



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

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

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June 6, 2022

## PRESIDENT'S LETTER

### The Next Generation

Part of our mandate is to ensure that the next generation of snowsports communicators receive support and mentorship. At Syracuse University, I was honored to be the ski reporter for the campus radio station, *WAER-FM*, and a local weekly called the *Syracuse New Times*. Sadly, I wasn't immediately replaced after graduation.

Where are the college journalism students today who love snowsports and want to report about it? NASJA started a student membership category, but that's not enough. Our awards program open to all snowsports journalists, member or not, is another step in the right direction. Think about ways you can personally guide the next generation of NASJA members.

### NASJA Awards Video Sizzles

The May 26, 2022 award ceremony, mentioned below, included our new award ceremony sizzle reel, produced by NASJA vice president Marie-Pierre Belisle-Kennedy and her colleague Charles Duhamel. With a simple date change, it will be repurposed for future awards, it's that good. [Take a look!](#)

### We're Snowbound

We recently held discussions with the UK's Raccoon Events, organizers of the Snowbound Expo, Nov. 18–20, 2022, at the Hynes Convention Center in Boston. They're also our newest corporate member. If all goes well, we'll co-locate our fall kick-off meeting and professional development session with the Expo.

Another reason to attend this fall: confirmed speakers include six-time Olympic medalist Bode Miller, Alpinist Philip Henderson, mountain athlete Dani Reyes-Acosta, alpine climber Lindsay Fixmer and backcountry adaptive ski legend Vasu Sojitra.

NASJA members will receive press credentials; the general public, for a limited time, can

receive free tickets by using the promo code: LAUNCH (For more information: [snowboundexpo.com](http://snowboundexpo.com)).



- Jeff Blumenfeld  
NASJA President

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## NASJA RECOGNIZES EXCELLENCE IN SNOWSPORTS

**Brian Fairbank Wins Carson White Snowsports Achievement Award; Lindsey Jacobellis, Dan Egan, Phil Johnson, Alba Adventures, Kim Jackson and Eric Wilbur Honored.**

Almost since its predecessor organizations were established 60 years ago, NASJA has recognized excellence in snowsports achievement and communications. This year was no different as the group gathered to recognize its own.

Award recipients were announced on May 26, 2022, during a Zoom conference moderated by NASJA vice president Tom Kelly, former voice of the U.S. Ski Team through three decades – and 100 Olympic medals.

The winners were:



*Lindsey Jacobellis*

**Paul Robbins Outstanding Competitor of the Year** – Lindsey Jacobellis, the most decorated female snowboard cross athlete of all time, took a moment while prepping and training for the upcoming season to Zoom in live from Europe for a brief Q & A with Kelly.

Recent past winners of the Paul Robbins Award were Jessie Diggins, Maggie Voisin, Mikaela Shiffrin, and Ted Ligety. The award is named in memory of the late Paul Robbins, who spent 30 years as the primary journalist for the U.S. Ski Team.



*Dan Egan*



*Phil Johnson*

**Harold S. Hirsch** – This award, which recognizes excellence in Words and Images, honored Dan Egan for the best stand-alone story (Words): *Finding Our Inner Warren Miller* which appeared in *Mountain Outlaw* magazine, Winter 2021.

Past NASJA president Phil Johnson was honored for his recurring *Ski Line* column in the Schenectady, New York *Daily Gazette* during the 2020-21 snowsports season.  
a good novel.

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*Alicia and Ray Alba, Alba Adventures*

In the Images category, Ray and Alicia Alba of Alba Adventures won for *Anything but Ordinary* – A wintery fairy tale odyssey fit for the Greek gods. [It can be viewed here.](#)



The Hirsch Awards are named for Harold S. Hirsch, founder of White Stag Skiwear, who was elected to the U.S. National Ski Hall of Fame in 1990.

The Hirsch Awards were judged by 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*. We thank them all for their time.

### NASJA Awards



*Brian Fairbank, The Fairbank Group*

**Carson White Snowsports Achievement Award** – Brian Fairbank of The Fairbank Group, received 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.

Fairbank is widely recognized as a pioneer in green energy and sustainability.

Carson White was the first president of the U.S. Ski Writers Association, our predecessor organization.



*Kim Jackson*

**Bob Gillen Memorial Award** – Kim Jackson, director of communications of Vermont Adaptive, won for contributions to the advancement of snowsports, exemplifying the highest standards of professionalism in public relations and communications. Vermont Adaptive offers inclusive sports and recreational programming for people of all ages, with cognitive, developmental, physical and emotional disabilities.

This award is named for the late Bob Gillen, former *SKI Magazine* editor and marketer at Crested Butte and Sugarbush resorts, and a staunch ally of NASJA.



**Mitch Kaplan Award** – Sports columnist Eric Wilbur, editor of *New England Ski Journal*, won the Mitch Kaplan Award, named for the journalist whose work best captures the spirit, enthusiasm and dedication that Mitch Kaplan brought to the coverage of snowsports. Kaplan was a former NASJA Secretary-Treasurer and multiple Harold S. Hirsch Award winner.

"By recognizing the very best in snowsports communications, we hope to encourage the next generation of wintersports journalists and corporate representatives to help millions of North Americans of all ages, ethnicities and abilities, get more out of life by sliding on snow," said NASJA president Jeff Blumenfeld.

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*Society of Professional Journalists*



#### SPJ CODE OF ETHICS ADOPTED

In an effort to increase the professionalism of the organization, on May 24, 2022, the NASJA board agreed to revise its Ethics Guidelines by adopting the Society of Professional Journalists Code of Ethics. This Code includes but is not limited to:

- Take responsibility for the accuracy of work. Verify information before releasing it.
- Gather, update and correct information throughout the life of a news story.
- Identify sources clearly.
- Diligently seek subjects of news coverage to allow them to respond to criticism or allegations of wrongdoing
- Respond quickly to questions about accuracy, clarity and fairness.
- Acknowledge mistakes and correct them promptly and prominently. Explain corrections and clarifications carefully and clearly.
- Never plagiarize. Always attribute.

Other tenants of the Code of Ethics can be found [here](#).

This revision will be included in the NASJA By-Laws which will be added to the membership directory. If you don't currently have the directory, contact Janet White for a PDF. ([execsec@nasja.org](mailto:execsec@nasja.org))

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#### CORPORATE MEMBER NEWS

# RACCOON EVENTS



NASJA welcomes new corporate member Raccoon Events, based in the U.K., organizers of Snowbound Expo, the ultimate show bringing together the ski & snowboard community to gear up and plan for their next adventure, November 18-20, 2022, Hynes Convention Center, Boston. The show offers a retail experience of the latest gear, equipment, and products, and is the place to pick up ski passes.

Snowbound Expo hosts an amazing line up of inspirational speakers sharing their skills and experiences to get visitors stoked for the next season. Contact: Chloe Hyland, Senior Marketing Manager, [chloe.hyland@raccoonevents.com](mailto:chloe.hyland@raccoonevents.com) (raccoonevents.com, snowboundexpo.com)



### Take a Peek at Pats Peak

By Jay Flemma

Quick! What loveable local mountain was described by expert skiers as, “so tough you’ll want an extra hour at lunch for hot chocolate before you go back out for more?” It’s New Hampshire’s Pats Peak in Henniker, New Hampshire.

Beloved in the state since it opened in 1963, tiny Pats Peak punches far above its weight in an already competitive New Hampshire skiing scene. Its 28 trails and total vertical descent of 770 feet may sound innocuous, but East Coasters rave about Pats' steeps with holy whispers.

“We’ve seen a lot in the last two years,” said Pats Peak Director of Marketing Lori Rowell. “We added a new post-and-beam addition to the lodge that has wide, boot-friendly stairs and an elevator. It also helps with wedding cake deliveries during summer so that they don’t tumble down the stairs,” she quipped. Other recent improvements include a new triple chair, added snowmaking, and two new grooming machines.

Indy Pass has surely aided demand at Pats. According to Rowell, tiny, but plucky Pats opened the season as the number one redeemed Indy Pass mountain in the country, only relinquishing the top spot to Waterville Valley in the last week of January. (For more information: [patspeak.com](http://patspeak.com))

## NEWS YOU CAN USE

**You Weren’t Imaging It: Busiest Ski Season on Record**

National Ski Areas Association (NSAA) reports record visits during the 2021-2022 season, citing a desire to get outside despite a mediocre snow year. Samantha Berman writes on *Skimag.com* (May 13, 2022), "Our country's pandemic-fueled love affair with skiing is still going strong. Today the National Ski Areas Association released skier visit data for the 2021-2022 season that's currently winding down, and that number – 61 million – reflects an impressive increase of 3.5 percent over the previous ski season." [Read the post here.](#)

## **Get Ready New Hampshire, the Tourists are Coming**

The New Hampshire Division of Travel and Tourism Development (DTTD) anticipates the state's record tourism growth to continue into Summer 2022, with a projected 4.6 million visitors and spending exceeding \$2.2 billion.

This continues a trend in New Hampshire, having set new visitation and spending records every fully operational season. In Summer 2021, the Granite State welcomed 4.4 million visitors, reflecting a 21% increase over the previous pre-pandemic visitation record set in 2019. The primary factors that contributed to last summer's strong performance included a combination of pent-up travel demand, drivable outdoor leisure activities, and early targeted marketing efforts.

Another positive factor contributing to 2022 forecasts are the reopening of international borders, namely Canada, which was closed during last summer's record-setting season. Canada is New Hampshire top international market.

[Learn more here.](#)

## **Hold These Dates**

Summer is the time to take another run at creating a schedule for the coming ski season. For now, these are the dates we're targeting:

November – Big Snow, New Jersey

Nov. 18-20, 2022 – Snowbound Expo, Boston (Fall meeting and professional development)

Jan. 22-26, 2023 – Western Winter Summit, Reno/Tahoe

February – Austria

February – March – Ski Vermont independent ski area tour

Mar. 22 – Mar. 26, 2023 – Big Sky, U.S. Ski & Snowboard Hall of Fame/ ISHA

Mar. 29 – April 2, 2023 (tentative) – Killington, U.S. Ski & Snowboard Hall of Fame/ISHA

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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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## **CORPORATE MEMBERS SUPPORTING NASJA**

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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 • Racoon Events • 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

