corporate member.

Visit Ogden will guide you in all there is to do, help explore your accommodation options, discuss tantalizing dining offerings, or help start planning an upcoming meeting or special event in Utah's premier convention and vacation destination. The city's history has run the full gamut from trading fort to bustling metropolitan railway hub, to its current status as high adventure attraction. Its rich mountain to metro personality derives from a unique balance of vibrant shopping, delicious dining and exciting nightlife with backyard access to year-round, heart-pounding outdoor recreation and the majestic beauty of the Wasatch Mountain Range.



Ogden offers one-of-a-kind outdoor recreation and metropolitan delights throughout the year. With over 11,000 acres of skiable terrain at its three resorts there is plenty of things to do in Northern Utah. Best of all: Ogden is just a 45-minute drive north of Salt Lake City. Colt Jarvis is director of marketing and communications. Reach him at Colt@visitogden.com (visitogden.com)



Scene from NASJA's Pitching the Media Professional Development session on Feb. 23, 2021

NASJA REWIND

Pitching the Media

If you were unable to join three dozen of your fellow NASJA members for our professional development seminar on pitching the media, fear not. We recorded the February 23 Zoom session for your edification. View it here:

<https://www.dropbox.com/s/3eebfbbu0o6qc94/NASJA%20%20PitchingMediaZoomFeb232021.mp4?dl=0>

Our thanks to panelists:

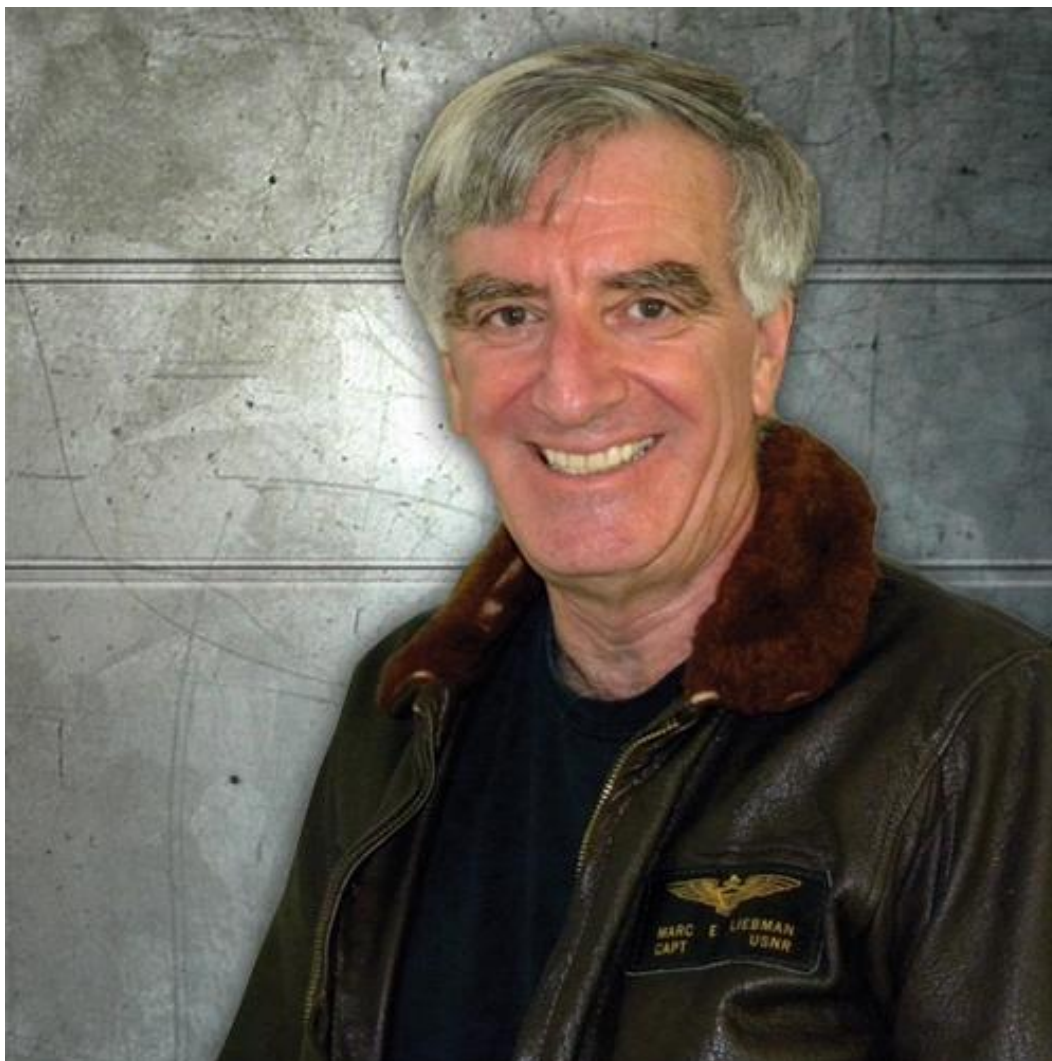
Greg DiTrinco, *Skiing History*
 Todd Lawson, *Mountain Life Media*
 Heather Fried, *NSAA Journal*
 Iain MacMillan, *Ski Canada Magazine*
 Mike Rogge, *Mountain Gazette*
 Sierra Shafer, *Ski Magazine*
 Pat Wells, *Vie En Montagne*

"READY TO PITCH YOUR BOOK?"

Join the NASJA Professional Development Seminar
 April 21, 2021, 7 p.m. ET/4 p.m. PT

Every three years, NASJA's Harold S. Hirsch award honors the best in snowsports books. This year's winners will be announced on March 23, 2021. There's a book in all of us, but how do you get a publisher to award you a big fat advance, if those even exist any longer?

Join us on April 21 as NASJA conducts a 60-minute seminar with two experienced authors:



NASJA member Marc Liebman of Savannah, Texas, is an experienced pilot and writer whose career as a Naval Officer and Naval Aviator, business executive, consultant and entrepreneur helped him fulfill his dream of becoming a novelist. In the novels, Marc creates stories with rich, interesting characters and puts them in the proper historical and operational context. His books are memorable, exciting and fun to read. Marc also shares his experiences through public speaking events. What's more, four of his books have been Amazon #1 Best Sellers. (www.marcliebman.com)



W. Terry Whalin, based in Highlands Ranch, Colorado, understands both sides of the editorial desk – as an editor and a writer. He worked as a magazine editor and his magazine work has appeared in more than 50 publications. A former literary agent, Terry is an Acquisitions Editor at Morgan James Publishing. He has written more than 60 books through traditional publishers in a wide range of topics from children's books to biographies to co-authored books. Several of Terry's books have sold over 100,000 copies. He's currently updating his book publishing guide *Book Proposals That Sell*. (www.terrywhalin.com)

This session is open only to NASJA members. Watch *Snow Scoops* next month for the Zoom link.

NEWS YOU CAN USE



Dave is a one-man Figure 8 Skiing Competition.

The Snow Farmer

Meet The Farmer – Dave Van Dame, 73, a staple of Alta for the past 48 years. Sweetgrass Productions and Alta Ski Area teamed up to tell the visual story of Alta's most famous snow farmer. Watch for a reminder of why we all love this sport. Stay to the end – Dave is a one-man Figure 8 Ski Competition with 44 runs in a concentrated area – 2,000 turns.

<https://vimeo.com/516929458>

N.H. Skiing Business is About Average During Pandemic

With the major school vacation weeks now in the books, ski resorts in New Hampshire are seeing the 2020-2021 season as about average in terms of skier visits and revenue. Which, all things considered, feels like a win, writes Adam Drapcho in the *Laconia Daily Sun* (March 3). Food trucks might become a permanent fixture at Gunstock. Read the story here:

<https://tinyurl.com/NHCovidSkiing>

Nordic Skiing Finds a Foothold in Rural Alaska

The harsh wind-hammered tundra sometimes complicates the prospect, as do the polar bears. But the local children are enthusiastic pupils of Nordic skiing, according to this photo essay by the *New York Times* (Jan. 18) by Seth Adams. It seems since residents often drive older two-stroke machines that lack the power to make it up steep hills without a run at it, the trails are all gentle, with no abrupt turns on the slopes – ideal trails, in other words, for skiing. Read it here:

<https://www.nytimes.com/2021/01/18/travel/rural-alaska-skiing.html?referringSource=articleShare>

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

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