



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

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

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February 15, 2022

## PRESIDENT'S LETTER

### Picture This: In Praise of Webcams

I've been using webcams to check the weather back in my Connecticut hometown; I watch puffins live from Iceland; and will often check on conditions in Lake Havasu City, home of the London Bridge which just celebrated the 50<sup>th</sup> anniversary.

It can be a real timewaster, for sure. But recently, on a cold, drizzly day in Boulder, what did I spy on the Eldora webcam 5,000 feet above me? Blue sky? How can that be?

We have some of the most brilliant climate scientists in the world here – it's the Silicon Valley of Environmental Sciences. The brainiacs at the National Center for Atmospheric Research say it was a thermal inversion, a layer of warm air that traps pollutants close to the ground.

Yet the webcam above the clouds shows it was sunny ..... and it certainly was when I arrived. Next time you're thinking about skiing, check the resort's webcam. You might be surprised how it might brighten your day.

**Sign-Up Today for Smugglers' Notch** – The resort has worked on a three-day itinerary full of story ideas, networking with fellow members, guided skiing, and après ski activities, Feb. 27 – March 2, 2022. [Use this link to register](#), pay the \$25 NASJA registration fee, and upload vox cards for you and your guest.

Once completed, you'll be asked to call a special line at the resort directly to register as part of the NASJA room block. There is both a Resort and Commuter package available. The link includes a preliminary itinerary which is subject to change.

Reservation deadline: February 20, 2022

**Sun Valley Hall of Fame Induction and Snowsport History Celebration**– While the proposed Tamarack, Brundage and McCall pre-trip has been cancelled this year due to it being cost-prohibitive, many of us, myself included, are going to attend the Hall of

Fame/ISHA/Snowsport History Celebration at Sun Valley, March 22-27, 2022. Depending upon the number of NASJA members in attendance, we may host a reception and annual meeting (during which time we'll vote on the Competitor of the Year Award).

First step is to contact Janet White ASAP for the link to Sun Valley discounted lodging. Reach her at [execsec@nasja.org](mailto:execsec@nasja.org). Learn more about the events at:

<https://skiinghistory.org/events>

Press passes to the ISHA Awards Banquet may be available by contacting Janet. [Who won this year?](#)

Press passes to the 2022 U.S. Ski and Snowboard Hall of Fame Induction dinner on March 26, 2022, may be available by contacting Justin Koski, [Justin@skihall.com](mailto:Justin@skihall.com), 906 485 6323, 906 235 1670 c.

Learn more about the HOF dinner at:

<https://skihall.com/induction/>



- Jeff Blumenfeld  
NASJA President

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## SMUGGS SHARES THE LOVE

By Jay Flemma

Few resorts have such a vibrant synergy of history, scenic beauty, and rugged terrain as Vermont's Smugglers' Notch.

The Notch is a high mountain pass traversing the intersection of the Sterling range to the northeast and Mount Mansfield, the highest point in Vermont, to the southwest, and for over 200 years, its coves and caverns were the scene of swashbuckling adventure. They smuggled everything through the Notch: booze, provisions, even cattle and other livestock, first shortly before the War of 1812, and again during Prohibition.

Perhaps the prettiest of all Vermont's winter destinations, Smuggs (as it's known to its friends) is divided into three separate peaks: Morse Mountain (novice terrain), Sterling Mountain (more difficult), and Madonna Mountain (steepest and most difficult). There is a total of 310 acres of piste and a whopping 750 acres of glades.

Smuggs is particularly renowned for the excellent authenticity of its glades. Far from the tree-cleared "glades in name only" of some larger resorts, glades at Smuggs are supermodel slim, yet rugged as a wrestler. Backcountry adventures are plentiful as well, including runs through the Notch itself and between Smuggs and Stowe, its next door neighbor.

Most of all, when you're there take a moment to bask in what's colloquially called "Smuggs Love" – that palpable...indeed infectious feeling of camaraderie and heart's ease you get when you come to visit for a ski vacation, and go home having made ten new friends out of the locals. Kids love it especially; with its mascots and warm, European charm, Smuggers' Notch is Disneyland for grommets.

"What I love most about Smuggers' is hearing from folks who have been coming for years, maybe even generations," stated Stephanie Gorin, Communications Director for the resort. "It's wonderful to hear how we've become part of their lives year after year."

And remember for your articles - it's spelled *Smugglers'* (with an *ess-apostrophe*) because there were many smugglers, not just one...

For more about Smuggs, [check out Jay Flemma's story](#).

There's less snow and stricter rules, but skiers are adjusting in surprising ways.

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## **VOTE FOR THE CARSON WHITE AND BOB GILLEN AWARDS; VOTE FOR COMPETITOR OF THE YEAR AT ANNUAL MEETING**

Watch your email shortly for the ballot for the Carson White and Bob Gillen Awards. Nominations for both of these closed on Jan. 31. Here's a recap of these honors:

**Carson White Snowsports Achievement Award** – NASJA's highest honor, bestowed to an individual or individuals who have made a significant contribution to the advancement of snowsports in North America, either achieved with a single, defining accomplishment or through a lifetime of snowsports endeavors. Carson White was the first president of the U.S. Ski Writers Association, our predecessor organization. The winner will be selected by online vote of Active Press, Retired Press and Corporate members.

**Bob Gillen Memorial Award** – Awarded to an individual corporate member of NASJA for contributions to the advancement of snowsports, exemplifying the highest standards of professionalism in public relations and communications and understanding the working relationship between the information specialist and the journalist. Named for Bob Gillen, former SKI Magazine editor and marketer at Crested Butte and Sugarbush resorts, and a staunch ally of NASJA. Nominations are submitted by and voted on by Active and Retired Press members of NASJA.

**Paul Robbins Outstanding Competitor of the Year Award** – Awarded to North American snowsports participants who have distinguished themselves in amateur or professional competition during the current season. The award is named in memory of Paul Robbins who was primary journalist for the U.S. Ski Team for 30 years. The nominations will be voted on by members attending the Annual Membership Meeting, which at this point will likely be on Zoom in late March, or between Mar. 22-27 in Sun Valley depending upon the number of NASJA members who attend. Deadline for nominees is Feb. 28 to Dan Giesin, [dgiesin@gmail.com](mailto:dgiesin@gmail.com), 415 246 0639.

The final award, the **Mitch Kaplan**, is selected by the Board, the Executive Secretary and the Treasurer.

## **2021 HAROLD S. HIRSCH CALL FOR ENTRIES; DEADLINE APRIL 4, 2022**

Time to review your best work from the 2020-21 snowsports season and send in your electronic clips for the 2021 Harold S. Hirsch Awards – the “Oscars” of snowsports journalism. Last season, the competition was revamped to better reflect how we cover snowsports. The categories are:

### **WORDS**

A. Stand-alone work - One-time stories in any media, print or electronic. Must be within the previous season and only three entries allowed per entrant.

B. Recurring work - Maximum of three samples representative of recurring content, whether for a website, newspaper or magazine column, or podcast.

**IMAGES** (includes still images and videos in the same category)

There is no entry fee for Active or Retired Press.

Non-members pay a \$35 entry fee that includes a year's membership to NASJA for the following fiscal year.

Honorable mention will be recognized for second place in Words and Images  
Book awards are every three years. Watch next for those in 2023.

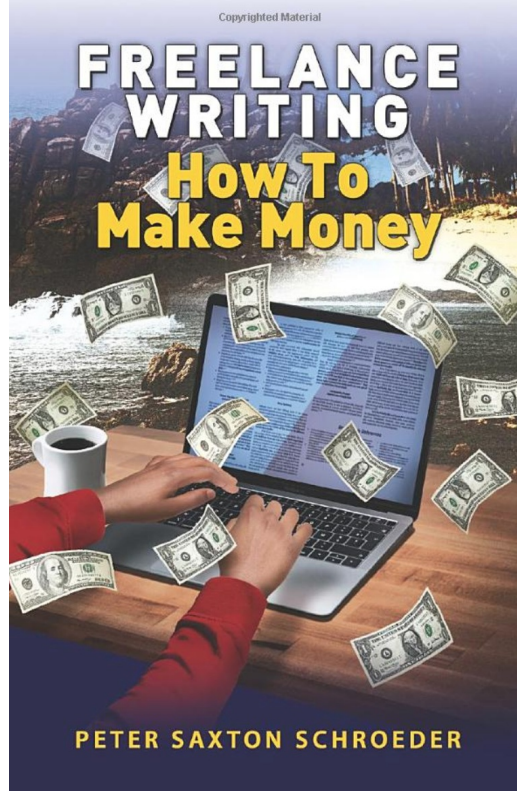
Judging will be by professional journalists/photographers/videographers outside NASJA.

**DEADLINE:** Send your complete name and address and links to your work by April 4, 2022 (note: must be active working links, no PDFs or firewalled content).

**SUBMIT TO:** Janet White, NASJA Executive Secretary, [execsec@nasja.org](mailto:execsec@nasja.org)

See a list of previous winners in the NASJA membership directory. For the latest version of the directory, contact Janet White (due to privacy concerns, it's not posted to NASJA.org).

## **MEMBER NEWS**



### Make Money With Peter Schroeder's Latest Book

Poverty should not be the price to pay for doing the work that freelancers love. Long-time member Peter Schroeder, a 30-year freelance writer, debunks this myth so persuasive among others in this field. He presents tips and strategies that enable both beginning and established freelance writers to turn their craft into a highly profitable business.

"To be financially successful," he says, "Forget the advice of all the other how-to books on freelance writing. They're all wrong, as I explain in the book."

*Freelance Writing: How to Make Money* details the profit-making ways writers can, among other advice, increase income for each article by 50 to 100 percent with minimal effort; find new markets and develop international sales; sell the same articles repeatedly without contractual conflicts; self-syndicate your articles; and build your cred as an influencer.

One favorite section crystallizes why so many of us are freelancers. "...there are psychological benefits that many consider most important of all. Freelance writing lets you express to the world who you are and what you believe in, all while supporting the causes and passions that inspire you."

Peter has written several hundred magazine and newspaper articles on subjects ranging from ocean sailing to downhill skiing to adventure travel. *Freelance Writing: How to Make Money* (2022) is published by Richter Publishing. The book is available on [Amazon](#).

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### CORPORATE MEMBER NEWS





*Photo courtesy: Raelene Davis for Ski Utah*

### **Ski Utah Launches Discover Winter Program**

Corporate member Ski Utah has introduced a pilot program for the 2021-2022 winter season called "Discover Winter." Ski Utah and its partner resorts are committed to increasing the participation of BIPOC individuals in winter sports, and Discover Winter aims to foster a life-long love of skiing and snowboarding amongst a more diverse population of adults.

With generous funding through a CARES Act grant from the Utah Governor's Office of Economic Opportunity and the Larry H. Miller Foundation, Ski Utah is partnering with three organizations throughout the state of Utah to bring more BIPOC to the slopes.

Throughout the months of January and February, upwards of 200 participants from Future Scholars of Africa, Weber State University's Diversity Club and Latinx members of Mountain Life Church in Park City will have the opportunity to visit a Utah ski resort four times for ski or snowboard lessons. Participating resorts include: Alta Ski Area, Brighton Resort, Snowbird, Snowbasin, Solitude Mountain Resort and Woodward Park City.

In addition to the four ski or snowboard lessons, Ski Utah will also provide transportation, ski and snowboard rental equipment and proper clothing for participants to stay warm. At the conclusion of the four lessons, participants will receive passes to hone their newfound skills for the remainder of the season. It is Ski Utah's hope that participants will have discovered a love of skiing and snowboarding and will return to the slopes the following season and for years to come.

For more information: <https://www.skiutah.com/resources/discover-winter>

## MEMBER BENEFITS



*King Pine on Jan. 30 after receiving a half-foot of snow.*

### **NASJA Members Invited to Ski King Pine**

As a member of NASJA, you are invited to visit corporate member King Pine Ski Area in East Madison, New Hampshire. If you have never skied King Pine, you are in for a treat. Thomas Prindle, the ski area's marketing manager, calls it "small but mighty." King Pine features:

100% Snowmaking (and currently 100% open)

17 trails (44% Beginner, 31% Intermediate, 25% Advanced)

6 lifts (3 triple chairs, 2 surface lifts and 1 tubing tow)

Summit elevation: 850 ft.

Vertical drop: 350 ft.

Skiable acreage: 50 | Tree skiing 5 acres

Trail mileage: 5

Skiing under lights: 10 trails and 2 lifts

Twisted Pine Terrain Park

Prindle tells *SnowScoops*, "First-timers and families love our friendly, knowledgeable ski school and easy, gentle learning terrain, while more advanced skiers and snowboarders can explore our terrain park, steeper trails, and tree-skiing areas. King Pine also offers regular lift-serviced snowtubing, cross-country skiing, snowshoeing, ice-skating, family events, and apres ski fun."

If you'd like to come ski at King Pine, contact their PR Consultant Kathy Bennett by February 25 to receive up to two free all-day lift tickets.

Kathy Bennett  
Public Relations Consultant

603 305 7156  
kathy@kathybennettmarketing.com

Thomas Prindle  
Marketing Manager  
603 367 4042 | [TPrindle@highwaywestvacations.com](mailto:TPrindle@highwaywestvacations.com)

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### Media Discount for *Skiing History* magazine

*Skiing History* is the publication of the International Skiing History Association (ISHA). *Skiing History*, published bimonthly, is the world's most widely circulated magazine about the sport's past. It features once-popular equipment; historic resorts and bars you can visit now; what famous living skiers are doing; and more. Its January-February 2022 issue features Olympic and heli-skiing history.

For an introductory \$12 offer go to [www.skiinghistory.org/introprint](http://www.skiinghistory.org/introprint); use code "BOARDJW." While you're at it, pitch them your historical story ideas. They're always looking for freelancers. Contact: [seth@skiinghistory.org](mailto:seth@skiinghistory.org)

### NASJA REWIND





## Watch the NASJA Winter Olympic Games Preview

The Winter Olympic Games continue through February 20. Before the opening ceremonies were held, NASJA board member Tom Kelly hosted a preview with NBC's Steve Porino, and NASJA member Peggy Shinn, senior contributor of TeamUSA.org. If you missed the original Zoom presentation on Jan. 20, 2022, [you can watch it here](#).

Our thanks to all three for sharing their insight, including the use of burner phones, rental laptops, and the ever-present need for masks, tests and social distancing.

Follow Peggy daily on her [Facebook account](#), including her observation that prices in Beijing make New York City look like a bargain:

## NEWS YOU CAN USE

### CCSAA's Accomplishments are Pervasive

Active press member Jonathan Wiesel writes about the work of fellow corporate member Cross Country Ski Areas Association (xcski.org) in the Feb. 3, 2022, Seniorsskiing.com. He reports, "... next time you're out on the XC trails, smile at the signage, enjoy the grooming, and recognize that CCSAA may also be responsible for sensible COVID policies, inexpensive trail passes, and your use of public lands."

[Read the story here.](#)

National Geographic Takes a Look at the [Ancient Origins of Skiing](#)

Cosmo: 10 Movies Depicting Skiing

### **Ballet Skiers Brought Music to the Mountains**

In the Feb. 13 *New York Times*, Margaret Fuhrer writes about the internet renaissance of ballet skiing, last seen in Olympic competition in 1992. Could there be a ballet skiing revival? Some veterans hope so and the discipline's second life online has lent momentum to their campaigns. [Read more.](#)

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## **HOLD THESE DATES**

(All are subject to change pending Covid restrictions)

King Pine Media Visits, February and March 2022 (see above)

Smuggler's Notch Media Trip – Feb. 27 to March 2, 2022

Bretton Woods, NH Mar. 3-6, 2022 (HOF Induction gala, Mar. 5)

Cranmore, North Conway, NH Mar. 4-5, Hannes Schneider Meister Cup

Sun Valley, Idaho March 23-27, 2022 (ISHA Awards March 24; HOF induction gala March 26).

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**Jeff Blumenfeld - President**  
**Marie-Piere Belisle-Kennedy - Tom Kelly – Vice Presidents**  
**Troy Hawks - Corporate Liaison**  
**Iseult Devlin - Immediate Past President**

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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 • Crystal Mountain • Deer Valley Resort • Fast Wax • GetSkiTickets.com • Giants Ridge • IndySkiPass • International Skiing History Association • Jackson Hole Resort • Jiminy Peak Mountain Resort • King Pine Ski Area • Loon Mountain Resort • Lutsen Mountains • Mammoth Lakes Tourism • Mammoth Mountain Ski Area • Masterfit • Meteorite PR • Minnesota Ski Areas Association • National Ski Areas Association • Omni Mount Washington Resort • Pacific Group Resorts Inc. • 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 • 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 • Sunlight Mountain Ski Area • 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

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