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NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

June 9, 2021

NASJA Helps You Generate Revenue

Only six months to go before the ski season begins anew in North America. That gives each of us an entire summer to plan how we can profit from covering snowsports. That's been the focus of my tenure since spring 2019 and will continue now that I'm privileged to serve as NASJA president for another two-year term.

Take Professional Development seminars, for instance. Zoom isn't great, but it's the best we've had to work with during the cold, dark winter of Covid. We've held seminars on backcountry safety, Covid protocols, pitching media, pitching book ideas, and coming up June 23, 2021, a session on *Supercharging Your Social Media*.

Even during a pandemic, NASJA served up valuable business opportunities for its members. If you get just one great idea or make one valuable contact through your membership, your time will be well-spent.

After our Pitching the Media session in February with representatives from *Mountain Gazette*, *Mountain Life Media*, *NSAA Journal*, *Ski*, *Ski Canada*, and *Skiing History*, new member Sarah Kuta, a prolific freelancer from Longmont, Colorado, received four story assignments that paid for her membership several times over.

Over lunch recently, she told me, "To me, being successful as a freelancer is all about building relationships. NASJA introduced me to new editors, which is valuable in its own right, but also provided a platform for getting to know them and learning how we might work together."

"Our NASJA membership also meant we had something in common, which I think helped foster an immediate sense of trust and confidence in each other."

Membership renewal notices will be mailed this summer. Consider your \$85 dues a small investment on your snowsports communications career or sideline.



- Jeff Blumenfeld
NASJA President



TAKE THE SURVEY

As we continue planning for the 2021-22 season, and with Covid-19 receding in our rearview mirrors, we want to solicit your feedback. Please take a moment, if you haven't already done so, to complete NASJA's summer survey so that the NASJA Board can better serve your interests. We hope to receive your feedback by June 15, 2021, so we can discuss member input at our next board meeting.

Here is the link to the survey:

<http://survey.constantcontact.com/survey/a07ei2oobh1kpeic1o6/start>

SUPERCHARGE YOUR SOCIAL MEDIA
Wednesday, June 23, 2021, 7 p.m. ET / 4 p.m. PT

Next in our series of Zoom-based Professional Development seminars is one tailored to the marketing departments of our Corporate members. Learn from Gregg Blanchard, host of SlopeFillers.com, the ski resort marketing blog, NASJA member Nicole Feliciano of Momtrends.com, and NASJA social media professionals, how to get the most out of your social media campaigns. Active Press members are also invited to attend to pick up tips for their own social media presence. Moderated by board vice president Marie-Piere Belisle-Kennedy and Corporate liaison Megan Collins.



Gregg Blanchard

Gregg Blanchard is the Director of Marketing for commerce, marketing, and intelligence provider Inntopia. He's also the creator and editor of SlopeFillers, a resort marketing website used by thousands of resort marketers each week. Gregg is known for his level-headed, unique perspective on marketing topics and industry trends and is a regular contributor to industry publications. Gregg lives in Eden, Utah, with his wife and two children where he is a proud passholder of Nordic Valley, the state's smallest ski area.



Nicole Feliciano

Nicole Feliciano is the CEO of Momtrends Media and publishes one of the nation's top blogs for moms: *Momtrends.com*. The company launched in 2007 and travel is one of the biggest verticals, providing families with trusted tips for creating the best experiences on snow. In the snowsports niche, Nicole manages snow-specific social media platforms @skimomsvun on Instagram and Facebook. The private Ski Moms Facebook group gained 2,500 members in just over a year and is the largest group on social media for moms who ski and ride.

Nicole is a polished public speaker and has consulted with many brands including P & G, Ski Utah, Vail Resorts, Vicks and T-mobile on marketing partnerships.

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

Topic: Supercharge Your Social Media

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

Join Zoom Meeting

<https://us02web.zoom.us/j/81357731460?pwd=U0dkMjBjZ2IwcnFuVnBiOGc5QWpSUT09>

Meeting ID: 813 5773 1460
Passcode: social

HIRSCH AWARDS WORDS CATEGORY REVAMPED

At its May 27th meeting, the board approved a change to the Harold S. Hirsch Words category. Previously, newspapers columnists were competing against magazine feature writers and podcasters, all combined into one category. Starting with the 2021-22 season, Words will now be divided into three categories to better reflect the nature of the story:

- A. STAND-ALONE WORK - One-time stories in any media, print or electronic. Must be within the previous ski season and only three entries allowed per entrant.
- B. RECURRING WORK - Maximum of three samples representative of recurring content, whether for a website, newspaper or magazine column, or podcast.
- C. HONORABLE MENTION - Second place in each of the above two categories.

The board appreciates the time and effort spent by the Awards Revamp Committee: Marie-Piere Belisle-Kennedy, Jeff Blumenfeld, Martin Griff, Peter Hines, and Phil Johnson.



Tom Kelly

TOM KELLY JOINS NASJA BOARD

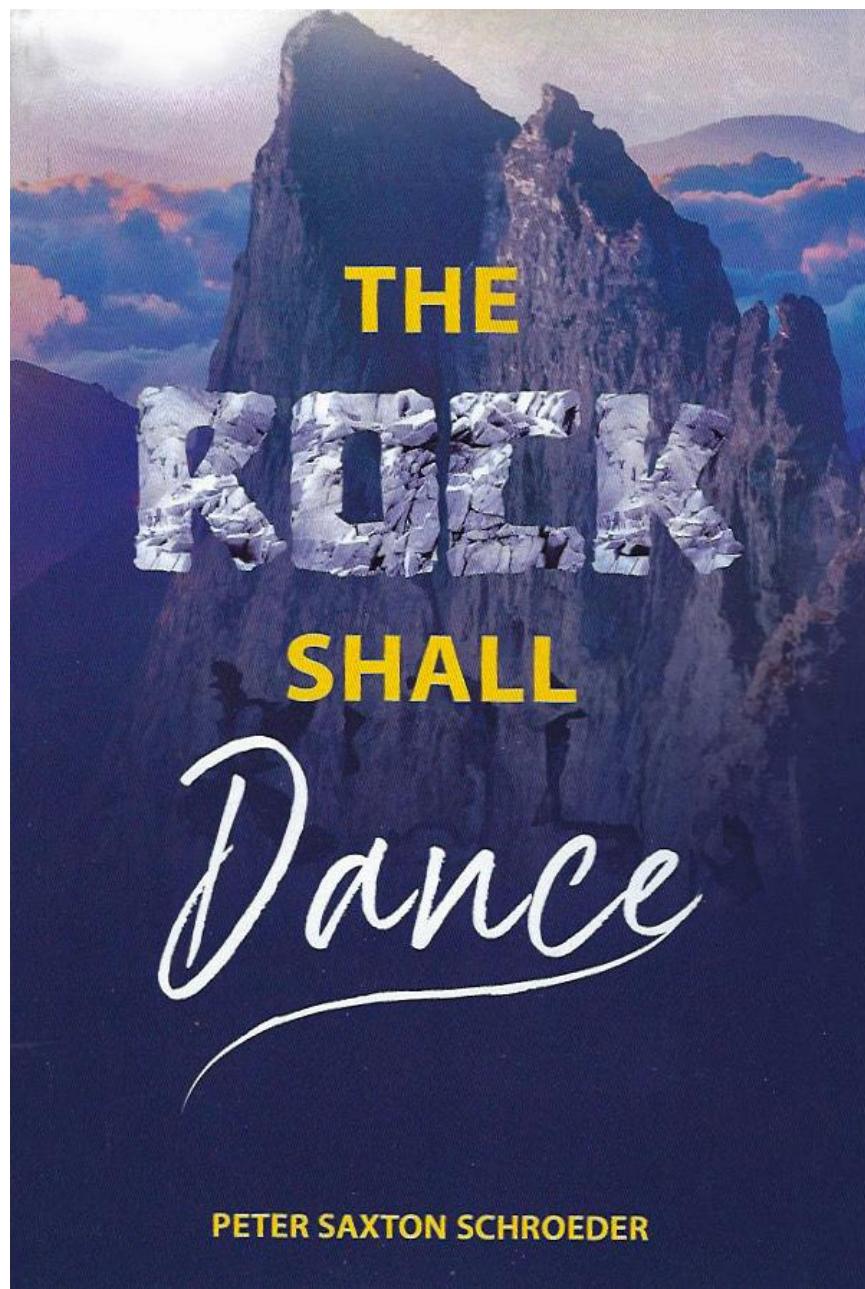
Tom Kelly excelled as the voice of the U.S. Ski Team through three decades – and 100 Olympic medals. An award winning sports and news photographer in Wisconsin, Kelly left that field in the fall of 1977 to work as the PR Director at Telemark Lodge in Cable,

Wisconsin, an innovative alpine and cross country skiing resort. It's also where he met Carole Duh, who would become his wife in a marriage for over 30 years (with four children, 10 grandkids and four great grandkids).

During that time he was an active leader of the U.S. Ski Writers Association (now NASJA) in the midwest. Those experiences would propel Kelly to join the U.S. Ski Association in 1986, and in 1988 he would step into a public relations leadership role that he would hold for the next three decades as the team's VP of Communications.

He served as the chair of the FIS PR and Mass Media Committee for a decade. Kelly is a prolific writer, penning hundreds of columns for the local Park City paper, a skilled photographer, and an inspirational public speaker. He served as a board member and then chairman of the U.S. Ski and Snowboard Hall of Fame, where he modernized selection criteria, and is the recently retired chairman of the Alf Engen Ski Museum. Kelly runs Tom Kelly Communications LLC, a PR consulting agency focusing on Olympic sports based in Park City. You can reach Tom at tom@tomkellycommunications.com.

MEMBER NEWS



Peter Schroeder Authors *The Rock Shall Dance*

He has lived out both traditional and divergent lifestyles. Armed with degrees from Princeton (BSE), University of New Mexico (MSE), and Stanford (MBA), long-time NASJA member Peter Schroeder, achieved successful careers in nuclear weapons testing and international business. Interspersed with his professional endeavors, he hopped freight trains across America, hitchhiked around Europe, impersonated a priest, hung out as a surfer dude in Hawaii, received not one but two critical skills deferments from the Viet Nam draft from President Lyndon Johnson, lived in ashrams in India and Oregon, and battled a fatal form of bone marrow cancer.

A Seattle resident for nearly 40 years, Schroeder weaves together the contradictions of his life in *The Rock Shall Dance* (Richter Publishing, 2021). More than just a memoir, the book provides inside looks at crucial and often controversial events of the late 20th century: 1960s anti-war protests on the Stanford University campus, 1970s shadowy business dealings in Iran and Saudi Arabia, and 1980s spiritual quests with Rajneesh/Osho, the guru beloved by some and reviled by others.

"I have sought to experience as much variety in life as possible," writes Schroeder. "To an onlooker, such an unusual life seems illogical, disjointed, and chaotic. But to me, every step has been logical, connected, and true to ongoing personal forces."

He continues, "Because we are on this earth so briefly, we should use our abilities to explore as much as possible in every dimension. This is what I have done."

The book is available on Amazon at:

<https://www.amazon.com/Shall-Dance-Peter-Saxton-Schroeder/dp/1954094027>



Rick has more time to ski now.

Rick Kahl Retires

Best wishes to long-time ski industry snowsports journalist Rick Kahl of Longmont, Colorado, upon his semi-retirement from *Ski Area Management*.

Says NASJA president Jeff Blumenfeld, "Rick and I met in the 1970s during our Wonder Bread years. Since then we've skied together, biked together and I played bad golf with him, doing my best not to lose any Top Flite balls. As editor of *SAM*, there's not much that got by Rick.

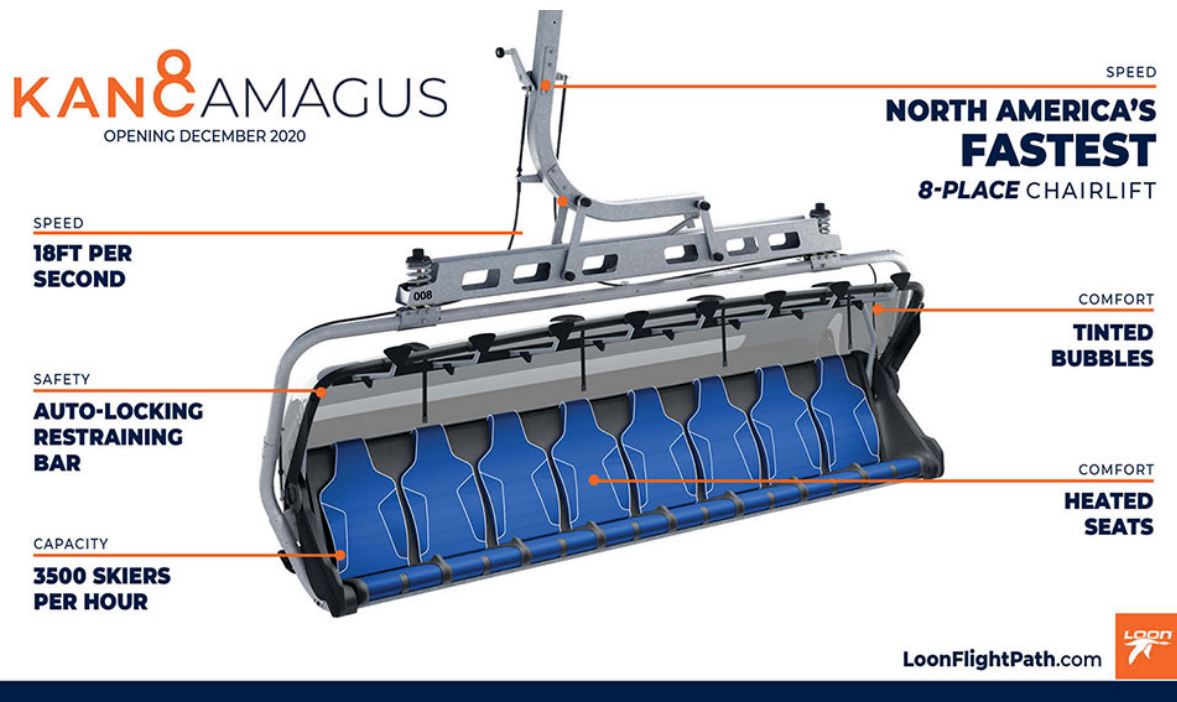
SAM Headline News, which continues at the magazine, is a must-read for all of us involved in the ski industry."

NASJA awarded Rick its Carson White Snowsports Achievement Award (2019) – the previous winner was Klaus Obermeyer who had to wait until he was almost 100. Rick received his Carson White Award at a much younger age.

He tells *SnowScoops* that he expects to remain in the industry on a consultant basis moving forward.

Rick, old writers like you never retire, they just turn a page. Best of luck.

CORPORATE MEMBER NEWS



Loon Mountain Adding East Coast's First 8-pack Chairlift

This winter New Hampshire's Loon Mountain Resort will unveil North America's fastest eight-person chairlift as well as what is being billed as "the most technologically advanced lift in the east." Called the Kancamagus 8, this state-of-the-art Doppelmayr D-Line system will spin at a whopping 1,100 feet per minute, (that's 18 feet/second), eclipsing the former record holder, the Ramcharger 8 at Montana's Big Sky Resort.

From the Governor Adams base area, the Kanc 8, as it's colloquially known, will take a mere four-and-a-half minutes to reach its terminus, just above mid-mountain on Loon Peak. The capacity of the lift will increase a full 25 percent to 3,500 riders per hour. The lift will replace the Kancamagus Express, a 1995 detachable quad servicing the lion's share of the resort's intermediate trails.

In a video released in mid-May 2021, Steve Howell, Lift Maintenance Manager on the project praised the lift's technological advances, "Doppelmayr has put a lot of refinements into this new D-line package. It's a lot quieter, a lot smoother ride."

Featuring individual heated seats, wider hip room, and a bubble shield, the lift is the first phase of Boyne Resorts' multi-million dollar investment project called *Flight Path: 2030*, a ten year infrastructure push at Loon also announced in January 2020. Upgrades are expected over the next ten years, including four major lifts: Seven Brothers, Lincoln Express, North Peak Express and the resort's gondola.

– Jay Flemma

NASJA REWIND



Our thanks to Harold S. Hirsch and NASJA award winners for participating in our award ceremony on May 27, 2021. Watch the replay here:

<https://www.dropbox.com/s/9bu6qn82wk1xrob/NASJA%20%20AwardCeremonyMay272021.mp4?dl=0>

Outstanding Competitor of the Year **Jessie Diggins**, the first U.S. woman to win an FIS Cross-Country World Cup Title, and now a two-time winner of the Paul Robbins Outstanding Competitor of the Year Award (her first win was in 2017), took time from her busy schedule to record her heartfelt acceptance:

https://www.dropbox.com/s/4sbn6jovtqyf9yy/NASJA%20%20ZoomDigginsAcceptanceIMG_6167.mov?dl=0

Dina Mishev won in the Words category; see her acceptance video here:

https://drive.google.com/file/d/1WzxeS0Z8N5QEddVOtWujoPDWdd_Dh1qM/view

The Zoom session was a bit glitchy. The opening video by NASJA member Don Burch of Montage Productions didn't play correctly. It provided a terrific look at highlights from the 2020-21 ski season. We're pleased that thanks to masks, social distancing, and parking lot picnics, the season wasn't too bad after all. Here is Don's video once again:

<https://www.youtube.com/watch?v=jJxb7jUiQXM>

NEWS YOU CAN USE



USGA Grant Promotes Coverage of Women's Golf

The snow has quickly disappeared in North America, but golf is going strong. For NASJA Press members that also cover golf, the USGA created the Driving Equity Grant Program to address the lack of media coverage for women's golf events. A recent study has revealed that while approximately 40% of sports are played by women, only 4% of sports media coverage features female athletes.

The USGA's Grant Program aims to address this under-representation in the media, particularly in women's golf, and create opportunities for media to support and improve coverage of women's golf.

To accomplish this goal, USGA will provide small grants to established news or media outlets to help with travel-related or freelancer costs in attending and/or covering women's golf events or to produce special projects or features (e.g., human-interest pieces) related to women's golf or female golfers. Grant amounts will range from \$2,000 up to \$10,000.

Learn more here:

<https://www.usga.org/content/usga/home-page/equity-grant-overview.html>

A graphic for a training module. On the left is a silhouette of a human head in profile, filled with a mosaic of colorful puzzle pieces. To the right of the head are logos for "SATW INSPIRING TRAVEL THROUGH RESPONSIBLE JOURNALISM" and "Switzerland." Below these logos is the title "(un) LEARN IMPLICIT BIAS" in large, bold letters, with "(un)" in orange, "LEARN" in green, and "IMPLICIT BIAS" in blue and red. At the bottom, it says "An Education for Travel Professionals" and "June 30 + July 14".

**(un) LEARN
IMPLICIT BIAS**

An Education for Travel Professionals
June 30 + July 14

Implicit Bias Training Available, June 30 and July 14

The Society of American Travel Writers (SATW) is offering Implicit Bias Training for Writers, June 30 and July 14, 2021

The Diversity Equity Accessibility Inclusivity Committee (DEAI) and the Editor's Council of the Society of American Travel Writers (SATW) have organized a thoughtful and expert virtual training for the travel industry that is now open to members of SATW and non-members alike.

Through NTIRE, the National Training Institute on Race and Equity at Morehouse College (<https://www.ntire.training/>), this training will address diversity in the workplace and in all parts of our professional lives. These Implicit Bias Training Seminars are made possible by Switzerland Tourism and take place this summer on Wednesday, June 30 from 12 to 3 p.m. ET and Wednesday, July 14 from 12 to 3 p.m. ET. Entry through advance registration only. Fee of \$25 per person is for non-SATW Members only.

To sign up:

<https://portal.satw.org/i4a/ams/meetings/index.cfm?controller=meetings&action=startRegistration&conferenceID=181%C2%AEinit=1&pageID=4400>

NASJA member Steve Giordano of Bellingham, Washington, brought this opportunity to our attention. He served as a past president of the SATW. You can reach him here: rsgiordano@gmail.com, 360 223 2391

Winter Season Exceeds Early Season Projections to Finish Up in Occupancy; Summer Lodging Looking to Set New Records

Western mountain destinations finished the Winter 2020-21 ski season by pulling a proverbial rabbit out of the hat and moved from expected double-digit deficits for room nights back in November to wrap up the season with absolute room nights that surpassed last year's truncated season, according to an Inntopia study last month.

A late season surge increased visits and enabled participating properties to reach an aggregated 102.3 percent of the total actual room nights booked for the entire last winter. And although actual occupancy eked out a seasonal gain over last year's short season, daily rates weren't strong enough to offset more than a month of lost nights.

While in the end, mountain lodging fell short of a full recovery from the unprecedented impacts of the Covid-19 pandemic, the year-end summary was far "less bad" than projected at the start of the season.

The aggregated results include 18 mountain destinations in eight western states and were released yesterday by DestiMetrics, the Business Intelligence division of Inntopia in their monthly Market Briefing.

Read the announcement here:

<https://corp.inntopia.com/winter-season-exceeds-early-season-projections-to-finish-up-in-occupancy-summer-lodging-looking-to-set-new-records/>



Aspen Helps Turn Coal Mine into Power Plant

Matt Jones, the chief financial officer for Aspen Skiing Co., said he and the other representatives of the resort firm quickly realized they had to stop basing their pitch to oil and gas executives on the environmental merits of turning a coal mine spewing methane — a potent and harmful greenhouse gas — into a working power plant and go straight to the economics. They effectively argued that methane was a potentially valuable resource that could be sold. Today, the Elk Creek Mine plant — which sits in a mining town in the North Fork Valley of Colorado — is a qualified success. Read the May 28 *Washington Post* story [here](https://www.washingtonpost.com/climate-solutions/2021/05/28/colorado-ski-methane-electric-power/):

<https://www.washingtonpost.com/climate-solutions/2021/05/28/colorado-ski-methane-electric-power/>



Beware of Darth Blader

Colorado's highways will be plowed next winter by the likes of Snowtorious B.I.G., Darth Blader, Mr. Plow and Plowzilla. Those are among 20 names various Colorado Department of Transportation snowplows will be christened within the months ahead — all chosen by Colorado kids.

In March, the state – following up on a similar and popular campaign in Minnesota – called on elementary school children from across the state to send in submissions for a “Name that Plow” contest.

Read the other winning names here:

<https://www.thedenverchannel.com/news/local-news/snowtorious-b-i-g-and-plowzilla-colorado-announces-names-for-snowplow-fleet-picked-by-kids>

HOLD THESE DATES*

- Supercharge Your Social Media – Professional Development, June 23
- Outdoor Retailer Show, Aug. 10-12, Denver
- Snow Reporting, Professional Development, September
- Big Snow America – Oct. 27, 2021
- Denver Ski Show, Nov. 5-7, 2021
- Boston Ski Show, Nov. 19-21, 2021
- Ski PA, January 2022
- Bretton Woods, New Hampshire March 2-6, 2022 (HOF proposed date)
- Sun Valley, Idaho March 23-27, 2022 (Ski History Week)

* Some dates are tentative.

Jeff Blumenfeld - President
Marie-Piere Belisle-Kennedy - Tom Kelly – Vice Presidents
Megan Collins - Corporate Liaison
Iseult Devlin - Immediate Past President

OUR THANKS TO THE CORPORATE MEMBERS SUPPORTING NASJA

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