



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

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

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September 19, 2022

## PRESIDENT'S LETTER

### Pickleball, Schmickelball

**Pickleball injuries were on the rise even before the pandemic.** One analysis, published in 2019 in *The Journal of Emergency Medicine*, estimated that there were 19,000 pickleball injuries in 2017, with 90 percent of them affecting people 50 and older, according to the *New York Times* (Aug. 20). So true. One good buddy is getting surgery on his Achilles tendon; I was sidelined when I tweaked my back.

Maybe these aging enthusiasts need to enjoy something safer, yeah, like snowsports. At least that's the theory of the members of the Boulder Flatirons Ski Club, founded in 1963 with a simple website that looks like it dates to the Kennedy Administration. While the average age is the mid-70s (I'm one of the youngest members), they're still getting it done. Well, not so much downhill, but many have discovered snowshoeing and cross country skiing. It's great to be around this group of septuagenarians. They may be retired, but they're far from tired. I just wish I could keep up.

**Join the Online Press Briefing, Sept. 29, 7 p.m. ET/4 p.m. PT** –Active Press members are actively encouraged to join us for an hour-long look at what's new for 2022-23 season from a select group of resort-, service-, and product-related Corporate members. Our main goal is to provide story ideas that Actives can pursue throughout the season. You'll also become more familiar with the media contacts who can help you create great print and online content.

**It Won't be Long Now** – Skiing is literally a month away here in Colorado with famed "white ribbons of death" about to beckon early season skiers. Until then, Warren Miller's 73rd annual film will help us all get psyched. [The trailer for Daymaker just dropped.](#)

The film follows one of Europe's most legendary mountain guides, rewrites the rules of adaptive backcountry riding, and tries to keep up with some of the most exciting young skiers and snowboarders on the planet.

**Condolences to Michael J. Roth and Family** – Michelle Linda Roth born December 1, 1944, passed away peacefully on September 10, 2022, at the age of 77, surrounded by her loving family. Michelle is survived by her husband of 56 years, longtime NASJA member Michael Roth. Mike, on behalf of the NASJA family, we're thinking of you and wishing you and your family moments of peace and comfort.

[You can read her obituary here.](#)



- Jeff Blumenfeld  
NASJA President

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**JOIN THE 2022 FALL PRESS BRIEFING, THURSDAY, SEPT. 29 ON ZOOM, 4 P.M. PT/7 P.M. ET**

As the ski season begins to ramp up, we've asked a number of our Corporate members – both hard- and softgoods, nonprofits and resorts – to tell us what's new. Each will have three minutes to explain their news. Here's a chance for Active Press members to start gathering story ideas for 2022-23 during this 60-minute video call. Brief presentations will be followed by a Q & A session moderated by NASJA Vice President Tom Kelly, and Corporate Liaison Troy Hawks. This will be a great kick-off for an entire season of events and professional development seminars.

Confirmed participants to date are:

- Elevate Outdoor Collective (Marker, Dalbello, Volkl), Geoff Curtis (tentative)
- Indy Pass, Doug Fish
- Raccoon Events – Snowbound Expo
- Resort of the Rockies, Matt Mosteller (Kicking Horse Mountain Resort, Fernie Alpine Resort and Mont Sainte Anne)
- Pacific Group Resorts, Christian Knapp (Jay Peak, Wintergreen Resort, Ragged Mountain, and Powderhorn Mountain Resort)
- Reese Brown, Cross Country Ski Areas Assoc.
- Ski Vermont, Bryan Rivard
- Vermont Adaptive Ski and Sports, Kim Armstrong

Watch your email for the Zoom link available only to NASJA members who have renewed for the coming season.



**SNOWBOUND  
EXPO** NOVEMBER 18-20, 2022  
BOSTON, USA

In partnership with

**BOSTON.COM**

**NASJA ACTIVE MEMBERS RECEIVE SNOWBOUND EXPO ADMISSION, Nov. 18-20, Hynes Convention Center, Boston**

**Attend the NASJA Meeting and Professional**

**Development Seminar**

**Friday, Nov. 18, 2022 at 9 a.m., Hynes Convention Center, Boston**

@Snowboundexpo, the official kick-off to winter, hosts interactive speaker sessions with live-action and winter outdoor sports legends. Leading brands and resorts will sell gear, tech, apparel, equipment, and passes to thousands of skiers and snowboarders in attendance beside industry leaders and changemakers.

There will be a Press Evening from 5 p.m. – 9 p.m. November 17 at a location TBD. This replaces the BEWI luncheon held during the show's prior ownership.

NASJA will hold a meeting the morning of Nov. 18, followed by an informative professional development session for Actives and Corporates alike.

Snowbound Expo will feature an impressive line up of speakers including North Face rock climber and American mountaineer Conrad Anker; pioneer of extreme skiing and NASJA member Dan Egan; athlete and storyteller Dani Reyes Acosta; Disability Access Strategist and athlete Vasu Sojitra Conrad Anker and Bode Miller. [See an updated list here.](#)

Brands already committed include: Alterra, Blizzard, Burton, Deuter, Head/Tyrolia, Helly Hansen, Ikon Pass, Killington Resort, Loon, Nordica, Parlor, Peak Skis, and Scarpa.

[Watch the Expo's new sizzle reel here.](#)

NASJA Active members can receive [press passes](#) using the code: PRESSNOW



*Champagne toast up Tremblant's Gondola with (L-R) M-P Belisle-Kennedy, NASJA VP representative and journalist; Yves Juneau, ASSQ GM, NASJA corporate*



member and award winner; Annique Aird, VP marketing, Tremblant, NASJA corporate member; and Patrice Malo, President and CEO, Tremblant and NASJA corporate member.

*M-P represents NASJA at SAM Summer Ops Camp*

## **SAM Summer Ops 2022 Camp Recap**

By Marie-Piere Belisle-Kennedy, NASJA Vice President

It's so nice to see in-person events having great success again, and the Summer Ops Camp, hosted by our corporate member *SAM (Ski Area Management Magazine)* from Sept 7 to 9, 2022, was a home run. This fall's location was north of the border in beautiful Tremblant, Quebec (another great long-time corporate member of NASJA), where over 65 attendees, 20 sponsors, organizers, presenters and vendors all gathered at the summit to discuss the trends and innovations of summer operations at many ski areas across North America, attracting new demographics and making mountains accessible to a more diverse group than in the winter.

After a few years of event uncertainty, *SAM's* Summer Ops Camp brought a lot of confidence back, delivering lots of value for well-organized conferences in our industry. Bravo Olivia Rowan, owner and publisher of *SAM*, Dave Meeker, editor, Katie Brinton, senior editor and Sarah Wojcik, associate editor, whom NASJA's VP in attendance, Marie-Piere Belisle-Kennedy, had the pleasure of meeting along with the numerous resorts represented.

The event included the Scandinave Spa wellness experience, a very calming hydrotherapy circuit of extreme temperatures; tour of the pedestrian village of Tremblant; Zip Trek; La Luge; The Trekking Group Via Ferrata; as well as hiking to the top of the Treetop Walk Laurentides, where we had another Champagne toast and a group shot with a drone.

The main takeaways? Each session presented was very well researched and on point. The Summer operations current trends and the transition to four-season mountain resorts was quite interesting, with five panelists who run different tourism businesses, moderated by Claire Humber and Paul Cummings. The Huddle with the Insights Collective had us taking lots of notes to learn ways the snowsports industry can evolve to create opportunities and revenues amid the challenges of welcoming guests and tourists year-round. Seasonal transitions, Selling Summer and Risk management were also on the agenda for the last day of camp.

For anyone looking for highlights do read the October issue *SAM Magazine* and sign up for next year (location TBA).

## **MEMBER NEWS**



*Lisa Gosselin Lynn*

**Welcome Lisa Gosselin Lynn, Editor/co-publisher, *Vermont Ski + Ride* Magazine**

Lisa Gosselin Lynn is the editor and co-publisher of *Vermont Ski + Ride*, the largest outdoor sports magazine in New England. *VT Ski + Ride* is a recent two-time winner of General Excellence – the highest honor awarded by the New England Newspaper and Press Association. Prior to joining *VT Ski + Ride*, Lisa served as the Commissioner of Economic Development for the state of Vermont. She has also been the editor-in-chief of national magazines *EatingWell*, *Bicycling*, *Audubon* and *Islands*, and the executive editor of *SKI*. She splits her time between Middlebury and Stowe, Vermont.

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**CORPORATE MEMBER NEWS**



One of our newest Corporate members, your Media contacts there are:  
Michael Collin, Pale Morning Media, [michael@palemorning.com](mailto:michael@palemorning.com), and Geoff Curtis,  
[Geoff.Curtis@mdv-usa.com](mailto:Geoff.Curtis@mdv-usa.com) ([elevateoutdoorcollective.com](http://elevateoutdoorcollective.com))

**About Völkl** – Völkl, established in 1923, regards the prestigious label “made in Germany” as not only a quality and branding promise, but also as a great responsibility that they strive to live up to every day. With precision, attention to detail, perseverance, determination, ambition and careful consideration for both man and nature, Völkl strives to continually improve its sustainable vision of a circular economy. By continuing to invest in the local production site of Straubing – Völkl can protect the future of the sport, for the future of our children and for the future of the next generation of Völkl brand ambassadors.

**About Dalbello** – The Dalbello of today is true to the original craftsmen’s tradition, but with a modern facility that, unlike many other boot suppliers, still produces product in the Veneto region of Italy. This allows Dalbello, which started in 1974, to be tremendously innovative, with close control over the production process from start to finish. With award winning, proven products like Krypton, Panterra, and Lupo, Dalbello has become known as the clear industry leader in cabrio technology, and their new Velocio, DS, and DRS models make the brand a clear up and comer in the overlap market.

**About Marker** – Since 1952, Marker has been committed to delivering innovative products that change the game in skiing – from safety and power transmission, accessing different parts of the mountain, to overall performance for all aspects of skiing. Marker further revolutionized the binding industry as the first brand to address wider ski designs with bindings that physically improved their performance in every facet.

In March 2022, Marker celebrated 70 years of making the highest-performing bindings. In recent years they have enjoyed tremendous growth with 2022 marking the 15th year since the introduction of the Royal Family.

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## MEMBER BENEFITS OF THE MONTH

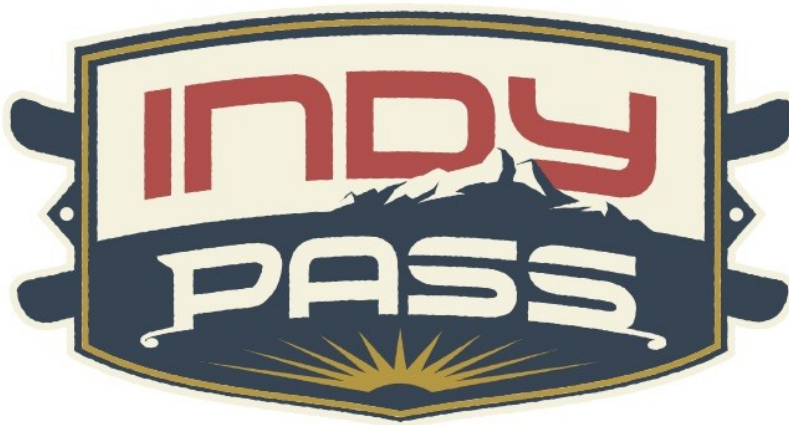
The following member benefits are open to Active Press members who have renewed for the 2022-23 ski season. (Note: IKON provided a small discount on its 2022-23 passes, but it expired Sept. 1, 2022.)



### Save Almost \$300 Using NASJA’s The Mountain Collective Promo Code

NASJA Active Press members will receive two days each at 24 dream destinations. That’s a total of 48 days at resorts including new this season: Le Massif de Charlevoix, Marmot Basin, Snowbasin and Sun Valley. Then receive 50% off all additional days at The Collective destinations. There are no blackout dates. The media discount is substantial because these resorts want NASJA members to experience all they have to offer. Cost is \$299, down from \$579.

Request a promo code first from Janet White, NASJA executive secretary, at [execsec@nasja.org](mailto:execsec@nasja.org). Then purchase directly at [www.mountaincollective.com](http://www.mountaincollective.com). Codes valid for Active Press only; they are not transferrable.



### Save on the Indy Pass

The Indy Pass is the fastest-growing multi-mountain pass in the world and features only independently owned Alpine and Nordic resorts in all regions of the U.S. Its partner mountains, most of which are family-owned and operated, offer smaller crowds, and authentic welcoming atmospheres.

Indy Pass holders receive two free days at each of 100+ resorts across the U.S., Canada, and Japan.

NASJA writers and editors (Active Press) can purchase any Indy Pass product for \$279 until Jan. 1, 2023 (it's currently priced at \$299 and will rise to \$349 by year's end).



### NASJA Membership in ExpertVoice Returns for 2022-23

NASJA Active Press members are eligible to join ExpertVoice. As an ExpertVoice member, you will be rewarded by brands you love, and get introduced to some you aren't even aware of. Through the brand connections you make on ExpertVoice, you will get access to insider knowledge, brand and product training, and gain firsthand product experience.

ExpertVoice ([expertvoice.com](https://expertvoice.com)) offers hundreds of manufacturers that want you to learn about their product (often they will require you to answer simple questions to unlock their discount). In return, you'll receive incentive pricing – so you have firsthand experience to share recommendations that people can trust.

To join the ExpertVoice team go to the website and follow the instructions. Long-time NASJA member Mike Roth will confirm your NASJA membership, then send you a notice through the ExpertVoice website that your application is approved. It will be good for one year (if you signed up last year, watch for an email requesting that you renew for this year).

To start, go to [ExpertVoice.com](https://ExpertVoice.com) and set up an account, or login to an existing account to renew. For any help along the way, please reach out to [support@expertvoice.com](mailto:support@expertvoice.com) or 866-376-4685 option 1.

[For detailed instructions, log in here.](#)



### IPA Connect Welcomes NASJA Members

IPA Connect welcomes NASJA Active Press members to the IPA Collective for the Snowsports Industry. It's one location for a direct connection with some of the best brands in the industry such as Osprey Packs, The North Face, Fischer Skis, Yakima, DPS, Marmot, G3, POC, NEMO, and the list goes on.

Leading brands see you as an outdoor and snowsports professional and would like to offer you special access and pricing. Their ask is that you are respectful of the process and keep your access confidential. When appropriate, be a positive supporter of any product you use, and just be discrete about your special buying opportunity.

**\*Please Note that the IPA Collective is a portal for easier access to multiple brands and not a stand-alone 3rd party pro retailer.** Upon approval, you will be added to the in-house pro program for any/all brand(s) you check and you will get a separate, individual, and personal brand application notification AND a 2nd note – a welcome letter from each brand. Expect a few more e-mails in your inbox than normal – just so you are aware.



### Discounted Subscription to *Ski Area Management*

The bi-monthly *Ski Area Management* (SAM) magazine is the professional trade publication for the mountain resort market. It is wholly independent, working closely with all trade associations, but the official organ of none.

SAM is packed with story ideas for Active members. In one recent issue, you could have read about the resort housing crisis, the latest in terrain parks, a look at the Nordic skiing consumer, and three small ski areas brought back from the brink.

*SAM*, a Corporate member of NASJA, is offering 50% off its lowest subscription price of \$48 – that's just \$24 for six issues and access to archived articles and Open Snow is providing all subscribers who sign up this fall access to their premium forecasting app (\$29 value).



#### Comp Passes Available at Sunlight

Sunlight Mountain Resort is conveniently located between Vail and Aspen with affordable lodging in Glenwood Springs, making it a perfect addition to your Colorado ski trip. The resort extends complimentary media passes to all current Active Press members of NASJA. Please email [Troy.Sunlight@gmail.com](mailto:Troy.Sunlight@gmail.com) when planning to visit.



#### Forty Percent Off From Masterfit

Ready to give your boots a little DIY fit tuning? NASJA Corporate member Masterfit Enterprises is extending to NASJA members a 40% discount on all EZ Fit cut-to-fit upgrade insoles (including ones that work in sneakers and other athletic shoes), Eliminators, Booster Straps and Ski Skootys at the Masterfit on-line store. And if you are working on a story about ski/snowboard or outdoor footwear fitting, give the experts at Masterfit a call.

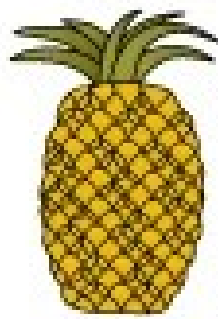
They also operate Masterfit University, the industry's training centers for bootfitting which are resuming full scale operation beginning late September.

See [www.MasterfitUniversity.com](http://www.MasterfitUniversity.com) for details on programs and locations.

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#### NEWS YOU CAN USE

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# Hospitality Newsmaker Alert <sup>TM</sup>

## Hospitality Newsmaker Alert Starts Ski Coverage Nov. 1, 2022

The Hospitality Newsmaker Alert (Tuesday/Thursday distribution to 230,000+ recipients) will begin to include Skiing News & PR effective November 1.

For inclusion/publishing information request their "SPECS" at [Taverna@NewsmakerAlert.com](mailto:Taverna@NewsmakerAlert.com). They have been hosting hospitality/leisure News & PR – across multiple industry segments – since 1998. (<https://newsmakeralert.com/>)

## HOLD THESE DATES

- NASJA Press Briefing on Zoom, Sept. 29, live starting at 7 p.m. ET
- Boston Snowbound Expo, Nov. 18-20, 2022 (meeting Nov. 18)
- Austria Ski Tour with Jimmy Petterson – January (pending interest)
- Western Winter Summit – Reno/Tahoe, Jan. 22-26, 2023
- Ski Vermont tour of Independent Mountains
- Quebec Trip
- Big Sky – ISHA/HOF/NASJA, March 21-26, 2023

Note: Before we spend volunteer time organizing these trips, we'll first survey Active members to determine their interest in attending. Watch for that survey next month.

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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

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 • Raccoon 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 • Ski Vermont/Vermont Ski Areas Association • 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

