



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

December 8, 2021

PRESIDENT'S LETTER

It's Not Too Late to Start a Ski Log

Scuba divers have logs. Pilots have logs. Even Captain James T. Kirk had a log. So why not skiers? If you haven't started one, it's not too late. I've maintained my log since 1972. Since then, I've logged over 1,000 ski days.

Cold? Don't talk to me about cold. The Jan. 16-17, 1982, ESWA meeting at Stowe pitted us against minus 23 degree F. conditions. I don't need a log for that one. My now wife (then girlfriend) reminds me about that brutal trip to this day.

On Jan. 10-11, 1992, my then five-year-old daughter took her first ski lesson during the ESWA meeting at Loon. I had a fever the next day so could only ski 2.0 days on that trip.

We joined Steve Cohen of Masterfit Enterprises and his family at a Stratton ESWA meeting on Mar. 15-16, 1997, when it was boilerplate on Saturday, but miraculously powdery the next day. We hit it just right. It was also the first time my youngest beat my oldest in a ski race.

For the purposes of ski loggery, a true day of skiing constitutes first run to close of lift, generally 8:30 a.m. to 4 p.m. That's 7.5 hours. Let's call it eight. Thus, a few runs that take two hours are at best .25 of a day. Nice try. Hardly a ski day. If you ski from, let's say, 9 a.m. to noon, then take a long lunch, and resume at 1:30, sorry that's .75 days at best.

But I've been slacking off recently; I'm counting calendar days now when I take a run or two, in addition to real honest-to-goodness leg-burning days.

Don't agree? Then create your own rules. It's all good. How much has all this skiing cost me? Don't ask. That's a figure too depressing to ever write down.

Directory Updates – Numerous updates have been made to the Membership Directory. [Here's the revised version](#) dated Dec. 8, 2021, which replaces your earlier copy.



- Jeff Blumenfeld
NASJA President



NASJA'S GOT TALENT!

Join our Holiday Celebration on Zoom, Monday, Dec. 20, 7 p.m. ET/4 p.m. PT

It's that time of the year again and, sadly, our holiday party is again relegated to Zoom. But at least there's Zoom. So dust off your cabin fever. This time, we're going to unlock the hidden talents of our members, both Active Press and Corporate.

We'll hear from new member Mike Ruzek about his new snow predictive tool, Powder Buoy.

Jay Flemma will recite a favorite stanza from his ski poetry (who knew?). New member Tim Meyer will recite Ski Haiku.

Charlie Sanders will share some of his favorite ski songs from history.

Rich Stoner from *All About Apres* will reveal a favorite holiday drink.

And there will be more surprises in store.

If you've got a special talent and can keep it within a blessedly short minute or two, contact Jeff Blumenfeld to secure a slot on the program. Jeff will perform from his starring role in *The Music Man* which brought the house down at Monticello High School.

Also tune in to learn about three exciting domestic ski trips we're working hard to arrange, one east and two in the west.



SIGN UP FOR CRESTED BUTTE MEDIA TRIP
Jan. 6-10, 2022

Plans are coming together for our first trip of the year, this one to Crested Butte and Mt. Crested Butte near Gunnison, Colorado. You'll arrive Thursday evening, Jan. 6, then ski the 7th, 8th and 9th, out the morning of January 10, 2022.

Courtesy of the Town of Crested Butte and the Mt. Crested Butte Chamber of Commerce, we've secured a favorable \$129 per room rate at the Grand Lodge Crested Butte (plus tax and resort fee). The resort is extending lift tickets to those members and guests who do not have EPIC passes; comp equipment rentals; and one comp lesson for the Active Press member and one guest.

Three meals will be sponsored, including Saturday's dinner with Mayor Janet Farmer of Mt. Crested Butte, hosted by the Tourism and Prosperity Partnership (TAPP), formerly the Tourism Association.

Want to cross country ski instead? That can be arranged with comp passes and rentals at the Crested Butte Nordic Center through prior arrangement.

Story ideas include efforts towards sustainable skiing; a look at how housing and staffing crises are affecting skiing; and how resorts are coping with climate change. For more story ideas visit: [NASJA - TripCrestedButteStoryIdeas](#).

Watch for final details in a few days linked to the online registration page at [NASJA.org](#). There is a total \$95 registration fee to cover the Active Press member and the one guest. You'll also be asked to upload an image of the vax card of the NASJA member and guest before the registration can be completed. Then, you'll make reservations directly with your airline, and with the Grand Lodge Crested Butte using a promo code you'll receive from Janet White (execsec@nasja.org). Note: masks are required indoors at all Vail Resort-owned properties.

We'll also host a Welcome Party on Thursday evening, January 6, so we can all (finally) get better acquainted.

Reservation deadline is Dec. 20, 2021.



SMUGGLERS' NOTCH
V·E·R·M·O·N·T®

America's Family Resort™

SMUGGLER'S NOTCH TRIP
February 28 – March 2, 2022

Smugglers. The word alone summons visions of intrigue and excitement – of swashbucklers, adventurers and independent thinkers. Today, it offers three mountains of skiing and snowboarding surrounding a self-contained Resort Village. Watch for more details as new Communications Director Stephanie Gorin finalizes the itinerary.



NASJA THANKS MEGAN COLLINS, FORMER CORPORATE LIAISON

Our heartfelt thank you to Megan Collins for all of her contributions to NASJA as the past Corporate Liaison. Megan was appointed to the board of directors for her enthusiasm and team spirit while serving in public relations for corporate member Snowbasin. She helped recruit many of our members, co-hosted the NASJA ski trip in Utah, and served on many volunteer committees including overseeing social media with VP M-P Belisle-Kennedy, which she will continue to do.

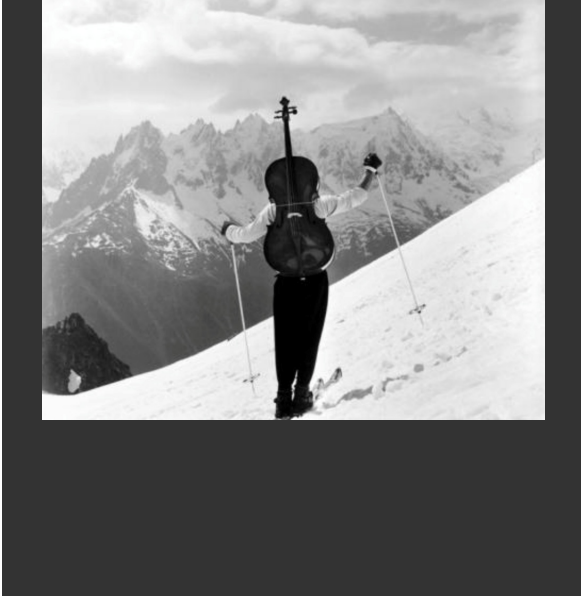
Megan recently took on a new role as the International Marketing Manager with the Park City Chamber of Commerce | Convention & Visitors Bureau.

As the new International Marketing Manager, she will now be responsible for marketing, sales, and public relations for the town of Park City across Central America, South America, Australia, Europe, and the UK hosting international content creators, and journalists.

We wish her all the best in her new endeavors! You can reach her privately at: megangc@gmail.com.

MEMBER NEWS





Charlie Sanders

Charlie Sanders Writes Definitive Guide to Ski Songs

As a professor of entertainment law at New York University, NASJA member Charlie Sanders has taught courses on the relationship of music to history for over 25 years. Recently he realized that while music and skiing have been culturally intertwined for hundreds of years, and ski songs are woven deeply into the fabric of the sport, little has been written about how and why that incredible melding of art and athletics came to be.

The result is a series of online feature articles entitled *Sunshine on My Shoulders*, appearing in *Skiing History* magazine. Links to 200 musical examples illustrate how skiing and music developed side by side from the 19th to the 21st centuries, mirroring momentous times in both sports and world history and pertaining to subjects as diverse as humor, environmentalism, love, the outdoors, and imbibing copious amounts of spirits in pursuit of the perfect apres ski experience.

[Read the story](#) and marvel at his list of online song files, including The Von Trapp great-grandchildren singing *Edelweiss*.



Eric Gagnon is Studying Ski Resort Sustainability

Welcome to Eric Gagnon, who participated in our recent Professional Development seminar about awakening unconscious bias (see related story). Eric currently resides outside Stowe, Vermont, and previously worked as a hardgoods buyer and in ski shop management in Bozeman, Montana.

Over the past decade Eric worked for several financial service firms in sales, training and management roles. Most recently, Eric developed a diversity, equity and inclusion initiative program in Vermont while he completes his doctoral dissertation focusing on Ski Resort Sustainability and the Cost of Sustainability.

Eric holds a B.A. from Montana State University, MBA from Plymouth State University and is completing a Doctorates from Johnson & Wales University. Eric is an avid alpine and cross country skier in both New England and in the Rockies. During the offseason Eric can be found fly fishing or mountain biking. He is married and has two young children both of whom ski and snowboard.

Say hello to Eric at EGagnon01@wildcats.jwu.edu



Marc Galt

New Member: Marc Galt, creator of Ski The Northwest

Welcome to Marc Galt, creator of Ski The Northwest. He's a state tax auditor by trade and lives in South Seattle, skiing about 80 days a year mostly at Stevens, Whistler, and Snoqualmie. He's originator of a Facebook group and page Ski the Northwest with 13,000 followers and members with more joining every day. His main focus is advising how to ski as many days as possible at as many places as possible for as cheap as possible while holding down a day job.

Last December he became a board member for the Northwest Ski Club Council which is itself part of the Far West Ski Association, which gave his site a social media award.

Say hello to Marc at: Marcgalt@gmail.com, <https://www.facebook.com/skithenorthwest>



Tim Meyer

Welcome Tim Meyer, Ski Rex Media, LLC

One of our newest Active Press members is Tim Meyer of South Burlington, Vermont. Tim runs Ski Rex Media, LLC, a Vermont-based snowsports media outlet that is centered around the idea that skiing, snowboarding, and snowsports are for everyone. He tells us, "I grew up in southern Vermont, worked at Mount Snow through high school, and have enjoyed skiing for even longer. A few years back I wanted to work as a creative and thought that I could fit in the snowsports industry."

He continues "Ski Rex Media was born, initially, as just an outlet for written content; I have since added a podcast and a social media presence."

When not skiing he likes outdoor and mountain sports, mostly hiking, as well as a fondness for geocaching and road trips (he's visited 39 states, only 11 to go).

Contact Tim at timmeyer@skirexmedia.com. See his work at: <http://www.skirexmedia.com/>

CORPORATE MEMBER NEWS



Troy Hawks

Troy Hawks Joins as New Corporate Liaison

Troy Hawks has agreed to step in as new Corporate Liaison. Troy has served as the marketing and sales director at Sunlight Mountain Resort in Glenwood Springs, Colorado since 2015. Prior to that, he worked at Colorado Ski Country USA for two years, and ten years as editor and communications director at the National Ski Areas Association. He is a 2014 Harold S. Hirsch award winner in the Writing category, and former NASJA vice president. He, his wife, two dogs, and family enjoy skiing, hiking, fly fishing, travel, and music. Reach him at: troy@sunlightmtn.com



Photo Courtesy of Jackson Hole Mountain Resort

Jackson Hole Mountain Resort Announces Pay Raise For Employees; Resort Increases Wages For Non-Tipped Workers To Help Ease Cost of Living

Corporate member Jackson Hole Mountain Resort announced in early December that it will increase its minimum wage for all non-tipped positions to \$18 per hour, effective immediately. The move marks a significant increase from the previous minimum wage of \$15 per hour and is part of an ongoing initiative that prioritizes supporting JHMR staff to live and work in the community.

This initiative intends to recruit and attract new employees to the Resort for this winter while continuing to help retain staff. JHMR has posted all its job openings on its employment website to complement this announcement.

"We continue to invest in our employees, specifically with increased wages and housing opportunities, because we believe that providing additional means of support is imperative to retaining the fabric of this community as a whole," JHMR President Mary Kate Buckley said.

"This investment speaks to the value all of our employees provide to Jackson Hole and Jackson Hole Mountain Resort."

The Resort also opened the Stilson North housing development and acquired additional seasonal housing options for employees for this winter, and future housing opportunities are currently in development.

[Read the complete announcement here.](#)



Credit: Loon Mountain Resort, Shot on November 15, 2021

SKI NH Creates COVID-19 Resource Center

NASJA Corporate member Ski NH has created a [COVID-19 Resource Center](#) on its website to make it easy for NH skiers to find important information about ski area operations. According to Jessyca Keeler, President of Ski NH, "While there is no single statewide standard for COVID-19 precautions, all NH ski areas are implementing various public health regulations and protocols. Many practices that came into being last year are coming back this year, such as keeping base lodges free of ski bags.

"Other practices are not - for instance, ski lifts will likely be loaded to capacity this year. Because it all varies by resort, we recommend visiting our online Resource Center as well as individual resort websites," Keeler writes.

Ski New Hampshire is the statewide association representing 33 alpine and cross-country resorts in New Hampshire. For more information on ski areas, trail conditions, vacation planning, and updated winter events at Ski New Hampshire resorts, visit [SkiNH.com](#). For statewide travel info, go to [VisitNH.gov](#).



Meteorite PR Lands at NASJA

New Corporate member is Meteorite PR, based in Boulder. According to its president, Eric

Henderson, "We believe in all snowsports and the gear used to pursue Winter experiences. "We pride ourselves on being product experts to our core while encouraging winter participation and helping connect editorial needs. We are the ultimate end user, and we've been working in ski, outdoor and action-sport media for more than two decades. Call us Gen Xers with a Millennial spirit — we've got the experience and maturity to offer editorial storylines, athlete profiles, business trends, and gear knowledge with the authenticity and stamina necessary to compete in the modern, digital world."

Meteorite's current winter-related clients include: Jackson Hole Mountain Resort, Teton Gravity Research, Dynafit, Sweet Protection, mountainFLOW eco-wax, Bluebird Backcountry, Rab, Pomoca, Phunkshun, and WNDR Alpine.

You can reach Meteorite at 307 690 2984; ehenderson@meteoritepr.com



Alpine-X Releases Conceptual Indoor Trail Map

NASJA Corporate member Alpine-X, a developer of indoor snowsports resorts, released its new conceptual trail map for the indoor ski facility planned for the Washington, DC area. While the layout of the snowsports component of the resort may continue to evolve as they further refine the development, this conceptual map provides a sense of the runs and options available to guests.

Alpine-X at Fairfax Peak will be built on top of a capped, inactive landfill in Lorton, Virginia. The owner of the property, Fairfax County, had been seeking to beneficially repurpose the landfill in an environmentally conscious manner. Alpine-X at Fairfax Peak is expected to open in late 2024 or early 2025.

The shape of the snow dome has a broad curve (they call it their "grand piano" shape) so that they can extend the larger intermediate run, and also build a steeper advanced run. Alpine-X plans to include: a small beginner/learner slope; a longer intermediate slope; an expert slope that can also be used for race training; a terrain park; a snow play area; an indoor adventure area; and many other entertainment, food and beverage, and retail options.

In other news, [Alpine-X](#), announced the launch of its stock offering to the general public that allows both accredited and non-accredited investors to invest in the company and own part of

multiple planned indoor snowsports destination resorts across North America.

Learn more at: www.alpine-x.com and www.ownyourmountain.com



The Canadian Ski Council's Winter Woos

The Canadian Ski Council made their website more diverse and accessible to newcomers to the sport, and made the sport more attractive to older Canadians new to skiing/riding. [View online their three video profiles](#) and how they are making discounts available to "never evers."

"This effort is complemented by a national campaign aimed at attracting a more diverse base of skiers and riders. Also, there is an accompanying toolkit that resorts, retailers and brands can use to amplify the message," says Paul Pinchbeck, president/CEO of SkiCanada.org. As the site says, "instead of giving in to the winter blues, go out in search of the winter woos."

NASJA REWIND



Awaken Unconscious Bias in Your Snowsports Coverage

By Tamsin Venn

NASJA members Zoom-gathered on Nov. 23 for a Professional Development session that

parsed the knotty questions of reporting on a sport that we all love but has major inclusiveness issues having to do with a pastime that is largely white, privileged, and expensive.

Laura Moriarty, an executive coach and president of Tahoe Training Partners, recommended by former Corporate Liaison Megan Collins, led the discussion.

“Not everyone always feels welcome to come to our resorts and participate in our sports culture,” said Moriarty.

Customers most want to feel wanted, she noted, but arriving at a resort (or seeing marketing photos or social media) and thinking, “No one here looks like me,” is a major barrier.

She offered several strategies for reporters on how to be aware of their own unconscious bias; to identify their own stereotypes they need to learn more about; and even to be an agent of inclusiveness in their own reporting.

Also, she encouraged reporters to keep up with mindful terminology, and the rapidly changing vocabulary: affinity bias, BIPOC, SOGIE (Sexual Orientation, Gender Identity, and Gender Expression), microaggression or micro insults, and Genderbread. She suggests following the AP Stylebook which does a good job of keeping up to date.

Another tip: Avoid collapsing minorities all into one group. Ask the people you are interviewing what they would like to be called, suggested NASJA VP Marie-Pierre Belisle-Kennedy.

Also weighing in was new NASJA member Eric Gagnon, who runs an inspired diversity program in Vermont (a state that is 92 percent white).

To learn more of these valuable insights, [view a recording of the Zoom session](#).

NEWS YOU CAN USE

What to Expect This Season

Long-time NASJA member Cindy Hirschfield provides *New York Times* readers with [this handy story about what to expect during the 2021-22 ski season](#). Her U.S. Ski Preview appeared Nov. 16. Happily, it appears as if masking up outside and parking and ticket reservations are mostly a thing of the past – fingers crossed.

She also writes about [what’s new in cross country skiing](#) in the same issue:

Cindy, based in Basalt, Colorado, is also Editor in Chief of *Cross Country Skier, the Journal of Nordic Skiing*. She welcomes pitches from NASJA members. You can reach her at: 970 379 1372, cindy@crosscountryskier.com.

Back to Normal?

SIA hosted a webinar last month with leaders from ski regions around the country to discuss resort operations and conditions for the upcoming season. The call – which included Ski California president Michael L. Reitzell, Ski Utah president and CEO Nathan Rafferty, Colorado Ski Country president & CEO Melanie Mills, and Ski Vermont president Molly Mahar – was surprising in its sense of normalcy, given everything that happened to resorts over the past two years. The speakers were confident that the 2021-22 season is going to look a lot different than last year.

Read a synopsis of the call here in Geoff Nudelman’s story in [Outside Business Journal](#) (Nov. 19).

HOLD THESE DATES

Holiday Celebration on Zoom, 7 p.m. ET/4 p.m. PT, Dec. 20, 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
Troy Hawks - Corporate Liaison
Iseult Devlin - Immediate Past President

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