



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

November 16, 2022

PRESIDENT'S LETTER

Give Your Outdoor Gear a Second Life

My routine is the same every morning: check CNN.com to make sure the world hasn't exploded, check stocks to determine whether or not I'll be eating much cat food upon retirement, then log onto my account at Boulder Sports Recycler (BSR), the used outdoor gear consignment store. These days I get distinct pleasure out of seeing what bits of flotsam and jetsam from my life outdoors has recently sold.

It's here, in a non-descript industrial warehouse building in North Boulder, that gently used or new outdoor gear lives on. We're talking just about everything but used socks. Team sports gear, not so much either.

Traditional retailers – think Patagonia, Fjallraven or REI – don't seem to mind. "They will never put us out of business," Mick Tresemer, 36, tells me. He's an artist-turned-businessman from Norman, Oklahoma, who purchased the then 20-year-old business from its original owners in the mid-2010s.

If there's one thing every NASJA member has it's lots of gear.

Find a local consignment shop and give your outdoor gear a second chance at adventure while you declutter your home with a good conscience and keep stuff out of landfill. Now if they'd only take my Nava boots and Spademans (which they won't), I'd be much happier.





Nick Sargent, president, SIA

ATTEND THE NASJA FALL MEETING, NOV. 18
Boston Hynes Convention Center, Room 209, 9 a.m.

Change in guest speaker: Nick Sargent, president, Snowsports Industries America (SIA)

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 "Business of Winter."

Also learn how to tap into the SIA's resources – available to all NASJA members. The meeting is Nov. 18 at 9 a.m. in Boston's Hynes Convention Center, Room 209. Nick Sargent is deeply rooted in the snowsports community, having developed a passion for all snowsports disciplines at a young age.

Prior to taking the lead of SIA in 2016, Sargent led partnership marketing initiatives for Burton Snowboards as Vice President of Global Business Alliance for over 11 years, where he created the brand's globally recognized partner portfolio while expanding its global alliances. A champion for the winter outdoor community, Nick has prioritized the need for positive change across the industry. Through Sargent's leadership, SIA is providing the industry with a clear roadmap for a thriving future based on the following cornerstones: inclusion, participation, advocacy, education, insights and consumers.

Similarly, Nick has been the driving force behind the evolution of SIA. In 2017, Sargent sold the 50-year-old industry tradeshow and in 2019, strategically led the association into the B2C space with the acquisition of the Colorado and Boston Ski and Snowboard Expos from BEWI Productions, Inc. and rebranded them as Snowbound Festivals.

Sargent is a native of Stowe and currently lives in Park City. He joined the U.S. Ski & snowboard Board of Directors in 2016 and has sat on the board of Outdoor Recreation Roundtable since 2019.

Coffee will be served.

Please RSVP to execsec@nasja.org so we can get an accurate head count.

If you haven't already registered for your [Snowbound press pass](#), please do so using the code PRESSNOW at [this link](#).



NASJA PROFESSIONAL DEVELOPMENT

Is the news release dead?

A NASJA Professional Development Seminar Open to All

Tuesday, December 13, 2022, 7 p.m. Eastern / 6 p.m. Central / 5 p.m. Mountain/ 4 p.m. Pacific

OK, now we have your attention. Journalism and publicity work in different ways today. And while the traditional news release may still have some life left to it, publicists today utilize myriad tools to tell their story. What's new? What's working? We'll explore the topic with some leading ski and outdoor industry PR pros and journalists in a NASJA panel discussion moderated by ski industry communications leader Tom Kelly.

Tell your friends in skiing, riding and X-C – membership in NASJA is not required to participate.

Zoom Link

<https://us02web.zoom.us/j/85417961208?pwd=dDVkS08wYzNvTmdJb213NzIVNFZVUT09>

MEMBER NEWS



Welcome Peter Landsman, LiftBlog

Peter Landsman is a Lift Supervisor at Jackson Hole Mountain Resort and creator of *Lift Blog*, a website all about chairlifts, tramways and gondolas. He grew up skiing in the mountains outside Seattle before attending Colby College in Maine. While in New England, he visited as many ski areas as possible and recently completed his quest to visit every ski lift in the United States.

He started Lift Blog in 2016 as a news source for the ski lift industry and the website has grown to include a database of lift photos and information. In addition to his work with Jackson Hole Mountain Resort and *Lift Blog*, Peter is a regular contributor to *Ski Area Management* magazine, where he compiles the annual Lift Construction Survey. In the summer, you'll find him road biking and hiking at ski areas as often as possible. You can reach him here: Peter Landsman, Editor, Lift Blog, (206) 697-2615, peter@liftblog.com



New to NASJA: Adam Jaber's *OutofPodcast.com*

Created by Adam Jaber, the collective is a compilation of ski and outdoor industry veterans who share a strong passion and knowledge for all things happening in our industry.

Consisting of five hosts with unique perspectives, our network dives deep into the world of the outdoors – covering topics ranging from gear reviews to important cultural and societal

movements happening in these categories. At OoC we strive to create engaging content, that people from all walks of life can relate to, all the while diving deep into the core of our sport.

Reach Adam at OutOfPodcast.com, [@outofcollective](https://twitter.com/outofcollective) or adam@outofpodcast.com.

MEMBER BENEFIT OF THE MONTH



Snowsports
Industries
America

Tap Into SIA Benefits

NASJA is a Supporting – Non-Profit Member of Snowsports Industries America (SIA) whose members represent all facets of the winter outdoor industry. As SIA members, brands, destinations, retailers, service providers, and nonprofits solve immediate business problems, adapt to changing pressures, save, and grow.

Working together, SIA and its members spot trends that matter, facilitate industry-wide strategy, and innovate to ensure the winter outdoors thrives for future generations.

The list of benefits for Supporting Members are many, including access to the annual participation report; SIA research archive; educational library; and 50% off SIA's Quivers pro deal program.

See the complete list of benefits here:

<https://www.snowsports.org/sia-membership>

Contact NASJA treasurer Pete Pandoli for your unique password: treasurer@nasja.org



“What’s New in Gear?” Professional Development Seminar Featured Industry Experts

NASJA’s latest Professional Development session was a snapshot of what’s new for the coming season. The Nov. 2 Zoom call was a great way to line up story ideas for 2022-23. If you missed the session, well, we’ve recorded it for you. It features short presentations by some leading executives in ski and snowboard hardgoods.

Many thanks to our presenters:

Jackson Hogan, RealSkiers.com

Andrew Couperthwait, Head WinterSports

Geoff Curtis, Volk/Dalbello/Marker

Phil Pugliese, SkiTalk.com (bindings)

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

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

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

Mike Roth, NASJA representative for ExpertVoice pro deals

Marie-Piere Belisle-Kennedy, NASJA vice president, conducted yeoman’s work as the Q & A moderator.

[Watch it here on NASJA’s YouTube channel.](#)

HOLD THESE DATES

Nov. 17 – Ski Vermont, Snowsport Industries America, Ski New Hampshire and Ski Maine for Snowbound’s Media Meet Up, 6-8 p.m., The Staffordshire Room at The Westin Copley Place, 10 Huntington Ave, Boston

Nov. 18 – NASJA Fall Meeting, Boston Hynes Convention Center, 9 a.m., Room 209. Coffee will be served. Guest speaker is Nick Sargent, president, SIA.

Jan. 22-26, 2023 – 2023 NASJA Western Winter Summit / Reno-Tahoe. Watch for registration link. Open to Active media only. For more information, Curtis Fong, tgft@bikethewest.com

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

April - Quebec Trip

March 21-26, 2023 – Big Sky – ISHA/HOF/NASJA, (Hall of Fame room rates - \$389, lift tickets \$159). Register here: <https://events.humanitix.com/industry-celebration-and-hall-of-fame-induction-week-at-big-sky>

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