



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

May 13, 2021

I'm Cooked

Many of you have heard me wax eloquently about the value of keeping a ski log. My log dates to January 8, 1972 when I skied at Gore Mountain as vice president of the Syracuse University Ski Club (referred quite inelegantly as SUSKI). I've been counting ski days ever since, never more so than the just ended 2020-21 season, one that appeared, at the start, to be threatened by the Covid-19 pandemic.

But the resorts stepped up to the plate. While it was physically draining to stay out of base lodges and warming huts for five to six hours in 10 degree weather, with the help of the resorts we seemed to manage, wearing masks in lift lines and retreating back to our cars for lunch.

I was fortunate to join many NASJA members at Colorado resorts this season, spending time in the car and on chairlifts talking about new initiatives to consider next season. Shortly we'll issue a survey to all members to solicit your input as well.

After 35 calendar days on skis this year, stick a fork in me: I'm cooked. I'm skied out. Time to be thoroughly humiliated by elusive Rocky Mountain trout.

Sure I could keep skiing at A-Basin and Breckenridge, but there's a sport for every season. Besides, the anticipation of those first runs in December (perhaps as early as November) keep me going all summer.



- Jeff Blumenfeld
NASJA President



JOIN THE NASJA AWARDS CEREMONY

May 27, 2021, 7 p.m. ET / 4 p.m. PT

May we have the envelope please? Join us May 27 as we recognize the recipients of the Harold S. Hirsch and NASJA Awards, plus the Paul Robbins Outstanding Competitor Award (see below). These are the highest honors bestowed by our almost 60-year-old organization and represent our continued commitment to snowsports excellence.

Topic: NASJA AWARD CEREMONY

Time: May 27, 2021 7:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89905686211?pwd=L0ZSVjZBeFRySHUwRnBmb0hWMlFJTQT09>

Meeting ID: 899 0568 6211

Passcode: Hirsch



Gregg Blanchard

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 aimed at the marketing departments of our Corporate members. Learn from Gregg Blanchard, host of SlopeFillers.com, the ski resort marketing blog, 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 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.

The session is open only to NASJA members. Watch for the link in June.



Jessie Diggins

CONGRATULATIONS TO JESSIE DIGGINS, 2X WINNER OF PAUL ROBBINS OUTSTANDING COMPETITOR OF THE YEAR AWARD

Congrats to 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).

Diggins enjoyed an outstanding 2020-21 season, winning three events, including becoming the first American to win the prestigious Tour de Ski 10K Pursuit in Val Mustair, Switzerland. It's XC skiing's version of the Tour de France and no American had ever won it before. Jessie dominated, winning two of the eight races and finishing on the podium in three others, according to NASJA Press member Peggy Shinn.

"Jessie's season was historic and just amazing. But for anyone who has followed her career, it was no surprise. She's become a force on the women's World Cup, capable of winning any race she enters no matter the distance or discipline," said Peggy, author of the Hirsch-awarded book, *World Class: The Making of the U.S. Women's Cross Country Ski Team* (ForeEdge, 2018).

Diggins completed the World Cup season with 1,347 points and is the second American to win the overall World Cup title, preceded only by Bill Koch in 1982. She also won the overall distance title.

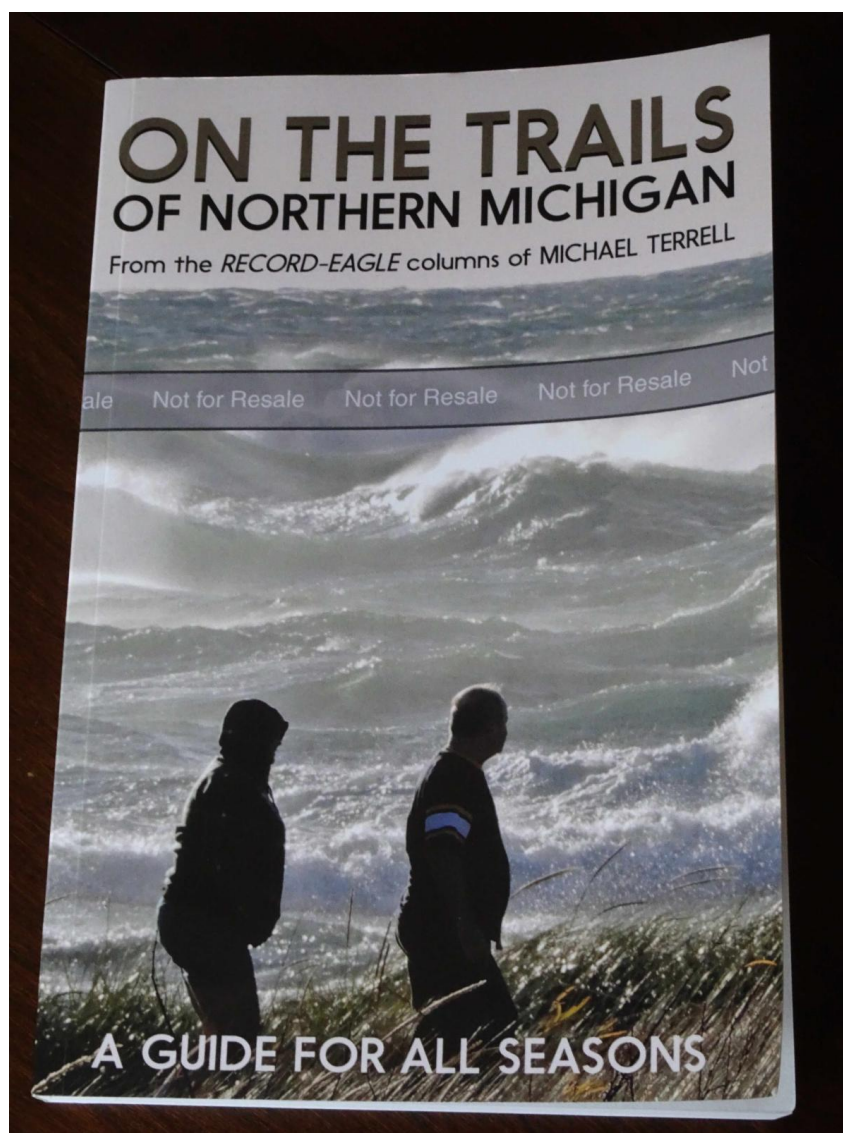
Diggins and teammate Kikkan Randall won the first U.S. Olympic gold medal in cross-country skiing with their team sprint victory. The 29-year-old from Afton, Minnesota, is also a four-time world medalist, including a gold medal in 2013 in team sprint.

The award, which dates back to 1967 when it was won by Jimmie Heuga, is named in memory of Paul Robbins, who spent 30 years as primary journalist for the U.S. Ski Team.

Learn more about her outstanding season here:

<https://www.teamusa.org/News/2021/March/09/Jessie-Diggins-Becomes-First-US-Woman->

MEMBER NEWS



Mike Terrell is Your Guide to Northern Michigan Trails

Press member Mike Terrell of Traverse City, Michigan, has spent over 40 years exploring the nooks and crannies around northern Michigan, writing hundreds of columns and directing thousands of readers to trails throughout this scenic, glacier carved landscape. It's easily some of the most impressive scenery and trails you will find in the Midwest and around the Great Lakes.

His new book, *On The Trails Of Northern Michigan*, covers a smorgasbord of trails in state parks, national forests, along Sleeping Bear National Lakeshore and regional land conservancy holdings. There are 75 trails including waterway trails for kayaking and canoeing that cover all four seasons. They lead to some of the best wildflower displays, cool cathedrals of pine and old growth forests to hike under during summer's heat. Hike to windswept vistas of Lake Michigan, inland lakes, through forests and river valleys. Fall hikes lead to colorful panoramas, and winter trails take you on a hushed day trip through snow covered fields and forests. It's a guide for all seasons.

It will be available by June 1 at [Amazon.com](https://www.amazon.com) and Michigan bookstores as well as through the *Record Eagle*.

PROMO

COMMUNICATIONS

Welcome Promo Communications

Promo Communications is an Aspen-based PR agency established more than 21 years ago and specializing in mountain resorts, hotels, experiential travel, and more. They provide traditional media relations, social media consulting, as well as branding newsletter creation, and other marketing services.

Founder Maureen Poschman has been in Aspen for more than 30 years and worked for Aspen Skiing Company prior to starting her own communications agency. Account Manager Carol Breen grew up between Aspen and Portillo, Chile, as her parents met in Portillo, and her father has been a ski pro for more than 30 years in both resorts.

Promo Communications clients include:

Ski Portillo, Chile, the leading ski resort in the southern hemisphere with legendary skiing and a unique lifestyle which attracts skiers from around the globe.

Dolomite Mountains, a DMC based in the Dolomites which organizes winter skiing trips including the signature ski safari (on piste, off piste, backcountry), as well as summer and fall trips for hiking, running, via ferrata and multi-sport adventures.

Aspen, CO – Promo represents the Aspen Chamber and promotes Aspen year-round from Alpine skiing on the four Aspen/Snowmass mountains to Nordic skiing to biking, hiking, rafting, and kayaking, the arts & culture and more.

Aspen Street Lodge – Aspen Street Lodge is a new luxury boutique property in the heart of Aspen.

Previous mountain clients include Valdez Heli-ski Guides, Viceroy Snowmass, and St. Regis Aspen. Your contact for these clients is Maureen Poschman, president, 970 948 3176, www.promocommunications.com, maureen@promocommunications.com

MEMBER BENEFIT OF THE MONTH



ExpertVoice Returns with Discounted Gear

As a part of NASJA, you are recognized as an expert in snowsports which means the world's top brands want to offer you insider access and exclusive discounts of up to 60%. ExpertVoice shares our passion for ski, snowboard and Nordic related news, information and gear. So once again for 2021-22, NASJA partnered with ExpertVoice and its community of hundreds of name brands that recognize the voice of trusted, high-quality experts. People trust you for advice, so brands want to know you.

Through ExpertVoice, you'll be able to elevate your expertise by connecting with top brands, learn from other passionate experts and gain exclusive access to insights and deep product discounts.

If you haven't already done so, join for free to start engaging with over 250 brands including Hestra, LEKI, Obermeyer, Swany, Sweet Protection, Swix and many more.

Sign up or login at www.expertvoice.com using code 4262-2C5B-43E4-A5F9 to find the NASJA group. Complete the application and be sure to verify your account via email. New and existing users, be sure to update your profile information to unlock the most member benefits.

Questions on an order? Support@expertvoice.com

Trouble logging in? EVPartners@expertvoice.com

Our thanks to Press member Mike Roth for again establishing this program for NASJA.



NASJA REWIND

Pitch Your Book, April 19, 2021

Miss our session on book publishing last month with Terry Whalin and Marc Liebman? Many of the participants were seen furiously scribbling down notes from the session. To avoid a serious case of FOMO, replay the session at your convenience.

<https://www.dropbox.com/s/s1ofcn6ubn8l0y4/NASJA%20-%20PublishingBookApril212021.mp4?dl=0>

We learned there is no magic bullet or path to become a bestseller. If such a path existed, *every book* from *every publisher* would become a bestseller. There are many well-written books, well-designed books which have dismal sales. What will make the difference? Here's some advice from Terry Whalin's latest

blog: <https://www.writersonthemove.com/2021/04/searching-for-magic-bullet.html>

CREDENTIALS DUE

Active Press Members – watch your inbox for notice regarding credentials submissions. As you know Press members must submit work to maintain credentials every two years.

The NASJA Credential Guidelines state:

- (a) Active Press Membership is open to individual professional snowsports journalists, and each prospective member is to be credentialed and admitted to Membership on his/her own merits. Active Press Members who resign from their positions as snowsports journalists may not transfer their Membership to their successors.
- (b) Each Active Press Member's work shall be reviewed every other year. The Executive Secretary will be responsible for obtaining work from the Members and providing it to the Credentials Committee.
- (c) Active Press Members must submit materials from the previous snowsports season (July 1 to June 30.) New applicants for Membership may submit materials from the 12 months prior to the application.
- (d) Benchmarks for Active Press Members include:
 - (i) Employment by accredited journalistic properties or work as freelancers for a variety of media and
 - (A) Have published and/or sold three by-lined articles, photographs, videos or illustration on snowsports related subjects in a season in any type of media;
 - (B) Have published a book on snowsports in the past two years with updates every five years at a consumer or trade oriented publication in print or electronic media;
 - (C) Meet criteria for "press category" active blog or other digital media and meet basic standards for establishment of active website with frequently updated original content, proof of audience engagement, and strong social media presence;
 - (D) Are editors employed by media outlets that publish editorial material on snowsports; or
 - (E) Are publishers who produce annual or monthly publications, reports or programs on snowsports.
 - (F) Advertorials may not be submitted for credentialing.
 - (G) A Member's credentials submission shall be consistent with his/her listing in the Membership Directory.
 - (H) The credentialing committee shall carefully scrutinize multiple applications from the same publications, particularly situations when more than one assignment editor or more than one copy reader from the same publication or broadcast outlet is involved.
 - (I) Since Active Press Members may do a variety of work, often in different kinds of media during the same season, the total volume of work shall be considered.

HOLD THESE DATES

- NASJA Award Ceremony (Zoom), May 27
- Supercharge Your Social Media (Zoom), June 23
- Denver Ski Show, Nov. 5-7, 2021
- Boston Ski Show, Nov. 19-21, 2021
- Big Snow America – November 2021 to occur either before or after the Boston Ski Show.
- Bretton Woods, New Hampshire March 2-6, 2022 (HOF proposed date)
- Sun Valley, Idaho March 23-27, 2022 (Ski History Week)

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

OUR THANKS TO THE CORPORATE MEMBERS SUPPORTING NASJA

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