



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

September 8, 2021

PRESIDENT'S LETTER

The Elephant in the Room

So here we are at the beginning of the season and Covid-19 remains the elephant in the room. As we approach winter 2021-22, it looks like Covid-19 rules and regulations will remain with us on the slopes and off. Yet NASJA is forging ahead. We may not be able to do all the normal ski trips we would like but we do have some tentatively scheduled.

When it comes down to it, snowsports are outdoors; skiers and riders showed great resiliency last season and are expected to do so again.

The board's pledge is that we'll continue to add value to membership while doing so as safely as possible. To that end, we've updated the membership benefits section (see below) and have monthly professional development sessions planned; check out our Sept. 28 session featuring presentations by Open Snow and SnoCountry, moderated by new board member Tom Kelly, who for 32 years was the VP - Communications for U.S. Ski and Snowboard. We hope you'll Zoom in.

Then there's the Outdoor Writers Association of America meeting at Jay Peak in early October. Attending the OWAA convention is an occasion not to be missed for our members in the East and even anyone outside the region. It's an amazing generator of future story ideas.

Have you written a book? Send us the title, a cover image, and a link to your website and we'll post it to the Showcase. I know there has to be more authors out there than just Peter Schroeder and myself. As they say, writing is easy. It's selling that's hard. Use this [link](#) to gain attention to your work.

Best wishes for a speedy recovery to NASJA member Roger Lohr following recent surgery. Roger has been invaluable in creating minutes for each monthly board meeting, and for offering his sage advice.

It's fall 2021. Here we go.



- Jeff Blumenfeld
NASJA President



WELCOME NEW EXECUTIVE SECRETARY JANET WHITE

After many years of exceptional service to NASJA, including as president of NASJA East, one of our former regional organizations, Peter Hines has decided to step away from being the NASJA Executive Secretary. The NASJA Board has handed the reins over to Janet White, NASJA's newly-installed executive secretary.

Janet, a resident of Essex, Massachusetts, is a hands-on administrative and sales professional who formerly worked for Transact, FrontStream and Sallie Mae. Of particular interest to NASJA is her former experience as Director of Training for The Ski Market, and volunteer work as a board member of the New England Ski Museum and volunteer for BEWI Productions Ski and Snowboard Expos. She also currently serves as executive director of the International Skiing History Association.

Janet holds a B.A. in Spanish and Political Science from the University of New Hampshire and downhill and cross country skis whenever she can, mostly in New Hampshire, but looks forward to a trip to Chamonix this spring. She is married and has two grown children who are avid skiers; in the off season she enjoys sailing with her husband.

We wish Peter great health and great happiness in the future as we assist Janet in getting up to speed. The board encourages members to be in touch with her for any needs that might arise. You can reach her at execsec@nasja.org.



OPENSNOW



SNOW REPORTING IN 2021-2022

Why It's as Relevant as Ever

A NASJA Professional Development Zoom Seminar

Tuesday, Sept. 28, 2021, 5 p.m. MT/7 p.m. ET

We've come a long way since one of the most respected names in snow reporting was [Roxy Rothafel](#), an honorary member of ESWA who had to depend upon print and radio in the pre-Internet era, along with a network of "spies" who lived at ski resorts.

Now weather reporting is as close as the nearest smartphone, but how relevant is it to snowsports enthusiasts who want to know more than just precipitation, wind and temperatures?

Join us for an hour-long discussion with Michael Colbourn, president of SnoCountry Ski Areas Association, and Joel Gratz, Founding Meteorologist of Open Snow and Open Summit as we ask them:

- How has snow reporting changed over the years?
- Relevancy of snow reporting today; with better snowmaking and grooming does it even matter any longer?
- How snow reporting ensures a better experience and helps ensure a better experience for the skier/riders' hard-earned discretionary dollars.
- How independent are snow reports anyway?

Watch your email for the Zoom link. Professional Development seminars are open only to NASJA members. The session will be moderated by board member Tom Kelly.

MEMBER NEWS

Laurentian Ski Museum Hall of Famer Rochelle Lash Joins

New to NASJA is Montrealer Rochelle Lash, who writes Hotel Intel weekly for the *Montreal Gazette* and Canada's *Postmedia* affiliates. Her columns cover where-to-stay and what-to-do and she seeks out as many snow destinations as possible. A skier since childhood, her home mountains were in the Lower Laurentians, the historic seat of lift-serviced downhill in North America, and Stowe, Vt.

"I never became a fearless expert but Stowe's moguls and Eastern powder prepped me well," she tells *SnowScoops*.

Rochelle has worked in news, business and lifestyles, and in sports, she covered Olympic Games (equestrian) and was travel editor of *Golf Canada* magazine. In 2018, she was named to the Hall of Fame of the Laurentian Ski Museum, recognizing 30 years of ski tourism writing.

Rochelle's career spans virtually every facet of newspaper/magazine publishing and corporate publications, including story assigning and development, writing, copy and photo editing,

page design and production. She holds a B.A. from McGill University in Montreal and an M.A. in Journalism from the University of Missouri.

Her travel stories have appeared in *The New York Times*, *Town & Country*, *ROBB Report*, *Everett Potter's Travel Report*, *International Herald Tribune*, *Washington Post*, *Toronto Star*, *National Post*, *Dreamscapes Travel Magazine*, *The Globe & Mail*, *Boston Globe*, *Skiing Magazine*, et al.

Learn more at www.rochellelash.com, rochellelash@gmail.com



Rochelle Lash

CORPORATE MEMBER NEWS



Deer Valley Begins Major Expansion of Main Base Park Lodge

In one of the most ambitious of Alterra's world-wide, multi-million dollar property upgrade projects, the main base lodge of Utah's Deer Valley Resort is set for a major expansion and renovation. The resort's Snow Park Lodge will have all of its facilities significantly improved. The new base area will provide additional accommodations and skier services, new contemporary food and beverage and après options, a modernized and ergonomic mountain transportation network, underground parking, and even a new "ski beach" slope-side area for an even more haute "après scene." The entire project hopes to be finished by 2026.

"It's the completion of the Master Plan originally submitted by our founders (the Stern family) in 1977, four years before Deer Valley opened. We will finally have a world-class base area that modernizes the arrival and departure experience and is worthy of the Deer Valley reputation," explained Deer Valley Senior Communications Manager Emily Summers.

Earlier this year, Alterra earmarked \$207 million in capital improvements for the 2021-22 season, including transformational base area and on-mountain developments at not only Deer Valley, but Steamboat, Squaw Valley Alpine Meadows and Mammoth Mountain as well. This year's \$207 million plan includes \$111 million in resort projects, \$31 million in enterprise technology systems, and \$65 million for resort maintenance and planning of "to enhance the guest experience."

For more information visit [Deer Valley](#).

– Jay Flemma



SALT LAKE

NASJA member Visit Salt Lake (VSL), in partnership with Salt Lake County Mayor Jenny Wilson, launched a new brand that will serve all of Salt Lake. This new brand, much more than just a logo change for VSL, will serve the entire destination. It is being launched to build a stronger recovery for the visitor economy and to dramatically increase tourism and convention attendance.

Extensive research showed that perceptions of potential visitors lag way behind the reality of the Salt Lake destination. Salt Lake is more modern, progressive, inclusive and vibrant than travelers realize and VSL intends to showcase the story of its fresh, creative energy, according to VSL's announcement



"There is a distinct opportunity to change misperceptions about Salt Lake and showcase Salt Lake's incredible modern, fresh, vibrant destination that is truly inclusive and genuine."

The new "West of Conventional" brand platform recognizes that Salt Lake is the intersection of many facets, where unconventional ideas make for a better world. The new salt crystal design of the logo recognizes that there are many facets of life in Salt Lake and VSL will use this visually to tell the story. The new "intersection" ad campaign will run nationally.

Visit Salt Lake is a private, non-profit corporation responsible for the promotion of Salt Lake as a convention and travel destination.

Learn more here: www.VisitSaltLake.com

Watch the [Visit Salt Lake video](#). (Password "unconventional.")

MEMBER BENEFITS



The Indy Revolution Marches On

The Indy Pass is the fastest-growing multi-mountain pass in the world and features world-class resorts in all regions of the U.S. Its fiercely independent mountains, most of which are family-owned and operated, offer smaller crowds, and authentic welcoming atmospheres. Indy Pass holders receive two free days at EACH of 70+ resorts across the U.S. and Canada. Experience the joy of skiing and riding at a "mom-and-pop" resort and join the Indy Revolution today!

NASJA MEMBERSHIP OFFER – NASJA writers and editors (Active Press) can purchase any Indy Pass product at early-bird pricing until January 1, 2022 (normally early bird pricing ends Aug. 31, 2021). NASJA members save up to \$50 depending on the pass. [See pass pricing here.](#)

Contact Emily McDaniel to receive a promo code for your specific discount at emily@indyskipass.com.



Comp Passes to Sunlight, Glenwood Springs, Colorado

Sunlight Mountain Resort extends complimentary media passes to all current Active Press members of NASJA. Please email Troy.Sunlight@gmail.com when planning to visit. Sunlight gives you a full day of skiing for about half the cost of the mega resorts. You'll park for free, walk to the lifts, and never stand in line. Without the big crowds, its powder lasts for days. All 72 trails lead right back to the lodge where you can stow your gear, meet your family and friends, and get something hot and delicious at the grill.

For more information visit [Sunlight Mountain Resort](#).



IPA Connect Welcomes NASJA Members

IPA Connect welcomes NASJA Active Press members to the IPA Collective for the Snowsports Industry. One location for a direct connection with some of the best brands in the industry – and with more on their way.

Leading brands see you as an outdoor and snowsports professional and would like to offer you special access and pricing. Their ask is that you are respectful of the process and keep your access confidential. When appropriate, be a positive supporter of any product you use,

and just be discrete about your special buying opportunity.

[Register now](#) and once approved, you'll have access to the brands you selected.

***Please Note that the IPA Collective is a portal for easier access to multiple brands and not a stand alone 3rd party pro retailer.** Upon approval, you will be added to the in-house pro program for any/all brand(s) you check and you **will** get a separate, individual, and personal brand application notification AND a 2nd note – a welcome letter from each brand. So... a few more e-mails in your inbox than normal – just so you are aware.



Masterfit offers 40% Discount

Ready to give your boots a little DIY fit tuning? NASJA Corporate member Masterfit Enterprises is extending to NASJA members a 40% discount on all EZ Fit cut-to-fit upgrade insoles (including ones that work in sneakers and other athletic shoes), Eliminators, Booster Straps and Ski Skootys at the Masterfit on-line store. And if you are working on a story about ski/snowboard or outdoor footwear fitting, give the experts at Masterfit a call.

They also operate Masterfit University, the industry's training centers for bootfitting which are resuming full scale operation beginning late September. See www.MasterfitUniversity.com for details on programs and locations. To receive the discount code, email bfrias@masterfitinc.com.



NASJA Membership in ExpertVoice Returns for 2020-21

Because of the expertise and trust you have built with your audience, NASJA Active Press members are eligible to join ExpertVoice. As part of the ExpertVoice community, you will be rewarded and elevated by brands you love, and get introduced to some you aren't even aware of. Through the brand connections you make on ExpertVoice, you will get access to insider knowledge, brand and product education, and gain firsthand product experience.

ExpertVoice offers hundreds of manufacturers that want you to learn about their product (many times they will require you to answer simple questions to access their site).

In return, you'll receive preferential pricing – so you have firsthand experience to share recommendations that people can trust.

To join the ExpertVoice team go to the website and follow the instructions. Long-time NASJA member Mike Roth will confirm your NASJA membership, then send you a notice through the ExpertVoice website that your application is approved. It will be good for one year (if you signed up last year, watch for an email requesting that you renew for this year).

To start, go to ExpertVoice.com and set up an account, or renew a previous account.

For detailed instructions, [click here](#).



OWAA Invites NASJA Members to Vermont Conference, Oct. 4-6, 2021

The Outdoor Writers Association of America (OWAA) is extending an invitation to NASJA members to join them for their conference at Jay Peak Resort, Oct. 4-6. The organization has extended its members-only registration rate to NASJA members.

Founded in 1927, OWAA (www.owaa.org) is comprised of nearly 700 individual outdoor media from the broad, modern spectrum of outdoor beats, including: camping, backpacking, paddling, hunting, adventure travel, biking, shooting, wildlife watching, fishing, mountain climbing and more.

The event will bring together some 150 North American outdoor storytellers, including freelancers, editors, photographers, bloggers and others, as well as destinations, gear brands, and industry partners.

Highlights of the conference include:

- Keynote addresses by inspiring speakers
- Panels with editors who are hiring
- Close looks at all the latest gear
- Hospitality suites, socializing and networking
- Pre- and post-tours, as well as tours for spouses/partners

And NEW this year: dedicated, small group workshops that will allow you to take a deep dive into specific areas in writing, photography, podcasting and more.

For more information, including Covid-19 protocols visit the [conference site](#).

Contact OWAA Executive Director Chez Chesak to receive a code that will allow you to register at the OWAA members-only rate. His email is: chez@owaa.org

Note from Jeff Blumenfeld: I've attended a half-dozen of these conventions and have always found them to provide a wealth of story ideas.

NEWS YOU CAN USE



Learning to Ski in a Country of Beginners

While you were all perfecting your tans, diligent staff members at *SnowScoops* were vainly attempting to keep up with their *New Yorker* subscriptions (the magazines seem to arrive weekly with some regularity).

Of particular interest is [this story](#) on the state of never-ers in China. It's a great read.

HOLD THESE DATES

Covid-19 continues to dash the hopes of many organizations, NASJA included. We remain optimistic that as vaccinations increase and the booster becomes available, we'll be able to proceed with many of these in-person activities. For now, we're taking it month by month. Zoom ain't great, but life in a pandemic would be much harder without it. Watch *SnowScoops* and your email for updates.

Professional Development – Snow Reporting, September 28, 2021 (Zoom)

OWAA Convention, Oct. 4-6, 2021, Jay Peak Resort (NASJA members can attend at OWAA rate)

Professional Development - Virtual DEI Workshop, October

Big Snow America – Oct. 27, 2021

Professional Development – Boost Your Video Skills – November

Rocky Mt. Snowbound Festival, Nov. 5-7, 2021

New England Snowbound Festival, Nov. 19-21, 2021 (Meeting, Prof. Development Nov. 19)

Crested Butte Media Trip, Jan. 6-10, 2022
OR Winter Market, Jan. 26-28, 2022, Denver

Austria Media Trip, February 5-12, 2022

Smugglers – Late February

Bretton Woods, New Hampshire March 2-6, 2022 (Induction gala, March 5)

Sun Valley, Idaho March 23-27, 2022 (induction gala March 26)

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

AirFlare • Alpine-X • Alta Ski Area • BEWI Productions, Inc. • Blumenfeld and Associates PR • Bromley Mountain Resort • Brundage Mountain Resort • Canadian Ski Council • Canadian Ski Instructors' Alliance • Copper Mountain Resort • Cranmore Mountain Resort • Cross Country Ski Areas Association • Deer Valley Resort • GetSkiTickets.com • Giants Ridge • IndySkiPass • International Skiing History Association • Jackson Hole Mountain Resort • Jiminy Peak Mountain Resort • King Pine Ski Area • Loon Mountain Resort • Lutsen Mountains • Mammoth Lakes Tourism • Mammoth Mountain Ski Area • Masterfit • Minnesota Ski Areas Association • National Ski Areas Association • 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 • Ripple Communications LLC • 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' Notch • 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 • Vermont Adaptive Ski and Sports • Visit Ogden • Wachusett Mountain Ski Area

