



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

April 20, 2022

PRESIDENT'S LETTER

The Art of Snowsports

The late Cecile Ryden Johnson was a twentieth century American watercolorist who embraced the "plein air" tradition of artists who left their studios for the "open air" and painted in natural settings directly from nature. With her transparent watercolors, action sketches and oils, Johnson gained worldwide recognition for capturing the unique beauty and feeling of natural color, light and shade of locations around the world and as a painter of sports and winter Olympic events, according to www.cecilejohnsonart.com. What's more, she was a beloved member of NASJA, winner of a 2008 Lifetime Achievement Award.

Another artist, still very much with us, is Mike Roth who volunteers to manage our pro deal discount programs. You can see his quirky illustrations on SeniorsSkiing.com.

In this issue of *SnowScoops* we're proud to welcome yet another artistic talent, Lamont Joseph White of Park City, who is encouraging greater diversity in the sport through his depiction of people of color enjoying the winter world.

Artistic members of NASJA have expanded the traditional meaning of what constitutes a snowsports communicator and have added much to the organization over the years.

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May We Have the Envelope Please— Twenty-six individuals have submitted entries into the Harold S. Hirsch Awards and judging will begin shortly thanks to volunteer judges Mark D. Phillips, a former AP photographer (Images); and Words judges Marcia Biggs, editor and lead writer for *St. Pete Life*, and Dana White, a former executive editor of *Skiing* magazine and senior articles editor at Condé Nast's *Women's Sports & Fitness*

Winners will be announced, along with recipients of the Carson White, Bob Gillen and Mitch Kaplan awards, during a special Zoom award ceremony in May.

Voting for these three NASJA awards was a difficult decision indeed. We had a highly competitive slate of nominees this year thanks to the hard work of Dino Vournas and his

Awards committee. They're a testament to NASJA's 60-year dedication to excellence in snowsports communications. Watch for the date and the Zoom link for the Award presentation in May.

At the April 27 Annual General Meeting (AGM) we'll engage in a discussion about the COY nominees, then voting will take place online on April 28 for all members via an email ballot. Winner of the Outstanding Competitor of the Year Award (COY) will be announced during our awards ceremony in May.

Meanwhile, I think I have a few more runs in me before hanging up the boards. Arapahoe Basin promises to hold out until sometime in June, but not sure my creaky legs can.



- Jeff Blumenfeld
NASJA President

NASJA UPDATE, LEARN MORE ABOUT COMPETITOR OF THE YEAR NOMINEES

April 27, 2022, 7 p.m. ET; 5 p.m. MT on Zoom

Every year, as the ski season winds down, the NASJA board takes a moment during its annual general meeting (AGM) to recap the season that was, solicit your input for the coming season, and review our finances. We'll also take the opportunity to discuss the Paul Robbins Outstanding Competitor Award (COY).

The nominees this year approved by the board are:

- Jessie Diggins (won in 2017, 2020)
- Eileen Gu (North American who raced for China; lives in U.S.)
- Lindsey Jacobellis (most decorated female snowboard cross athlete of all time)
- Mikael Kingsbury (Canadian freestyle skier and is the most accomplished mogul skier of all time.)

We will also update you on Corporate news, the success of our social media campaign across multiple platforms, welcome new members, participate in a short session on shooting ski area videos, and some other surprises.

We hope you'll all join us on Zoom, April 27, 2022, at 7 p.m. ET/4 p.m. PT. Here's the link:

Topic: NASJA AGM

Time: Apr 27, 2022 07:00 PM Eastern Time/ 4:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82403743699?pwd=cmI5RWdBZzR6OGxDT2hKM3Y3OURqQT09>

Meeting ID: 824 0374 3699

Passcode: nasja

MEMBER NEWS



Welcome Artist Lamont Joseph White

New member Lamont Joseph White of Park City, Utah, communicates the joys of snowsports through his artwork, particularly among people of color. While born and raised in the New York metro area, he has a deep love and connection to the mountains.

Thematically, inclusion is crucial in his artwork. It's often said that race doesn't matter or that color isn't seen. He prefers, instead, to observe our differences so that we can better embrace them and create opportunity.

His influences are derived by aspects of both modern and traditional approaches – classicism and renaissance for their academic forms of beauty. Impression and abstraction speak to his sense of contemporary times.

For instance, his collection entitled "Skiing In Color" is a celebration of representation and inclusion in the ski and outdoor spaces.

He received a BFA from FIT in New York with continued studies at The School of Visual Arts and the New School. After graduating he went on to illustrate ad campaigns and editorials for Adidas, Converse, Coleman, Fairchild Publications, Ebony Man, Cole Haan, Bally Shoes, Amalfi Shoes, Bandolino Shoes, amongst others. His ongoing creative pursuits have included fine art exhibits, illustration, graphic design and product development across multiple industries.

Exhibitions have included The Society of Illustrators and various other New York City metro area galleries. More recently his work been seen at Ski Utah Headquarters, Snowbird resort, Copper Mountain, Alf Engen Museum, American Mountaineering Museum and Christian Center of Park City.

Lamont resides in Park City with his wife, Jeannine, and their dog Bowie. In his spare time likes to snowboard, hike, mountain bike and travel. You can reach him at hello@lamontjosephwhite.com



SAM Senior Editor Joins NASJA

Katie Brinton, from Ludlow, Vermont, is the senior editor of *Ski Area Management (SAM)* magazine and its attendant digital platform *saminfo.com*. She has served in the role since April 2021. Prior to that, she was a freelance writer for *SAM* and other publications. After several years as a freelance writer for Beardsley Publishing's *Ski Area Management (SAM)* and *Adventure Park Insider (API)* magazines, she joined the team full time in 2021 as senior editor of both publications.

In addition to her work at *SAM*, she is also active in the snowsports education world as a PSIA-AASI Alpine Level-III certified ski instructor and a member of both the PSIA Eastern Division Board of Directors and divisional field staff. In that capacity, she also writes educational articles and edits copy for the division's regional publication, *The SnowPro*.

Katie holds a Master's degree in English Literature from Middlebury College's Bread Loaf School of English, and a Bachelor's in Joint Honours English and Drama from the University of Bristol.

She lives in Southern Vermont with her husband and dog. Katie is an avid skier (and ski instructor), of course, but in addition, she loves hiking, waterskiing, mountain biking, and spending a day curled up in a sunny spot with a good novel. You can welcome her aboard at: katie@saminfo.com

CORPORATE MEMBER NEWS



Ski Vermont Returns

Returning as a Corporate member is Ski Vermont (Vermont Ski Areas Association), an ambassador of the thriving winter tourism industry in the Green Mountain state, based in Montpelier.

Vermont is not only the #1 ski state in the east and third in the U.S., but also reigns supreme in snowmaking quality and coverage, variety of terrain and historical impact on the sports of skiing and snowboarding - making it one of the most significant ski and ride destinations in the world. Ski Vermont's mission is to help create a legislative, economic and social environment in which the state's ski areas can grow and prosper. It serves its 20 Alpine and 29 Nordic member resorts in three major areas: Governmental Affairs, Marketing and Public Affairs.

Director of Communications and primary contact is Bryan Rivard, bryan@skivermont.com, 802 223 2439



Photo courtesy Reese Brown, CCSAA

Indy Pass Adds XC

The Indy Pass this month announced new partnerships with six cross-country resorts that will offer two daily trail passes each for all Indy Pass holders. In addition, an all-new Indy XC Pass goes on sale today that offers two trail passes at each resort for \$69 for adults and \$29 for kids. The Indy Pass developed the program in partnership with the Cross Country Ski Areas Association (CCSAA) and will donate 10% of pass sales to the non-profit group.

Learn more here:

<https://xcski.org/2022/04/indy-pass-partners-with-ccsaa/>



Rossignol Demo and Rental Programs

By Tamsin Venn

One great resource for ski demos is the Rossignol High Performance Test Center at Deer Valley, Utah. Located at the top of the race course on Bald Mountain, the center allows you to demo the latest Rossignol skis as a complimentary service. It gives you two hours of free ski trials, as many as you want, reservations required. Match your boards to conditions – powder, moguls, packed powder, tree skiing. Rossignol headquarters are located in nearby Park City.

The test center echoes the Rossignol Experience Program where resorts throughout the U.S. and Canada sign up to be Rossignol partners and offer Rossignol gear (skis/boots/poles) and Burton Boards to rent to customers, plus Nordic skis and bikes. The company has more than 70 participating resorts – Whiteface Mountain, Steamboat Springs, Jackson Hole, Brundage, Sierra-at-Tahoe, to name a few.

The resort can offer other brands for "demo" use, but "fleet" and "sport" rental is all Rossignol. In exchange, Rossignol supplies brand merchandising, educational signage (how to fit a boot, how to dress, etc.), support of "Learn to Earn" style programs, and cross-promotion to each REC partner.

"At Rossignol, our main objective is helping others appreciate and enjoy the activities and lifestyle that continue to shape and define each of our lives; delivering the unforgettable experiences that inspire passionate, life-long participation in the mountains," said Kurt Hoefler, Rossignol's vice president of sales and marketing.

Learn more about the Test Center here:

<https://www.deervalley.com/things-to-do/activities/rossi-yurt>



The Patron Saint of Snowsports Publicists

If snowsports publicists had a patron saint, it would most likely be Steve Hannagan, who died in 1953 at the age of 53.

"Steve Hannagan, Sun Valley's brilliant publicist, established a 'chic image' for the resort using celebrities, attractive women, Olympic stars and monied families. Articles about the resort appeared in magazines and newspapers throughout the country, it was featured in movies, and became a cultural icon embodying fun and affluence, while the country struggled with the effects of the Depression," according to *Skiing Sun Valley: A History From Union Pacific to the Holdings*, written by NASJA Harold S. Hirsch award winner John W. Lundin. (<https://www.johnwlundin.com/books/>)

Hannagan advised Union Pacific that creating Sun Valley gave publicity to the railroad "at a cost, cheaper than any other known means.

"If you build a luxury resort in the wilderness, that will be news," he told Sun Valley founder Averell Harriman.

Although he didn't ski, Hannagan managed to get someone to create a website and his own domain name long after he died in Africa of a heart attack. Learn more about his extraordinary career: <http://stevehannagan.com/>

Read Hannagan's 1953 *New York Times* obituary here:

<https://timesmachine.nytimes.com/timesmachine/1953/02/06/84388552.html?pageNumber=19>

HOLD THESE DATES

April 27, 7 p.m. ET – Annual General Meeting

April 28 – Voting for Paul Robbins Outstanding Competitor of the Year

May, 2022 – NASJA annual award ceremony (date: TBD)

CORPORATE MEMBERS SUPPORTING NASJA

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