



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

October 11, 2021

PRESIDENT'S LETTER

We're Coming Back

NASJA members have been invited to a number of ski industry events recently, including a recent IKON bash in New York, an in-person Ski Utah event in Brooklyn, and coming up, a showcase involving Smith and Seirus, and other outdoor brands. One NASJA member who attended the IKON reception said, "it felt like the good old days."

The signs are encouraging that while the usual Boston and Denver events aren't happening due to the cancellation of the Snowbound Festivals, we're beginning to tiptoe back to some degree of normalcy. If there's any good to come out of this Covid mess, it's that pandemic-era improvements at resorts such as higher sanitation standards, more outdoor heated seating, and touchless transactions will likely be with us long after this health crisis subsides. Happily, resorts are moving away from requiring parking reservations. And that's not a bad thing either.

Fire Causes Big Headache for Big Snow— You may have heard that Big Snow experienced a fire last month. Luckily, no one was injured and the damage was not widespread, but the facility is closed at least through the end of October. NASJA is planning to hold an event there on Nov. 4 in partnership with MDV (Marker Dalbello Volkl). We'll make a decision on Oct. 15 whether to proceed with those plans. Watch your email for an update. Meanwhile, we encourage Active Press members to register for the event [here](#).

Interested in Traveling to Austria? We're watching Austria closely to determine whether we can safely arrange a trip on Feb. 5-12, 2022, with NASJA member, author and ski guide Jimmy Petterson. "This year there will definitely be winter holidays in Austria," Tourism Minister Elisabeth Koestinger said. "We have developed strict rules for a safe winter."

The trip is focused on visits to Saalbach-Hinterglemm-Leogang-Fieberbrunn-Zell am See-Kaprun, and includes seven nights lodging and seven days of skiing, with local transportation and some sponsored media dinners. Cost is approximately \$2,000 p.p. d.o., not including airfare. Payments will be refunded if cancelled due to Covid-19.

Commitments and deposits will be needed by Dec. 1. Want more information? Contact me at jeff@blumenfeldpr.com and I'll put you in touch with Jimmy.

Read the Sept. 20 Reuters story [here](#). Here's the [link](#) to current Austrian travel restrictions.



- Jeff Blumenfeld
NASJA President



Laura Moriarty

PROFESSIONAL DEVELOPMENT

Awaken Unconscious Bias in Your Coverage, November 23, 2021, 7 p.m. ET

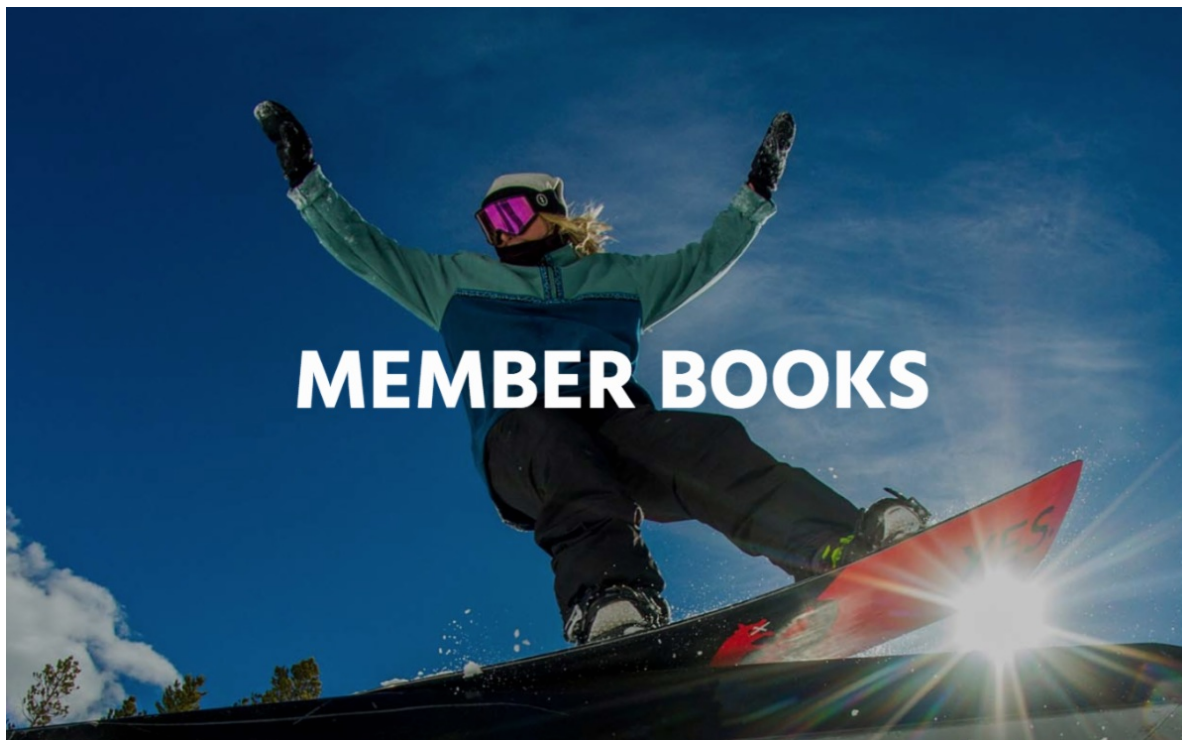
Today, journalists of all types need to understand how to talk about the subject of diversity, equity and inclusion. Why aren't there more people of color (POC) on the slopes and how can we, as snowsports journalists, contribute to making skiing and riding more inclusive? Often it starts with understanding the correct terminology and amassing unbiased interview techniques.

Join us on November 23, 2021, as Laura Moriarty, SPHR, SHRM-SCP, president of Tahoe Training Partners, discusses tokenism, BLMwashing, why more organizations fail to take a stand on DEI, and how we can all start to rethink how we cover snowsports.

Given the complexities of today's legal, social, business and moral imperatives for diversity awareness training, skills and tools to conduct difficult conversations in a neutral way are more necessary than ever before.

The one-hour session will help ensure your mindset is neutral by checking your own biases before facilitating a conversation; have empathy for all points of view; learn the Do's and Don'ts when bridging differences. Watch your email next month for the Zoom link.

Learn more about Laura's work at: www.tahoetrainingpartners.com and view her [video](#).



SUBMIT YOUR BOOK TO THE SHOWCASE

We always knew NASJA members are a wordy bunch. We're pleased to report that the Book Showcase, formerly known as the Clipbook, now has 16 book titles written by members. Writing is hard, but uploading your book is easy. Use this [link](#).

In fact, you can use this link to submit any published work. The Showcase is the first place we suggest Editors and Corporate members consult when considering gigs for print or electronic journalists.

MEMBER NEWS



Stuart Winchester (Photo by Harley Hall Photography taken at Plattekill Ski Area)

Welcome Stuart Winchester of *The Storm Skiing Journal and Podcast*

New to NASJA as an Active Press member is Stuart Winchester. Based in Brooklyn, Stuart is editor and host of *The Storm Skiing Journal and Podcast*, a Substack-based newsletter with more than 3,100 subscribers, many of them prominent ski industry leaders. The podcast is primarily an interview series with the top managers of ski resorts or ski resort companies. He also produces a 12-part breakout series on the impacts of Covid-19 on the industry and a pair of episodes focused on diversity in skiing.

The newsletter explores the business, history, and culture of lift-served skiing, with a focus on the evolving landscape of multi-mountain passes. Recent posts focused on the renaming of the Squaw Valley ski resort to "Palisades Tahoe," and the growing number of ski areas requiring employees to be vaccinated against Covid-19. He has been invited to join the board of the nascent New York State Ski History Museum, and is a graduate of the Columbia University Graduate School of Journalism and the University of Michigan.

He tells *SnowScoops*, "I am married to Patricia, and I have two kids, Waverly (13), and Logan (4). I'm looking forward to teaching Logan to ski at Mount Peter this winter and skiing Montana for the first time. My hobbies outside of skiing are writing and traveling (not surprising!). I'm a season ticket-holder for the University of Michigan Wolverines football team, and I travel to four or five games each year."

You can reach him at:

stuart.james.winchester@gmail.com

Learn more at <https://www.stormskiing.com/>

MEMBER BENEFITS



Active Press Members Receive 10% Off Ultimate Swiss Alps Ski Experience

My-Mountains designed the Ultimate Swiss Alps Ski Experience for an unforgettable Ski Safari in the most beautiful ski resorts of Switzerland.

It's a 10-Day Ski Safari to:

- Zermatt and the Matterhorn Region
- Grindelwald in the Jungfrau Region
- St. Moritz
- Engelberg and the Titlis Glacier
-

Some highlights of the Trip:

- Choose if you want your English-speaking local private guide and ski instructor on the first day or for the entire duration of the trip
- 100% Eco-Friendly
- Experience the legendary Glacier Express
- Astonishing views of Matterhorn
- Explore the Ice Cave under the Titlis Glacier
- Walk on a breath-taking suspension bridge

We have long-time member Bernie Weichsel to thank for arranging a 10% discount to all NASJA members for 2021 and 2022 trips.

For more information: Andrea Caspani, ac@my-mountains.com; <https://my-mountains.ch/ski-trip-switzerland/>

CORPORATE MEMBER NEWS



Alpine-X to Open Indoor Snowsports Venue, Companion Resort in Fairfax County, Virginia

Indoor skiing and snowboarding is coming to greater Washington, D.C., courtesy of new corporate member Alpine-X, a Virginia-based company seeking to build as many as 20 or more indoor snowsports facilities across the country.

Slated to open in 2025, "Fairfax Peak," a 10-acre, 400,000 square-foot snow dome with a 300-foot vertical drop, will anchor a destination resort in Fairfax County that will also feature a 200 room hotel, restaurants, a mountain coaster, tubing hill, zip lines, and other winter sports attractions. Fairfax Peak and the other Alpine X projects to come are designed to be accessible on both a daily basis and as a destination resort.

"Alpine-X's mission is to increase participation and drive inclusiveness in snowsports by building our indoor venues across North America," said Jeff Hokenson, co-founder and chief marketing officer.

To that end, building near bustling urban centers such as Washington, D.C., means everyone can visit for a few hours, or stay longer if they wish. With lift ticket prices deliberately kept less expensive than at the nearest regional ski areas, and rentals estimated to be a fraction of the cost one would spend at resorts, Alpine-X also allows the widest swath of economic incomes to enjoy winter sports. (Alpine-X.com)

– *Jay Flemma*



The Lutsen gondola

Welcome to the Minnesota Ski Areas Association

What is there to love about skiing in Minnesota?

Beautiful landscapes, easy access from Minneapolis/St. Paul, and the culture. Plus, Lutsen, Afton Alps, Spirit Mountain, Hyland Hills, Wild Mountain, Buena Vista, to name a few ski areas.

"I found that people are really passionate about their home mountains, and ski areas take pride in what is special about them. Every ski area has something unique, and each embraces that and tries to highlight it," says Bo Bigelow, Executive Director of the Minnesota Ski Areas Association, formerly with the Ski Maine Association.

"The ski areas in Minnesota offer an amazing skiing and snowboarding experience for all that come out to the slopes. There are many teams and groups that enjoy the experience all season long."

One story idea MSAA is pitching this year is environmental stewardship. Several areas are undertaking initiatives for energy conservation, water restrictions, and recycling programs. Eight ski areas are working with the National Ski Areas Association's Sustainable Slopes program.

Then there is Buck Hill in Burnsville where Lindsey Vonn, U.S. downhill Olympic gold Medalist, first learned to ski and race under Austrian coach Erich Sailer.

For more information, <https://skiandboardmn.com>, or contact Bo Bigelow, 218 409 7809, bbigelow@skiandboardmn.com

– *Tamsin Venn*



Construction Underway on Vermont Adaptive's New \$2.5 Million Adaptive Sports Facility at Sugarbush Resort's Mt. Ellen

Construction continues on Vermont Adaptive Ski and Sports' new \$2.5 million adaptive sports facility at Sugarbush Resort's Mt. Ellen, setting the stage for an anticipated grand opening of this state-of-the-art facility for the Winter 2021-2022 ski and snowboard season.

"As with at any ski resort, community is a big part of the entire experience and that holds true for everyone who enjoys Mt. Ellen, whether as an independent skier/snowboarder or someone participating with us," said Erin Fernandez, executive director at Vermont Adaptive, the largest year-round organization in the state to offer daily adaptive sports programs to people with disabilities.

Until now, Vermont Adaptive has operated out of 400 sq. ft. of borrowed space in the lodge. This new 4,000 sq. ft. facility at Sugarbush is the second of three permanent homes to be built in Vermont for the national nonprofit. The organization still has about \$350,000 left to raise for the Sugarbush project.

Vermont Adaptive arrived at Sugarbush Resort in 1991, when it expanded its programming locations to include Sugarbush in addition to its then-home base at Mt. Ascutney, where programs began in 1987. (The statewide headquarters is now at Pico Mountain.) The longstanding partnership between the organization and Sugarbush Resort has thrived for the past 30 years. (<https://www.vermontadaptive.org/sugarbushfacility/>)



Stephanie Gorin

Smuggs Welcomes Long-time TV News Anchor, Stephanie Gorin, as Communications Director

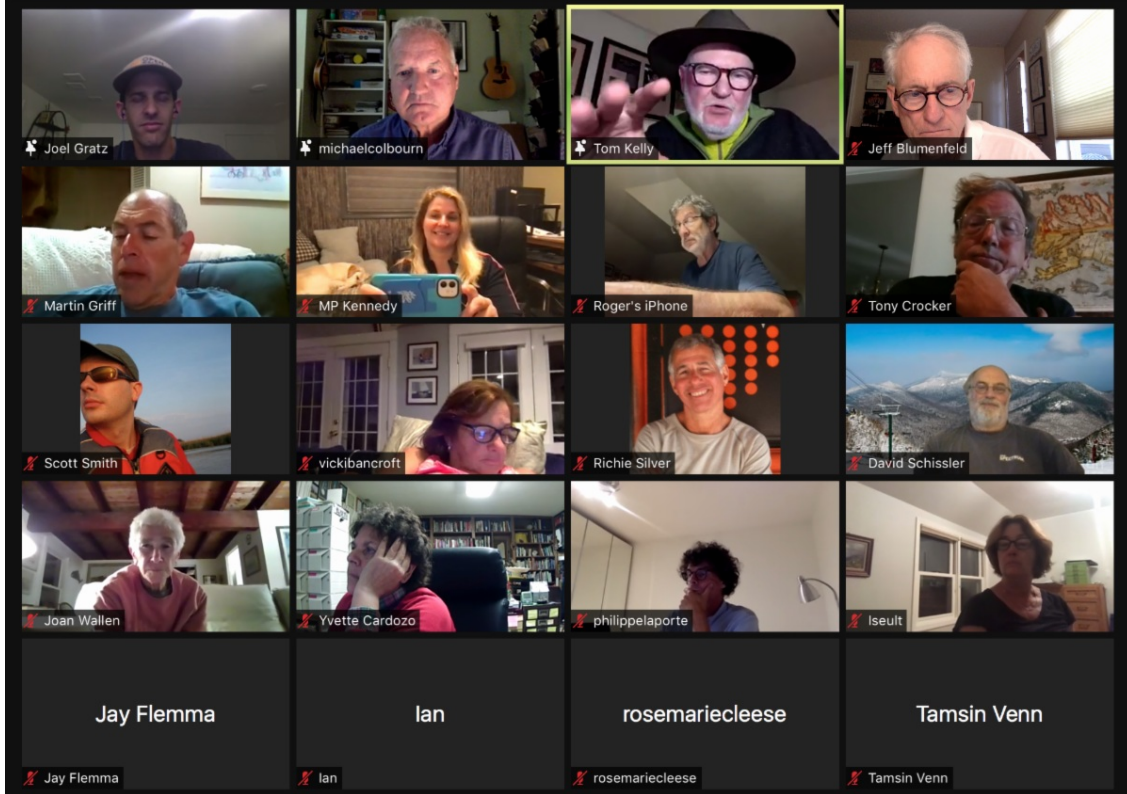
Gorin, an award-winning broadcast journalist recognized for excellence in communication, brings 30 years of storytelling, reporting, and anchoring experience to Smuggs. She has been a familiar face on NBC5/WPTZ news in Vermont, Northern New York, and New Hampshire for 26 years.

While at WPTZ, Gorin helped launch the station's first full morning newscast and was part of the team that launched the region's first 5 p.m. newscast. She helped lead the coverage of the escape at Clinton Correctional Facility in Dannemora that became a national story.

She has won numerous awards from the New York State Broadcasters Association and has been part of the team that has won a New England EMMY® Award, regional Edward R. Murrow awards, and a Vermont Association of Broadcasters award.

To reach Stephanie, email her at sgorin@smuggs.com

NASJA REWIND



Encore! View the Snow Reporting Professional Development Discussion

Miss the hour-long Snow Reporting discussion with Michael Colbourn, president of SnoCountry Ski Areas Association, and Joel Gratz, Founding Meteorologist of Open Snow and Open Summit? We've got your back. Watch an encore of the session moderated by board member Tom Kelly on Sept. 28 [here](#).

REMEMBERING



Snoshu Thompson in 1988 (Photo courtesy of Dino Vournas)

Don "Snoshu" Thompson 1929-2021

Don "Snoshu" Thompson, long-time ski and golf writer passed away at the age of 91, on September 17, 2021, from complications from pneumonia. His nickname was derived from the 1860s mailman who trekked the region on snowshoes. He turned his Snoshu moniker into a synonym for Reno-Tahoe promotion.

Snoshu learned to ski in 1948 at Sky Tavern on the Mt. Rose Highway. He was a member of the University of Nevada Reno Ski Team that was interrupted by his service in the Korean War. He later returned to the UNR ski team.

He pioneered publicity for Tahoe skiing in the 1960s by producing the weekly "Snoshu Tracks" report that he mailed to subscribers. He once skied 15 area resorts in one day, bragging about the number of ski resorts and golf courses within an hour of Reno, a major city and major airport. He also teed off at 40 area golf courses in one day.

He was a longtime NASJA (then USSWA) member and covered three winter Olympics. On Sept. 24, his obit was the lead sports story in the [Reno Gazette Journal](#).

See NASJA member Dave Leonardi's tribute [here](#).

– *Dave Leonardi*

HOLD THESE DATES

(all dates are tentative and are subject to change; additional events will be added as Covid restrictions ease)

Big Snow America – Nov. 4, 2021, co-located with MDV (pending repair of fire damage)

Professional Development – Awaken Unconscious Bias; Virtual DEI Workshop, Nov. 23, 2021

Crested Butte Media Trip, Jan. 6-10, 2022

OR Winter Market, Jan. 26-28, 2022, Denver

Austria Media Trip, February 5-12, 2022 (pending Covid restrictions)

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

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

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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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

