



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

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

August 8, 2022

## PRESIDENT'S LETTER

### Succession Planning

It has been an honor to serve as NASJA president after being a part of the organization since 1974, first as a Corporate member and now as Active Press. My final term expires in May 2023 and I'd like all members to consider becoming a part of the board, the organization committees and perhaps even run for president. Our in-person meetings have been adversely affected by Covid, but then again, what hasn't been affected by the pandemic? Pretty much everything has. If interested in serving, please reach out to me at [jeff@blumenfeldpr.com](mailto:jeff@blumenfeldpr.com).

**Kidney Search** – On a personal note, many of you may know that due to pending kidney failure I'm actively seeking a living kidney donor. I have been humbled by the outpouring of concern by the ski industry, something I've been a part of since becoming a ski journalist while at Syracuse in the early 1970s. I'm appreciative of *Ski Area Management* and Bernie Weichsel for relaying my [information](#).

If you or someone you know might be able to help, start with this confidential questionnaire from UC Health Transplant Center in Denver: [www.UCHealthlivingdonor.org](http://www.UCHealthlivingdonor.org)  
Until then, I can't wait for that first run of the season.



- Jeff Blumenfeld  
NASJA President



*Stuart Winchester of Storm King Journal*

### ***Storm King Journal Switches to Substack***

For any freelancer involved in the newsletter business, monetization is often a goal. How best to cash in on your expertise and strong following? Stuart Winchester, editor & host of *The Storm Skiing Journal & Podcast*, says that he switched to Substack last February and it's going extremely well, "enough that this has evolved from a 'hobby' to a legitimate job, and well enough that Substack asked me to give a workshop outlining my strategy for going paid with a strong conversion rate," he tells *SnowScoops*.

"The number of total subscribers has also grown from approximately 3,000 when I joined NASJA last summer to approximately 7,500 now, and I'm optimistic about hitting 10,000 by the end of 2022. I am happy to talk to any NASJA members who are considering building their own Substacks," says Stuart, a member of the board of directors of the New York Museum of Skiing and Ski Hall of Fame, and member of the U.S. Ski & Snowboard Hall of Fame selection committee.

Thinking of doing the same? Contact Stuart at [stuart.james.winchester@gmail.com](mailto:stuart.james.winchester@gmail.com). Last June he posted on *SSJ*, "The list of corporate sponsors for the North American Snowsports Journalists Association (@NASJAsnowscoops) is, IMO, a helpful indicator of orgs that value transparency & media. Some that aren't on this list share those values, certainly, but I do appreciate these especially."

Just saying. [See his post here](#).

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*Claudia Carbone, partner Larry Haack, and fur baby Cali.*

### **Claudia Carbone Appears in Video Tribute to Jeannie Thoren**

Long-time NASJA member Claudia Carbone participated in a video tribute to Jeannie Thoren who is being inducted into the Colorado Snowsports Hall of Fame in Vail on Aug. 21. Jeannie is the unstoppable force in championing ski equipment and modifications to equipment for women. Carbone wrote about her and her findings extensively in her book *WomenSki* and in other articles.

Claudia will appear in a video to be shown at the induction at the Ford Amphitheater. "I'm honored and pleased to be included in Jeannie's circle - she has done so much to keep women skiing and thus has created a community of followers," Claudia tells *SnowScoops*.



*John Briley*

### **Welcome John Briley**

New Active Press member John Briley lives for the outdoors and has been writing about it for

25 years, for *The Washington Post*, *National Geographic Traveler* magazine, *Mountain* magazine and many other publications. He is an avid alpine, side-country, and backcountry skier, and will take a day out on the XC trails in a pinch. Briley grew up in the Mid-Atlantic, learning to ski at Seven Springs, Pa., in the early 1970s and finds his greatest joy in the forested powder of the U.S. and Canadian Mountain West. You can reach him at: jbriley66@gmail.com

## CORPORATE MEMBER NEWS



*Shanny Halle*

### Tourism Eastern Townships Names Shanny Halle

Replacing Danie Beliveau at Tourism Eastern Townships is Shanny Halle, Media Relations Coordinator. You can reach her at 819 821 1220 or [shalle@atrce.com](mailto:shalle@atrce.com). Tourism Eastern Townships is the DMO for this Quebec region, located just north of the Vermont, New Hampshire and Maine borders. Its mission is to promote and develop the region as a vacation destination. There are four major ski mountains in the area: Bromont, Montagne d'expériences (the largest lit ski resort in North America for night skiing), Mont SUTTON, Ski & Golf Mont-Orford and Destination Owls Head. It's a great destination for downhill, cross-country skiing and all snowsports. ([www.easterntownships.org](http://www.easterntownships.org))





### ISHA Awards Banquet, Skiing History Week Head to Big Sky; ISHA and Hall of Fame events March 22-26, 2023

Plan now to attend ISHA's 31st Annual Gathering, scheduled for Big Sky, Montana, March 22-26, 2023. It's a chance to hang out and ski with the the ISHA crowd and its award winners, the Pulitzer Prize winners of the ski world. As part of Skiing History Week, the U.S. Ski and Snowboard Hall of Fame will honor 13 inductees, including Bode Miller and Lindsey Vonn. The week is filled with events on and off the slopes, including a NASJA get-together. ([skiinghistory.org](http://skiinghistory.org))

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### NEWS YOU CAN USE

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### Should Ski Resorts Offer a 'Pay-per-lift Ride' Option for Guests?

Why not? asks Spencer McKee of the popular online publication *OutThereColorado.com* (July 19).

He muses, "Throughout the day, you ride the lifts you want to ride as your pass keeps track of your activity. At the end of the day, you get charged per lift ride – not the static price of a lift ticket. Perhaps the price per each specific lift varies. Maybe riding a massive gondola costs 'two rides' while a trip up the bunny hill costs one. Either way, the system would have resort guests paying a price that directly correlates with mountain resources they actually use compared to a system where the casual user subsidizes the cost for the heavy user."

[Read the story here:](#)



*Jon Weisberg*

### **Jon Weisberg 1943-2022**

Jon Weisberg, 78, died June 3 peacefully at home, following a 15-month fight against bladder cancer. An avid skier, he created and co-founded SeniorsSkiing.com, the global online magazine for older skiers.

As an executive with Bristol-Myers Squibb, responsible for international public affairs, he promoted and defended the company's interests across the globe. Earlier, in PR agencies, he represented major consumer brands, trade associations, and other well-known interests. Jon received a BA ('65) from Syracuse University and an MA ('68) from its Newhouse School of Public Communications.

Upon retirement in 2000, he and his wife, Pam, moved to Utah to be closer to world-class skiing. He became an adjunct professor in a graduate program of Westminster College, taught in the Deer Valley Ski School, and skied deep powder. For the next 17 years, he provided public relations and crisis and issues management consulting to organizations throughout the country. He served on the boards of the Utah Humanities Council, including as Chair, of the Living Planet Aquarium, and The Mesa, an Artist in Residency program at Zion National Park. Jon is survived by Pam (Crowe), his wife of 50 years, daughters Zoe Weisberg Coady (Chris, Valentino, Scarlett) of Narragansett, RI, and Dr. Amanda Lucero and family (estranged) of Salt Lake City.

Remembers NASJA member Steve Cohen of Masterfit Enterprises, "Jon was always a joy to share a meal or lift ride with. You don't make a lot of new friends late in life but Jon and I just clicked from the moment we met. We tried to see each other whenever we were in the same place. Gregarious and funny, he became both a friend and a mentor, taking a genuine interest in my business. I miss him greatly."

Donations in his memory may be made to [Huntsman Cancer Institute](#) and/or to the [International Skiing History Association](#).

### **HOLD THESE DATES**

As an association we've been bedeviled by the pandemic. Trips have been planned, then cancelled. Undaunted, we're taking a look at a new schedule for 2022-23, hopefully the post-pandemic era. Watch for a survey to determine which of these proposed trips are of interest to our Active Press members. All are tentative. More are possible as the season unfolds.

Big Snow, N.J., fall  
Boston Snowbound Expo, Nov. 18-20, 2022 (meeting Nov. 18)  
Western Winter Summit – Reno/Tahoe, Jan. 22-26, 2023  
Ski Vermont tour of Independent Mountains  
Quebec Trip  
Big Sky – ISHA/HOF/NASJA, Late March 2023

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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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