



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

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

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October 25, 2022

## **PRESIDENT'S LETTER**

### **POTUS**

As the son-in-law of a late 10th Mt. Division veteran it was especially meaningful to be assigned by *Skiing History* magazine to cover President Biden's signing of the Camp Hale-Continental Divide National Monument protecting for future generations a rugged former training ground for 10th Mt. Division troops during WWII.

It was Biden's first national monument designation, the country's 130th. Biden traveled to Red Cliff, Colorado, for the designation of the Camp Hale-Continental Divide National Monument, standing with state officials not far from the ruins of the winter warfare training camp along Tennessee Pass and the headwaters of the Eagle River.

POTUS arrived at Eagle County Regional Airport on Air Force One, then was transported by motorcade to a crowd of about 200 VIPs and media waiting at Camp Hale in a temporary pop-up village with an ambulance, fire truck, Secret Service vehicles, broadcast sat trucks, Port-o-Johns, electric generators, bomb squad, a fleet of Beaver Creek shuttle buses, klieg lights on a scissor lift, patriotic music, even Secret Service snipers in the hills behind the podium. The White House advance team is at the top of their game; it went off without a hitch.

10th Mountain Division Foundation historian David Little believes this is the

first visit to Camp Hale by a sitting president.

As you may know, after the war, many 10th Mountain veterans grew to love Colorado because of their training at Camp Hale and went on to create A-Basin, Aspen and Vail, among other resorts.

It was a thrill to be at my first presidential event and share the news with a large audience of winter outdoor enthusiasts. For my father-in-law, Arnold R. Kirbach (86<sup>th</sup> Infantry Company K), and 32,000 other wartime veterans of the 10th, this designation offers their service the dignity of public remembrance. Read the full story here: <https://skiinghistory.org/biden-names-camp-hale-national-monument>

**Condolences to the White Family** – Our sincere condolences to the family of Brad White, husband of NASJA executive secretary Janet White, who passed away this month. While I never met him, he was at North Sail Makers for 30 years; we shared a love of sailing, an activity that will undoubtedly provide solace to the family once they set sail again.



- Jeff Blumenfeld  
NASJA President



*Skis have come a long way. How far?  
Join us Nov. 2, 2022 to find out. (Photo courtesy VintageSkiWorld.com)*

## **WHAT'S NEW IN GEAR FOR 2022-23? GLAD YOU ASKED**

**Join the NASJA Professional Development Zoom Session, Nov. 2 at 7 p.m. Eastern/4 p.m. Pacific**

Next up in our continuing series of Zoom-based professional development seminars is a look at new gear for the 2022-23 ski and snowboard season. Join us as we feature short presentations by some leading executives in ski and snowboard hardgoods. This is your chance to receive a preview on what's new, and connect with those marketing and product development experts making snowsports more comfortable, more enjoyable, and more a part of the North American lifestyle.

Open to all NASJA members. Watch your email for a reminder and the link. At press time, these industry representatives have confirmed participation:

Jackson Hogan, RealSkiers.com

Eric Henderson, Meteorite PR, representing Cardo Outdoor, mountainFLOW wax and poles, Sweet Protection.

Geoff Curtis, Volkl/Dalbello/Marker

Dave Simpson, Verde PR representing Rossignol, Dynastar, Lange, Look, Scarpa

Phil Pugliese, SkiTalk.com focuses on bindings.

Richie Silver, Ski & Sport of Westport and New Canaan, Conn. – what's selling at retail.



*Join Kelly Davis for an engaging look at the wintersports market.*

**NASJA FALL MEETING, Nov. 18, Boston, Hynes Convention Center, 9**

**a.m., Room 209. Guest Speaker: Kelly Davis, Research Director, Outdoor Foundation & Outdoor Industry Association**

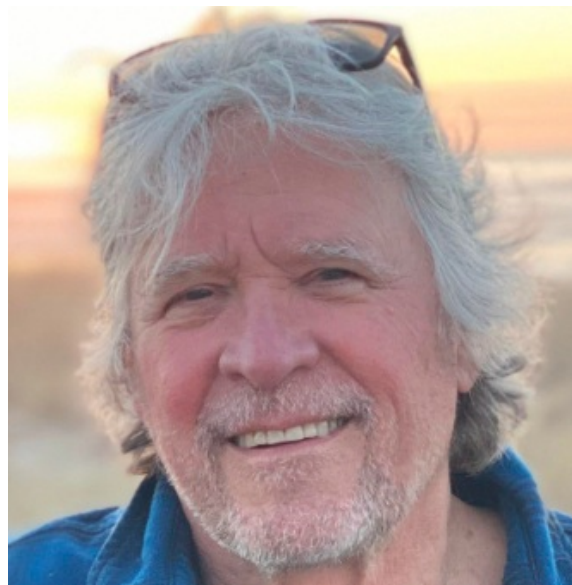
Join us Nov. 18 for our fall meeting for a review of NASJA activities and a special presentation designed to increase your knowledge of the wintersports business.

Kelly Davis, our guest speaker, has more than 25 years of experience in Market Research including 11 years as the Director of Research for SnowSports Industries America, and four years as the Senior Director of Research for the Aircraft Owners and Pilots Association. In addition, she has worked with the Cross-Country Ski Areas Association, the Winter Wildlands Alliance, and the Stand Up Paddle Industry Association.

Kelly is a methodologist with innovative leanings, she is always looking for more effective ways to gather and apply insights. Kelly likes to share interesting findings and insights and has been a featured speaker at industry events like the Snow Show. The focus of her work is helping industry stakeholders understand mechanisms that affect their markets. She has helped many brands understand and target participants more effectively, track their customers' journeys, build clearer views of potential customers, and design products. Kelly has also helped many start-ups to find their footing in a variety of markets and she has helped businesses find their way when times are tough.

When Kelly isn't working, you will most likely find her skiing, running trail, paddleboarding, biking, hiking, skiing, longboarding, walking with her dogs, or just being.

Watch your email for further details about the 9 a.m., Nov. 18 meeting in Hynes Convention Center, room 209.



*Doug Fish of IndyPass*

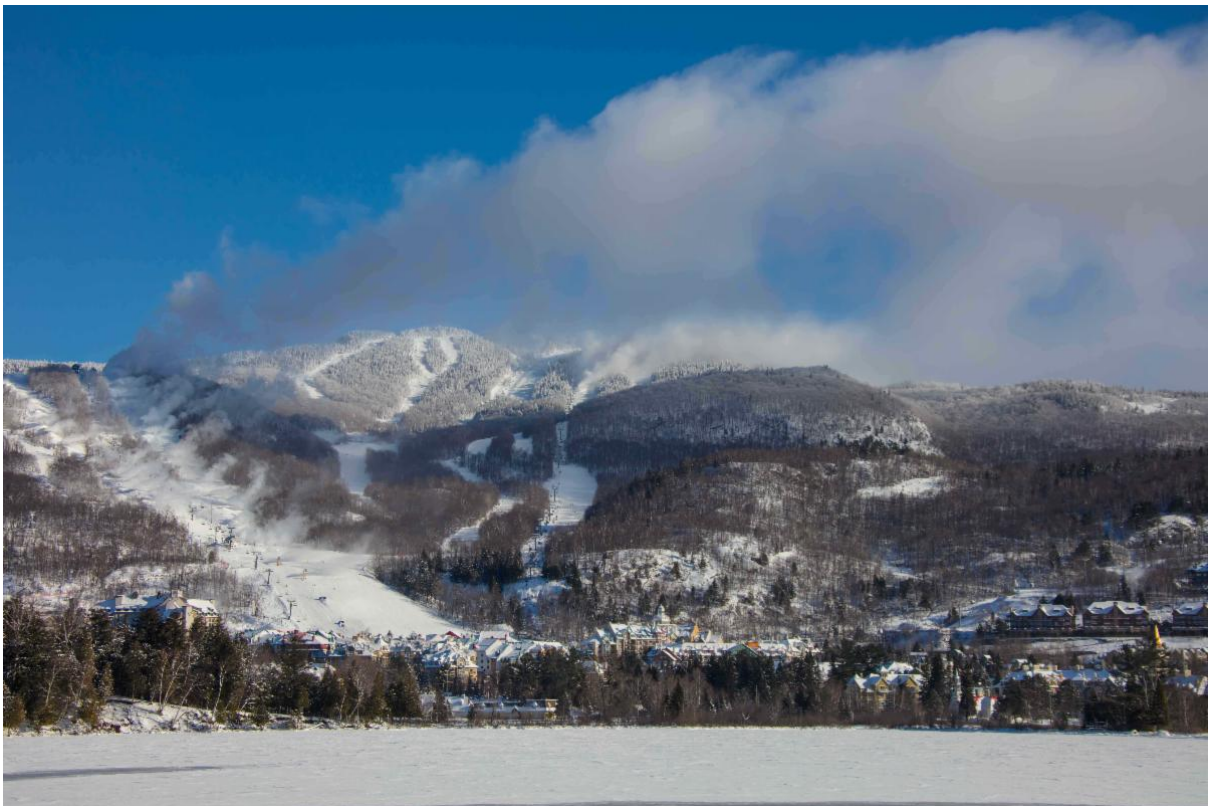
**DOUG FISH JOINS CREDENTIALS COMMITTEE**



The Credentials Committee is the backbone of NASJA, ensuring that those members considered “Active,” truly are actively reporting about the sport. This month Doug Fish of Indy Pass joins the committee alongside Kristen Lummis, Iseult Devlin and Curtis Fong.

Doug caught ski fever as a kid in 1963 on Mt. Hood, Oregon, and has been passionate about the sport ever since. He’s provided marketing for various ski resorts, retailers and equipment manufacturers for 25+ years and in 2016 founded Snowvana, a get-stoked festival in Portland, Oregon. In January 2018 he began working on a new pass that would eventually become the Indy Pass launching in September 2019. Doug and his wife Michelle DeCourcy, along with their two dogs, live in Portland and have three grown daughters. You can reach him at: [doug@indyskipass.com](mailto:doug@indyskipass.com)

## **CORPORATE MEMBER NEWS**



### **Tremblant Resort Association**

Tremblant is a top four-season resort destination owing to its guest experience both on-mountain, and in its pedestrian village. Its views of the Laurentians, the diversity of its offer and highly acclaimed major events – including IRONMAN Mont-Tremblant, 24h of Tremblant, and Tremblant International Blues Festival – earned the resort a Tripadvisor Traveller’s Choice Certificate of Excellence Award in 2020.

It was also nominated as one of the top five best ski resorts in Canada, as part of *Condé Nast Traveler’s* Readers’ Choice Awards in 2021, in addition to having been named 20 times as the #1 ski resort in Eastern North America by the readers of SKI Magazine.

With your family, sweetheart, friends or group, Tremblant welcomes vacationers with a quality event calendar, 1,900 lodging units fanned out across 13 hotel establishments, over 75 restaurants, boutiques and a Casino, all at nature's doorstep.

(Press contact: Pierre-Alexandre Legault, [palegault@avtremblant.com](mailto:palegault@avtremblant.com), 819 808 0919)



### **Gunstock Mountain Resort Focuses on Snowmaking**

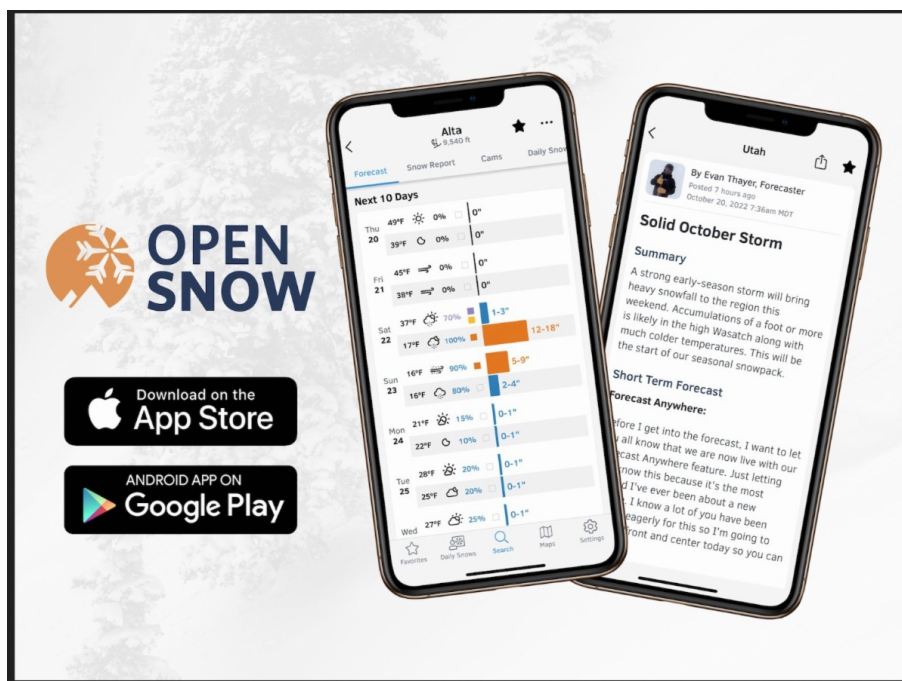
Gunstock Mountain Resort is a four-season mountain resort that offers authentic eastern mountain skiing and riding with 227 skiable acres and 49 trails. Nestled in the beauty of New Hampshire's Lakes Region, Gunstock offers breathtaking, unmatched views of Lake Winnepesaukee.

This year, Gunstock Mountain Resort's focus has been on snowmaking improvements. They've added 35 new snow guns, 35 new hydrants, and new snowmaking pipe for the length of their Cannonball trail. For terrain park fans, a new PistenBully 400 Park Groomer will keep their park features ready for action. Other improvements include base lodge air conditioning, 100 new parking spaces, a Tubing Hill welcome building, and lighting upgrades for their night skiing operations.

In summer, Gunstock's Campground serves as a relaxing wooded basecamp for activities in our Adventure Park.

(Press contact: Jennifer Karnan, marketing manager, [jkarnan@gunstock.com](mailto:jkarnan@gunstock.com), 603 737 4309)

**MEMBER BENEFIT OF THE MONTH**



## OpenSnow Free Trial

OpenSnow is NASJA's trusted source for the most accurate mountain weather and conditions information and they have an exclusive offer for our members.

Test drive OpenSnow's best features, including custom 10-day snow forecasts for your ski resorts, high-resolution weather maps, expert analysis via their local "Daily Snow" forecasters, and much more with a free trial through January 31, 2023.

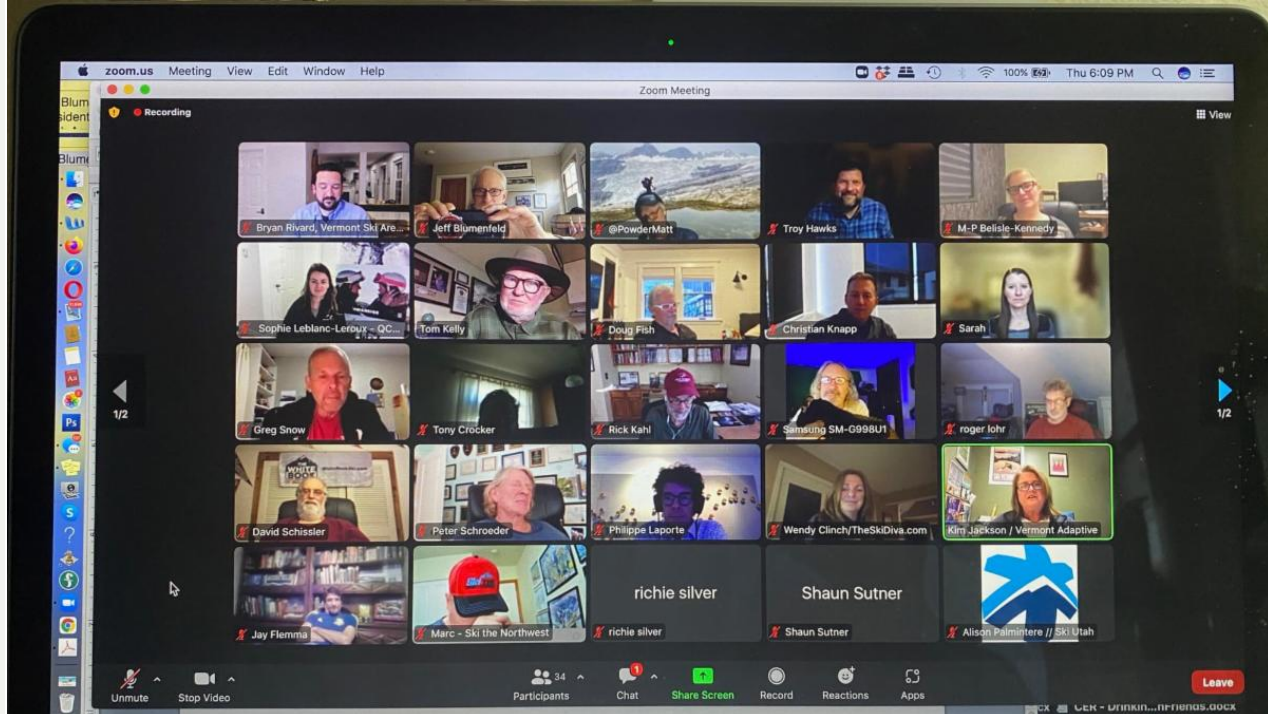
1. Start Free Trial - <https://opsw.co/NASJA22>
2. Confirm email address
3. Settings > promo code NASJAFree22

New subscribers that opt-in to the free trial receive the full All-Access experience, with no credit card required. If you choose not to purchase All-Access after the free trial is over, you will still be able to receive email storm updates and view limited snow report and weather forecast data.

Note: Redeeming the free trial promo code is only available through the OpenSnow website (OpenSnow.com) and not in the OpenSnow app.

Questions? send an email to [hello@opensnow.com](mailto:hello@opensnow.com)





## NASJA REWIND

### Replay the Sept. 29 Press Briefing

On Sept. 29, 2022, 35 of us convened for an overview on the 2022-23 ski season with representatives of CCSAA, Indy Pass, Pacific Group Resorts, Quebec Ski Areas Assoc., Resorts of the Rockies, Ski NH, Ski Utah, Ski VT, and Vermont Adaptive. Raccoon Media Group submitted a sizzle reel about the Snowbound Expo coming up in November. The professional development session was enthusiastically moderated by NASJA vice president Tom Kelly.

Here's a sample of the presentations you can watch at:

[https://youtu.be/TR2zA9Hb\\_x0](https://youtu.be/TR2zA9Hb_x0)

Reese Brown of CCSAA said, "Crowded mountains are encouraging more people to try XC for a different experience."

Indy Pass announced adding Bluebird Backcountry, the first non-lift resort in Colorado.

The focus of Pacific Group Resorts are regional resorts that serve the middle market to provide the sport in an attainable way.

By skiing in New Hampshire, you can, "Fill your tank, charge your EV, and stay a little closer to home."

Ski Vermont says, "People come to the state for the full experience, the history, and connect with each other outdoors. Each resort has a very distinct flavor."

Vermont Adaptive focuses on the individual and what they need to help them adapt to getting outdoors.





## Seniors Skiing is Back

Richard Lambert, grandson of the founder of the 70+ Ski Club, has become the new publisher of SeniorsSkiing.com, Longtime travel journalist and winter sports writer Evelyn Kanter has joined the website as editor. We wish them great success. Learn more at [www.seniorsskiing.com](http://www.seniorsskiing.com)



## Halley O'Brien Launches "Big" New Animated Series

SNOW Partners announced the launch of its new production and animation suite, SNOW Studios, led by newly appointed COO and SNOW Partners co-founder, and NASJA awardee Halley O'Brien. SNOW Studios is debuting with its first original animated series, *BIG the Yeti* now available online.

Inspired by the character *BIG* from Big SNOW American Dream, *BIG the Yeti* features a colorful cast of fictional characters adventuring through a vibrant world. The series is designed for children ages two to five.

The *BIG the Yeti* series will also weave informational and educational tips, lingo, and geography pertaining to skiing and snowboarding in an effort to increase interest and familiarity with the sports while breaking down the barrier of entry for our youngest first-timers and their parents.

Watch the trailer here:

[https://www.youtube.com/watch?v=a8GwP2\\_IBYs](https://www.youtube.com/watch?v=a8GwP2_IBYs)

## Midwest Skiers Get Their Due

Granite Peak, Lutsen, Caberfae, Buck Hill, Nordic Mountain, Little Switzerland, and more are now in the spotlight. Teton Gravity Research (TGR) unveiled the trailer for their newest short film, *In Pursuit of Soul 2: Midwest Independence*. Inspired by a partnership with Indy Pass, and supported by Atomic Skis, the film tells the story of skiers and snowboarders who measure their love for winter not by storm cycles, snow depths, or vertical feet.

Directed by lifelong adventurer, skier, and filmmaker Chris Kitchen and Minnesota-based filmer and founder of MidwestSkier.com, Matthew Zabransky, the film shows a crew of ragtag athletes who explore some of the most under-discussed ski resorts in the midwest while also trying to find the “unofficial mayor” of each town visited.

Watch the trailer here:

<https://www.youtube.com/watch?v=zalLyHsczik=>



### **Take a Gondy to Dodger Stadium**

Skiers/riders have known for years: gondolas are a great way to travel. Now baseball fans may find out as well. This month the Los Angeles County Metropolitan Transportation Authority (Metro) released the Draft Environmental Impact Report (EIR) for Los Angeles Aerial Rapid Transit’s (LA ART) proposed aerial gondola connection between Union Station and Dodger Stadium.

Compared to current conditions, the Dodger Stadium gondola would cause a net reduction in transportation-related pollution and greenhouse gas (GHG) emissions as a result of reduced vehicular congestion in and around Dodger Stadium, on neighborhood streets, arterial roadways, and freeways.

The gondola system has a much higher capacity than other forms of public transportation. The EIR shows that by 2026, the system is expected to carry close to 6,000 riders between Union Station and Dodger Stadium during each game. That number jumps to 10,000 by the year 2042. It would take 77 buses running every hour to meet a similar capacity.

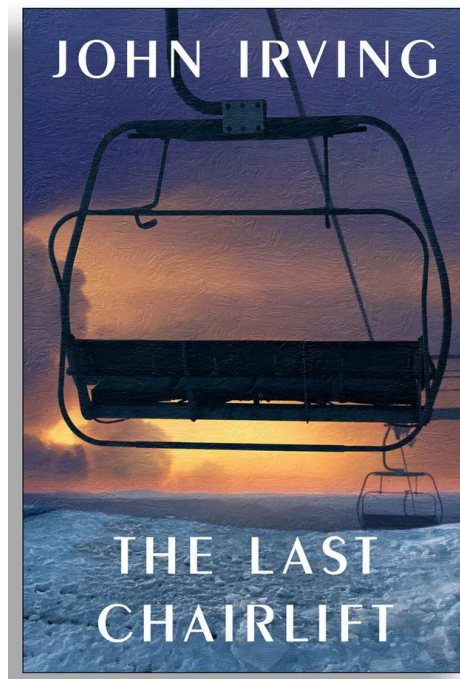
For more information about the project visit [www.laart.la](http://www.laart.la)

***The Soul of Skiing***

NASJA Corporate member Sunlight Mountain Resort is one of five U.S. resorts that “preserve the soul of skiing,” according to UnofficialNetworks.com. All are served the Indy Pass.

See the story here:

<https://unofficialnetworks.com/2022/10/03/five-resorts-soul-skiing/>



### ***The Last Chairlift***

A new John Irving book is always an event, and he’s said *The Last Chairlift* will be his last long novel. This one is “a 912-page sprawl, full of sex, family friction, skiing, wrestling, and even ghosts,” *Globe* reviewer Chris Vognar writes. “Irving has always loved his eccentrics. Here he gives them a snow-covered mountain on which to play.”

Read the *New York Times* review here:

<https://www.nytimes.com/2022/10/18/books/the-last-chairlift-john-irving.html>

### **HOLD THESE DATES**

Nov. 2, 2022 – What’s New in Gear Professional Development via Zoom

Boston Snowbound Expo, Nov. 18-20, 2022 (meeting 9 a.m., Nov. 18, Hynes Convention Center, Room 209)

December – Professional Development session, *New Ways to Communicate the News: Is the Press Release Dead?*

Austria Ski Tour with Jimmy Petterson – January (pending interest)

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



Ski Vermont Tour of Independent Mountains (midweek) – among resorts interested: Bolton, Bromley, Mad River Glen, Saskadena Six/Woodstock Inn, Trapp Family Lodge

Quebec Trip

Big Sky – ISHA/HOF/NASJA, March 21-26, 2023 (Hall of Fame room rates - \$389, lift tickets \$159)

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## **NASJA IS SUPPORTED BY THESE CORPORATE MEMBERS**

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**Jeff Blumenfeld – President**

**Marie-Piere Belisle-Kennedy, Tom Kelly – Vice Presidents**

**Troy Hawks – Corporate liaison**

**Iseult Devlin – Immediate Past President**

