



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

November 9, 2021

PRESIDENT'S LETTER

Best Laid Plans

Heraclitus, a Greek philosopher, is quoted as saying "change is the only constant in life." (No, I didn't study philosophy, but I can Google with the best of them.) There are some changes to the NASJA schedule here that all members need to note. And as you do so, let me say how we all owe Pete Pandoli, NASJA treasury, a debt of gratitude for so diligently chasing down membership renewals. The board is pleased to report our Active Press and Retireds (133) and Corporate membership (58) is on par with last year. When it comes to a pandemic, flat is the new up.

The 2021- 22 Directory is an Important Tool –When mainstream and endemic media call us for experts in snowsports, PR contacts at major ski resorts, and recommendations for freelance writers, photographers and videographers, the first place we turn is the NASJA Membership Directory.

Thanks to the switch to online only, we're able to keep it updated on a weekly, sometimes daily basis – a far cry from the printed directories we formerly relied upon that were outdated almost the day they were printed.

The membership directory is yet another important tool from NASJA to help you successfully navigate the coming season. If you have not yet received it, contact Janet White at execsec@nasja.org for the link.

Austria Trip Postponed – We have regrettably postponed the planned media trip to Austria until winter 2023. Due to anxiety over the ever-changing pandemic, there was insufficient interest from members. Consider this a postponement, not a cancellation. It was going to be a great deal and a great time; it will still be that when we pick up again for February 2023.

We want this to happen. As the late, great Warren Miller often said, "If you don't do it this year, you'll be one year older when you do."

That said, NASJA member, guide and author Jimmy Petterson has kindly offered to help individual members still interested in going in 2022. He will be based at the Schloss Kammer in January and February. You can [see the Schloss Kammer hotel here](#). Jimmy is ready to tailor a trip to members' specific needs. Reach him in Austria at +43-650-3100075 or jimmy@skiingaround.com

Big Snow American Dream: Get Well Soon. –A fire at New Jersey's indoor slope is delaying re-opening. The ski facility near MetLife Stadium and Meadowlands Racetrack announced that based on current timelines, they are tracking towards resumption of skiing and riding in early 2022. NASJA hopes to reschedule a visit there perhaps in summer 2022, a pre-season tune-up prior to winter 2022-23. Stay updated at: bigsnowamericandream.com.

As I write this, Keystone and A-Basin are both open with limited WROD's – affectionately known as White Ribbons of Death. I've waited seven months since the runs of last season, I can wait a few weeks more.



- Jeff Blumenfeld
NASJA President



AWAKEN UNCONSCIOUS BIAS IN YOUR COVERAGE

November 23, 2021, 7 p.m. ET/4 p.m. PT

Why aren't there more people of color 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.

Laura will be joined by new member Eric Gagnon from Stowe who has developed a diversity, equity and inclusion initiative program in Vermont for a state agency while completing his doctoral dissertation on Ski Resort Sustainability and the Cost of Sustainability.

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; and learn the do's and don'ts when bridging differences.

Here's the link for the one-hour Zoom session:

Topic: Awaken Unconscious Bias

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

Join Zoom Meeting

<https://us02web.zoom.us/j/84271827861?pwd=MkRwUUJ3RWNaRITlpMVUJVa2I4Zz09>

Meeting ID: 842 7182 7861

Passcode: awaken



SKI CANADA PROVIDES BORDER UPDATE

- by Jay Flemma, Special to NAJSA

We caught up with Ski Canada Executive Director Paul Pinchbeck for a brief review of the latest on border crossings.

JF: What are the latest requirements for Americans wanting to cross into Canada?

PP: The Canadian border is open to travelers. Americans can cross without quarantining for 14 days if they're fully vaccinated and have a negative Covid-19 test dated within 72 hours of arrival date. Otherwise strict quarantine and testing applies.

JF: Are things different province to province or resort to resort?

PP: There are no travel restrictions between provinces; each has a set of policies for the indoor and outdoor aspects. Basically, indoor (lodges, bars, restaurants) patrons must show photo ID and proof of full vaccination to enter. Masks may still be required until seated. Outside operations are generally not requiring double vaccination. At this point, only Sunshine in Banff and Grouse Mountain in Vancouver have declared a mandatory double vaccination policy due to the need to access the ski area by enclosed gondola.

JF: Combining all ergonomic issues, at what Canadian venues might Americans get the easiest experience with the least hassles?

PP: It's relatively equal across the country. Americans should go where the snow is best.

JF: What are the requirements for Canadians seeking to re-enter Canada after visiting the U.S.?

PP: Canadians returning from the U.S. have the same rules as Americans. If you're double vaccinated and have a negative test, you don't need to quarantine. Otherwise the 14-day quarantine applies. Remember to check ahead when planning your trip as requirements may

change. In fact, some Canadian ski areas are adding mandatory double vaccination to their requirements and the province of Quebec has done so for all areas in the region.

Learn more at <https://www.goskiinggosnowboarding.ca/>

MEMBER NEWS



Mike Ruzek



Mike Ruzek Swears by Powder Buoy

New member Mike Ruzek of Park City, Utah, swears by the data collected by NOAA weather buoys off Hawaii. His Powder Buoy service is a tool to help people plan their powder flu two weeks in advance. The buoys track atmospheric energy that forms swells and waves that surfers ride in Hawaii. He says this is the same energy that forms winter storms that skiers and snowboarders ride a few weeks later in Utah, Colorado and Wyoming.

This correlation and buoy data have been driving his winter schedule since 2004. Over time it has become an inclusive community built on positivity, promoting snow safety, sharing information, not taking oneself too seriously and most of all, having a good time.

In addition to social media posts based on weather correlation of NOAA buoys in Hawaii to snow in the Intermountain West, he also promotes snow safety and general winter outdoor lifestyle.

When Mike isn't skiing or studying weather stats, you can find him fly fishing, mountain biking or camping. He is married with two kids and two black labs.

Learn more at <http://powderbuoy.com/>

Reach mike at: mikeruzek@yahoo.com



Ali Wines

Ali Wines Writes About Intersection of Skiing and the Outdoors

Welcome to Ali Wines, a freelance writer with a strong interest in the intersection of skiing and the outdoors and topical issues including climate change, equity and inclusion. A recovering lawyer and career communications professional, Ali has built and led communications departments in Australia, the UK and Canada, before deciding to go freelance – and she hasn't looked back. She has written for a variety of publications as well as working with sustainability-led clients in the outdoor industry and beyond.

Ali is a member of the Canadian Ski Patrol, leads on Sustainable Finance for Protect Our Winters Canada, and has been newly adopted by a German Shepherd puppy named Howqua. She lives in Toronto until she can convince her husband and daughters to move to the mountains. Reach her at: hi@ali-wines.com



Ryan and his wife, Jen, seen after a day of skiing at Whistler Blackcomb.

Welcome Ryan Belmore of *Mountain News*

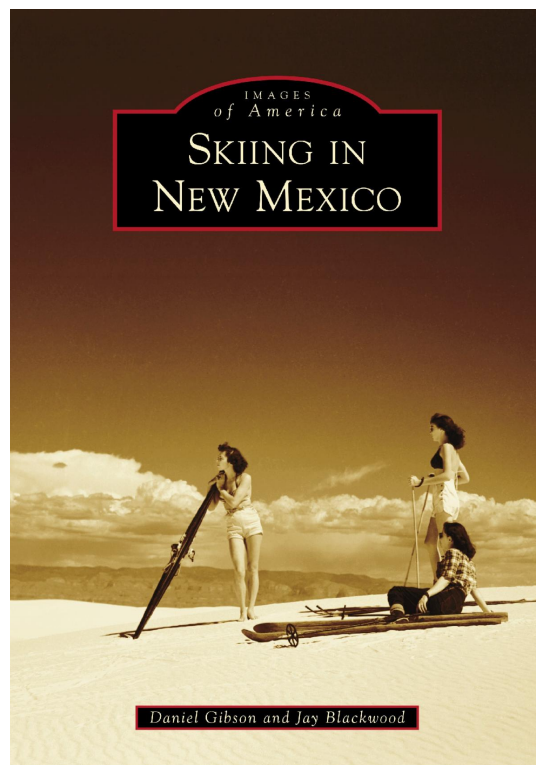
New to NASJA as an Active Press member is Ryan Belmore. Based in Alexandria, Va. and Newport, R.I., Ryan is a life-long New England skier who recently joined the team at *Mountain News* as their Senior Editor for North America.

Since 2012, Ryan has been the owner and publisher of *What's Up Newport*, a news website that covers Newport and beyond. He hosted a daily talk radio program on Newport's 1540 AM for nearly five years.

Ryan is a member of Local Independent Online News (LION) and serves as Vice President on the Fort Adams Trust Board of Directors.

He tells *SnowScoops*, "I am married to Jennifer, and we have two dogs, Aero (11), and June (2). When I'm not skiing, or writing about it, I enjoy hiking, traveling, and cheering on the Red Sox and Patriots."

You can reach him at: belmore@mountainnews.com. Learn more at www.onthenews.com.



New Mexico's Ski History Documented in Daniel Gibson's New Photo Book

New Mexico has one of the oldest ski cultures in the American West, going back to the miners of the late 19th century who used skis as practical tools for accessing snow-covered terrain, and for fun. Recreational skiing arose in the 1920s among students of the Los Alamos Ranch School, and on the first developed ski runs in the 1930s in the Sandia Mountains near Albuquerque and at Hyde Memorial State Park near Santa Fe.

The rich, fascinating and extensive history of the state's ski scene has now been documented in a just-released book from Arcadia Publishing, titled *Skiing in New Mexico*. (2021, Arcadia Publishing). It was compiled by two New Mexico natives and lifelong skiers, seasoned ski journalist Daniel Gibson (a NASJA member) and veteran Sandia Peak Tram director Jay Blackwood.

The book retails for \$24, and can be found in many local bookstores, in ski area gift shops, and online book outlets, including Amazon. For additional details or to order a copy, visit <https://www.arcadiapublishing.com/Products/9781467107020>.



Idaho's Schweitzer Mountain Opens New Humbird Hotel

- by Jay Flemma, Special to NASJA

As part of a multi-year master plan launched in 2017, Northern Idaho's Schweitzer Mountain has opened a new 31-room hotel accepting reservations for January 14, 2022, and beyond.

Named in honor of the lumber company that was for decades the sturdy economic backbone of the region, the new Humbird Hotel promises dramatic panoramic views of both the lake and mountains from each guestroom as well as ski in/ski out accessibility to the lifts, a rooftop deck and hot tub, an onsite restaurant and bar, a fitness center, co-working space, heated ski lockers/storage, and underground parking.

The hotel is the centerpiece of this year's upgrades coming on line under the master plan. Over the course of this season, Schweitzer will also increase uphill capacity, add several new on-mountain dining options, and institute RFID technology.

"The new Humbird Hotel will anchor the experience for our guests here at Schweitzer," said Dig Chrismer, Schweitzer's Marketing Manager. "The hotel not only celebrates the area's historic past, but points us in a great direction going forward."

Schweitzer, an Ikon Pass facility, is the largest ski resort in either Idaho or Washington state, with 2,900 acres of terrain, including two bowls and extensive glade skiing.

Learn more at: <https://www.schweitzer.com/schweitzer-life/humbird-hotel/>



Pierre-Alexandre Legault

Pierre-Alexandre Legault Promoted at Tremblant Resort Association

Congratulations to Pierre-Alexandre Legault, new Manager, Member Services, PR & Communications at the Tremblant Resort Association. Pierre-Alexandre has over 11 years of experience at the resort; his knowledge and especially his passion for all things Tremblant have made him a terrific ambassador for the destination.

Over the years, Pierre-Alexandre has held various positions in public relations, marketing and events – a more than optimal skill set for stepping into a position formerly held by Isabelle Vallée's. Isabelle has recently left the region to take up new challenges elsewhere.

Welcome P-A to NASJA – say hello if you plan on visiting this gem of an Eastern ski area in Quebec. You can reach him here: rp@avtremblant.com

MEMBER BENEFITS OF THE MONTH



Tap Into the SIA for Stats and Studies

NASJA has joined the SIA as a nonprofit member. This provides all Active Press and Retired Press members with access to a range of services through its Member Portal. Those services include:

- Discounted Pricing on SIA's Consumer Insights Reports (two per winter season)
- [Free annual SIA Participation Study](#)
- Directory of members, including manufacturers, snowsports publications and resort associations.
- Discounted pricing on Participation Insights Study
- Ability to work with Share Winter Foundation to grow participation in winter sports
- Free access to Industry + Intelligence Education
- Free access to SIA's year-round Industry + Intelligence education
- Free access to ClimateUnited – SIA's climate platform to achieve net-zero emissions by 2050

- Free education and support on Tariffs and Trade Issues that are critical to the future of the winter outdoor industry
- Free inclusion in training and workshops, including inclusive leadership training guide: *The Fresh Tracks Playbook*
- Job listings

To receive a link and password, contact NASJA treasurer Pete Pandoli: treasurer@nasja.org

NEWS YOU CAN USE

Afghan Skiers Seek Refuge in Italy

On Oct. 24, the *Washington Post* published an article about Afghan skiers who left their country and are trying to establish new lives elsewhere. The article describes the fledging ski scene that existed in Afghanistan. It's fascinating, and sad, reading. Our thanks to Harold S. Hirsch book award winner John Lundin for bringing this to *SnowScoops*.

[View it here.](#)

No Outdoor Masks at Sun Valley

Plans call for NASJA to co-locate its Spring 2022 meeting with ISHA and the Hall of Fame in Sun Valley, Mar. 23-27, 2021.

As it stands now, the resort will require masks indoors, but not outside or on lifts. Read more from Greg Foley's story in the [Idaho Mountain Express \(Oct. 27\)](#).

HOLD THESE DATES

Professional Development – Awaken Unconscious Bias in Your Coverage; Virtual DEI Workshop on Zoom, 7 p.m. ET/4 p.m. PT, Nov. 23, 2021

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

Outdoor Retail Winter Market, Jan. 26-28, 2022, Denver

Smuggler's Notch – Feb. 28 – Mar. 3, 2022

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

Sun Valley, Idaho Mar. 23-27, 2022 (Skiing History Week – HOF Induction gala Mar. 26)

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

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Wachusett Mountain Ski Area

