



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

The well-groomed source  
for all things **snowsports**.

April 13, 2021

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## Pitch Your Book Idea

It's often said that everyone wants to go to heaven, but no one wants to die. The same goes for authors. Who doesn't want to be a best-selling author? Trouble is, you actually have to write a book. And writing a book isn't as hard as actually selling one. First to a publisher for a big, fat Obama-sized advance, and then to your 10,000 closest friends. I should know. Last I looked, my voluntourism book, *Travel With Purpose* (Rowman and Littlefield) makes me the 1.2 millionth most popular author in America. Some James Patterson guy is eating my lunch.

Join us April 21 to learn from Terry Whalin and Marc Liebman how to set free the great book idea that's burning within you. Scroll down for the Zoom link to NASJA's next Professional Development session.

**Website Enhancements Planned** – NASJA is currently updating its website and is looking for images to include from our Press and Corporate members. Have an amazing photo of skiing, cross country, snowboarding, or any other winter sliding sport? All images will be fully credited. Submit them via this link: <https://nasja.org/showcase/send-us-some-images/>

**Member Benefits Expanded** – Efforts continue to expand member benefits which we believe will ultimately lead to increased membership. After all, the modest cost of Press membership dues will be more than compensated by special promotions from organizations interested in introducing their products and services to the North American snowsports consumer. This month, we explain comp subscription offers from *Skiing History* magazine (which you all should be reading anyway), and OpenSnow and OpenSummit. Both provide a great service to the sport.



## HIRSCH AND NASJA AWARDS ANNOUNCED

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May we have the envelope please? NASJA is pleased to announce this year's slate of winners of its prestigious Harold S. Hirsch and NASJA awards. We congratulate those who have demonstrated the very best in snowsports journalism. The board would like to express its gratitude to Dino Vournas and Executive Secretary Peter Hines for their stewardship in reviewing the nominations and supervising the judging.

### NASJA Awards

***Carson White Snowsports Achievement Award:** Awarded to an individual or individuals who have made a significant contribution to the advancement of snowsports in North America, either achieved with a single defining accomplishment or through a lifetime of snowsports endeavors. The winner was selected by an online vote of Active Press, Retired Press and Corporate members.*



***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. The Mitch Kaplan Award is selected by the NASJA board and Executive Secretary.



Winner: Mike Rogge, Mountain Gazette, Tahoe Vista, Calif. – Mountain Gazette

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***Bob Gillen Memorial Award*** honors an individual corporate member for contributions to the advancement of snowsports, and exemplifies the highest standards of professionalism in public relations and communications. The individual also understands the working relationship between the information specialist and the journalist. The individual may be chosen for a particularly significant action or campaign, or for a career of such deeds. The winner was selected by an online vote of Active and Retired Press members



*Winner: Yves Juneau, CEO, Quebec Ski Areas Assoc., Terrebonne, Quebec*

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## Harold S. Hirsch Awards

*These awards recognize excellence involving snowsports in Words, Images and Books, emphasizing journalistic creativity and editorial or artistic content. The concept for these awards came after the 1960 Winter Olympics from Harold S. Hirsch, ski clothing pioneer and founder of White Stag, to promote professionalism in winter sports coverage. Award recipients are chosen by a panel of judges with the highest credentials in the fields of journalism, writing, education, snowsports and photography. In 2018 the award categories were separated into Words, Images and Books. Awards for Books are given every three years.*

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## BOOKS

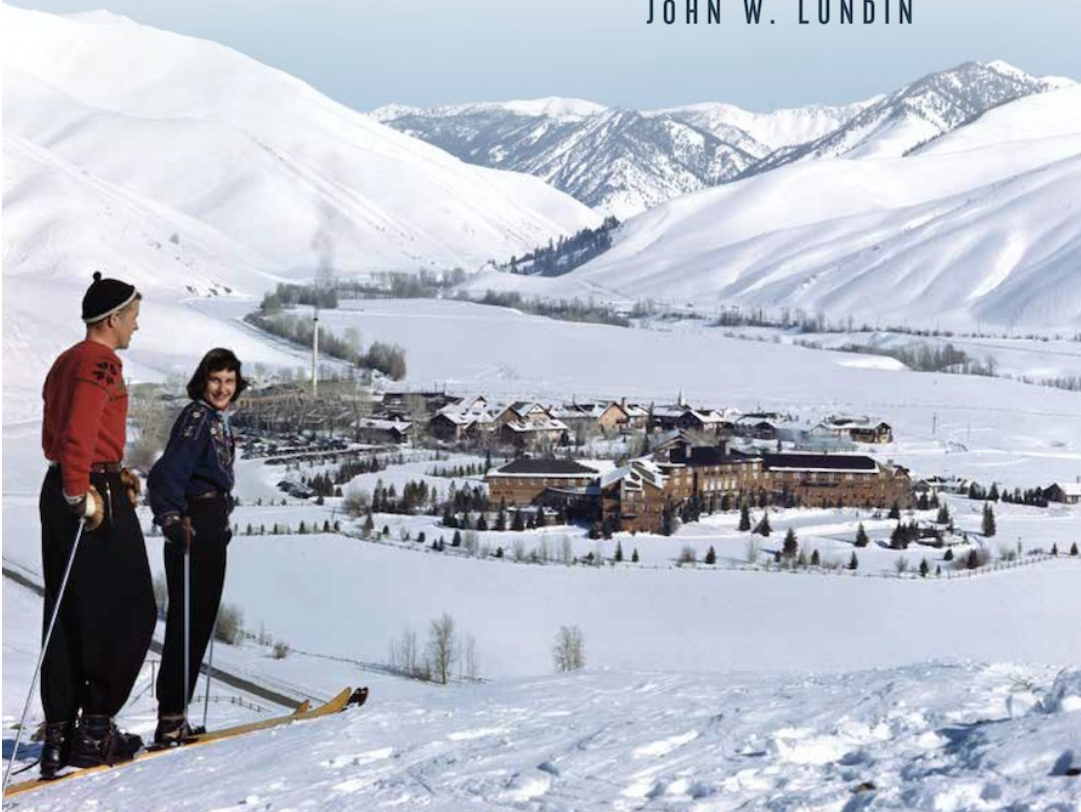


# *Skiing Sun Valley*

A HISTORY FROM  
UNION PACIFIC TO THE HOLDINGS

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JOHN W. LUNDIN



John Lundin, *Skiing Sun Valley* (Sun Valley, Idaho)

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*Jimmy Petterson, Skiing Around the World (Sweden)*

Note: Both books were tied for first place.

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Words

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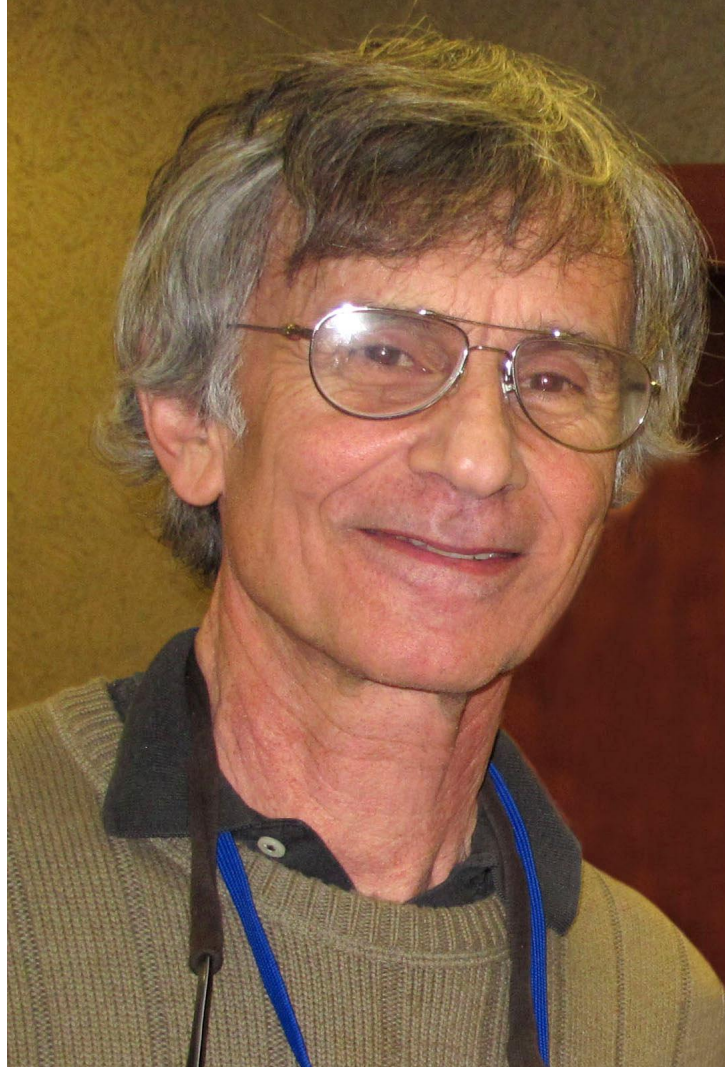
*Dina Mishev, Jackson, Wyoming*

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## IMAGES

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*Dino Vournas, Hayward, California*

**NASJA Rewind:** Watch the March 23, 2021 award ceremony here:

<https://www.dropbox.com/s/smkbhww5vljukm/NASJA%20-%20AnnualMeetingMar232021.mp4?dl=0>

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### **Paul Robbins Competitor of the Year Award 2021**

Coming soon to your inboxes: the ballot for this annual award that recognizes North American snowsports racers who have distinguished themselves in amateur or professional competition during the current season. The award is named in memory of Paul Robbins, who spent 30 years as primary journalist for the U.S. Ski Team.

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### **MEMBER BENEFITS**

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# **OPENSNOW**

**NASJA Press Members Enjoy Comp Subscription to OpenSnow & OpenSummit**



Wouldn't it be great to have one trusted service for the most accurate snow forecast and ski conditions information? Then when the snow melts, view color-coded risk assessments for rain, lightning, and wind; see if a trail is dry or wet based on recent weather trends, and track smoke from wildfires?

The NASJA board is pleased to announce that OpenSnow and OpenSummit, based in Boulder, are extending comp All-Access subscriptions to Press Members starting now. With the comp 1-year subscription, NASJA Press Members will receive unlimited access to OpenSnow and their summer service, OpenSummit. The All-Access subscription, valued at \$30/year, includes:

- 10-Day Snow Forecasts
- 5-Day Hourly Forecasts
- Daily Expert Analysis
- Custom Forecast Alerts
- Advanced Map Overlays (Radar, Snowfall, & More)
- Estimated Trail Conditions
- Wildfire Smoke Forecasts

That's highly accurate, year-round weather coverage for all of your outdoor activities from a trusted team of outdoorsy meteorologists.

The idea is to encourage Press members to become familiar with OpenSnow and OpenSummit, and eventually share this membership information with their audiences.

To receive the discount code, open to Press members only, please email Peter Hines at: [execsec@nasja.org](mailto:execsec@nasja.org)

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# SKIING HISTORY

Journal of the International Skiing History Association

Formerly *Skiing Heritage*

March-April 2021 | Vol. 33, No. 2



*All Press and Corporates are part of skiing history.*

## Free Digital Subscription to *Skiing History* Magazine

In honor of our reciprocal membership with the International Skiing History Association (ISHA), NASJA has established a free digital subscription for Press members. ISHA is the nonprofit organization whose mission is to preserve and advance the knowledge of ski history and to increase public awareness of the sport's heritage. Press members should be reading this bi-monthly publication for two main reasons:

1. The printed publication and associated online skiing history archive ([skiinghistory.org](http://skiinghistory.org)) is a wealth of information about snowsports, recognized worldwide as an important

- resource for comprehensive, accurate information on the history of ski resorts, personalities, equipment, technique and events.
2. By reading the magazine, you'll get a sense for the kinds of stories to pitch. Editor Greg Ditrinco ([greg@skiinghistory.org](mailto:greg@skiinghistory.org)), a panelist from our recent Pitching The Media Zoom session, always welcomes your story ideas.

Here's how to set up your free 1-year digital membership:

- Go to <https://skiinghistory.org/join>
- Select Digital only 1-year membership
- When redirected to Shopping Cart, enter Coupon Code: NASJA21D
- Click "Checkout"
- Complete the online registration

Offer expires December 31, 2021.

If you prefer to receive a print edition of *Skiing History*, including full digital access, ISHA offers all NASJA members a \$12 first-year introductory membership (75% off full price) with auto-renewal for the next year at its regular membership rate, \$49.

Go to <https://skiinghistory.org/isha-special-re-introductory-offer>

Use CODE: NASJA21P at checkout. Offer expires December 31, 2021.

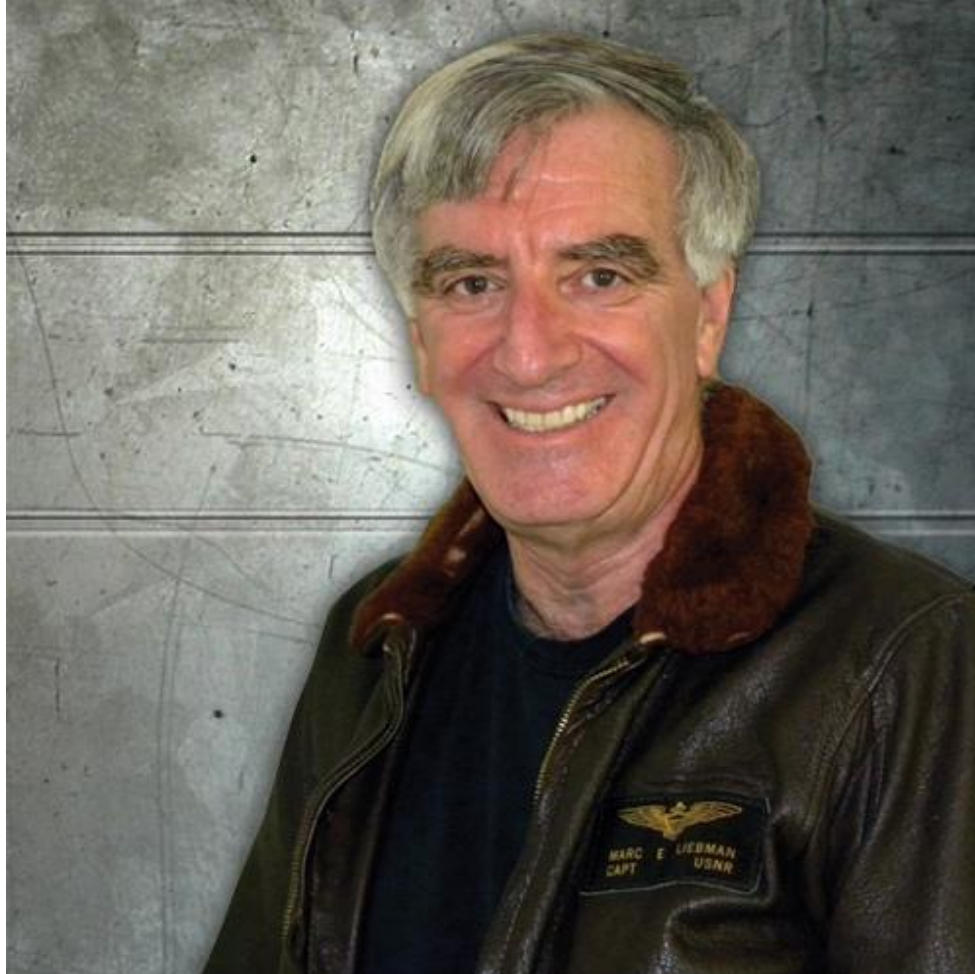
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## **"READY TO PITCH YOUR BOOK?"**

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

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](http://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 articles have 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](http://www.terrywhalin.com))

This session is open only to NASJA members. Here's the link:

Topic: NASJA - "Ready to Pitch Your Book?"

Time: Apr 21, 2021, 7:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85440750663?pwd=UGIxUzJxRjZ4YkFvbktOOG5IWVJ4UT09>

Meeting ID: 854 4075 0663

Passcode: books

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**MEMBER NEWS**

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*Steven Threndyle helps put the "north" in North American Snowsports Journalists Association*

## **Steven Threndyle Comes Back Home to NASJA**

Steven Threndyle, of North Vancouver, BC, our former executive secretary (1997-2007), is coming back home. The two-time Harold S. Hirsch Award winner has been obsessed with downhill skiing since watching Nancy Greene win a Gold and Silver medal for Canada at the 1968 Winter Olympics. He learned to ski at a tiny hill that sloped from a farmer's field to a small creek below – less than 50 vertical meters. Back then, a season's pass only cost \$10, and he bought wooden skis and bindings from a store catalogue, and a used pair of leather boots for \$5.

For most of his adult life, Steven has written and researched ski resorts all over British



Columbia – from small hills like Mount Seymour to mega resorts like Whistler Blackcomb. He sold his first story to *Ski Canada* magazine on the top expert runs in British Columbia – BC's Savage Seven — in 1983 and continues to write for them to this day. He's also written for *Powder*, *SKI* and *SKIING* magazine in the U.S., and even had a story translated into Japanese.

He resides with his wife, Sheila, son Cameron, daughter Madeleine and faithful dog Luna beneath the slopes of Grouse Mountain in North Vancouver, B.C. When not skiing, he's also passionate about craft beer, Modern homes and design, pop/country twang and mountain culture. Reach him here: [sthrendy@telus.net](mailto:sthrendy@telus.net)



*Bob Legasa lives the ski life in Idaho*

## **Welcome Bob Legasa**

With over 30 years as a professional skier, Bob has traveled the world and taken the knowledge of the sport of skiing into a variety of different fields including television/journalism, ski action photography, coaching, and event management. He has won numerous journalism awards including a highly coveted EMMY Award and several Society of Professional Journalism Awards. He has produced and hosted dozens of nationally syndicated television skiing shows which were seen in over 300 cities across the nation, including the *Outside Television Network*. He also produced hundreds of television skiing segments which were seen regionally throughout the Pacific Northwest. Bob resides in Hayden, Idaho with his

wife of 30 years, Jane Legasa. Together they have two beautiful daughters Allison and Hannah and a grandson on the way. Bob is also a custom home builder in North Idaho and in his spare time he likes to spend time in the mountains archery elk hunting. Reach him here: [freeridepromo@msn.com](mailto:freeridepromo@msn.com)

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*Teton Pines in Jackson Hole (photo courtesy Jackson Hole Nordic)*

## **NASJA Member Seeking Golf Courses Ready to Add X-C**

Trails consulting firm Nordic Group International (NGI) is introducing a program where snow enthusiasts can receive a \$500 commission for successful referrals to potential new cross-country skiing clients, especially golf courses.

Golf courses in Snowbelt regions of the U.S. and Canada are prime candidates for becoming profitable in winter. Almost 300 courses in North America already have groomed trails.

NASJA member Jonathan Wiesel, NGI's president, said that, "Folks who recreate in the snow – and especially those in the business – are uniquely qualified to help us find golf courses that can develop winter operations. They understand the benefits of cross country skiing and snowshoeing."

What NGI proposes is simple, but potentially vital to the growth of Nordic skiing and perhaps golf in North America. NGI will pay the \$500 commission to anyone who refers a golf course that eventually becomes an NGI client.

High-potential golf courses will ideally have winterized clubhouses (for rental and retail), plus food and alcoholic beverage services. Lodging and real estate affiliations as well as close community relations are major plusses.

Learn more by contacting Jonathan here: [jonathan@nordicgroupinternational.com](mailto:jonathan@nordicgroupinternational.com)

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**Need Ski Tickets? Get Them Here.**

□New to NASJA is [GetSkiTickets.com](http://GetSkiTickets.com) whose goal is to keep the soul of skiing and snowboarding alive by sharing their love of mountain travel with as many people as possible.

The service is an online marketplace where skiers/riders have access to purchase discounted lift tickets, lessons, rentals, group lift tickets and season passes. They are able to offer these discounts to their guests through the terms and conditions of the ski resorts they've partnered with. All purchases must be made in advance through [GetSkiTickets.com](http://GetSkiTickets.com) and all purchases are date specific.

[GetSkiTickets.com](http://GetSkiTickets.com) was born in 2008 in the quaint surf-town of Mount Maunganui, New Zealand, to Heather and Brandon Quinn. It was through these first moments of conception, they chose the name "GetSkiTickets.com." The birth of the company on that special day would forever change their lives.

Heather and Brandon brought their growing company to Colorado to be with their family where they settled in 2010. In March 2011, [GetSkiTickets.com](http://GetSkiTickets.com) was joined by Brandon's sister, Erika Troyer, who became an owner of the company.

You can learn more here: [www.getskitickets.com](http://www.getskitickets.com), 970 393 3978, [brandon@getskitickets.com](mailto:brandon@getskitickets.com)

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*A future NASJA member enters the world.*

### **Baby News: Congratulation to Deer Valley's Emily Summer**

Add another participant to the sport of skiing. Belated congratulations to Matt and Emily Summers, Deer Valley Senior Communications Manager, on the birth of Lucille (Lucy) Corinne. Lucy was born September 22, 2020 in Salt Lake City. She weighed 7lbs., 8 oz. and is now more than double that at 6.5 months old. Emily tells *SnowScoops*, "Matt and I are loving her giggles and giant smile and are already looking forward to getting her on skis next spring!" You can reach the beaming parents at [esummers@deervalley.com](mailto:esummers@deervalley.com) NASJA is proud to call Deer Valley a Corporate Member.



***Outside Business Journal Promises to Pay Their Bills. No kidding.***

If you freelance for the new *Outside Business Journal*, they actually promise to pay your invoices. What a treat. "I am proud to announce today that we will be moving towards net-30 terms for all creative contributors. We know you have bills to pay, and we will not make you wait," writes Robin Thurston, CEO, Outside (the parent company of Outside Business Journal, Outside magazine, Backpacker, and dozens of other media brands). Imagine that.

Learn more here: <https://tinyurl.com/outsideBusJrnl>





*No reservations required for the Towpro backyard rope tow.*

## **Ski in Your Own Backyard**

By backyard, we really mean backyard, as in behind the house. During the pandemic people have built putting greens, ice skating rinks, swimming pools in their backyards, why not a ski resort? No parking, no reservations, no lines, no social distancing required.

Will Mayo and his business partner Kyle Roy, based in New England, are making that a reality. As a former snowboarder on the Air and Après circuit, Mayo felt what the team needed was quick access to the terrain park without having to hike or getting hauled up by snowmobiles.

The end result was Towpro Lifts which makes a portable rope tow that weighs 400 pounds, can be put into the back of your pick-up truck or SUV, sets up in an hour (with help), and runs off a 240-volt electrical plug (same as a clothes dryer or electrical stove). The return unit can be mounted to a tree and it comes with a rope spliced to a length of your choice.



The partners' initial market was small ski areas, with one sold to a ski area in Idaho and two in Japan, and they anticipate five or six more over the summer.

But those dreaming of being able to ski in their own backyards are their latest customers. Out of those 30 installs, eight are in Vermont alone. One enterprising Vermonter cut down a few trees and set the rope tow up on a hill on his 30-acre property. He bought a generator at Home Depot to power it. He slows it down for his five-year-old daughter.

You can find plenty of rope-tow budget builds on YouTube, but "not everyone can build a tractor operation. We want to do this for the 'not-so-mechanically inclined,' we want it to work," says Mayo. That includes the trip wire. Starts at \$7,468, rope mittens optional. (Watch the video at [TowPro-lifts.com](http://TowPro-lifts.com))

– *Tamsin Venn*

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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 • Bromley Mountain Resort • Brundage Mountain Resort • Canadian Ski Council • Canadian Ski Instructors' Alliance • Cranmore Mountain Resort • Cross Country Ski Areas Association • Deer Valley Resort • GetSkiTickets.com • 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 • Promo Communications • 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 • Visit Ogden • Vermont Adaptive Ski and Sports • Wachusett Mountain Ski Area

