



# NASJA

NORTH AMERICAN  
SNOWSPORTS JOURNALISTS  
ASSOCIATION

# SNOW

# SCOOPS

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

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December 19, 2022

## PRESIDENT'S LETTER

### Take a Run With Us

As we enter our 60th year, NASJA has made great strides towards increasing the professionalism of snowsports communications.

Our well-attended professional development seminars this season have previewed what's new at resorts, taken a look at new gear for 2022-23, and examined whether the news release is dead or not (hint: it's still very much alive as you can see in a recording of that session posted below).

The NASJA website is being constantly updated, including the revamped Member Showcase displaying the work of 40 Active members.

The audience for our social media outreach increases monthly. See for yourself at Facebook @NASJAsnowmedia, and YouTube and Twitter @NASJAsnowscoops

We've streamlined our administration with a digital membership directory updated and released this month, and will shortly introduce new digital membership cards that improve sustainability and costs.

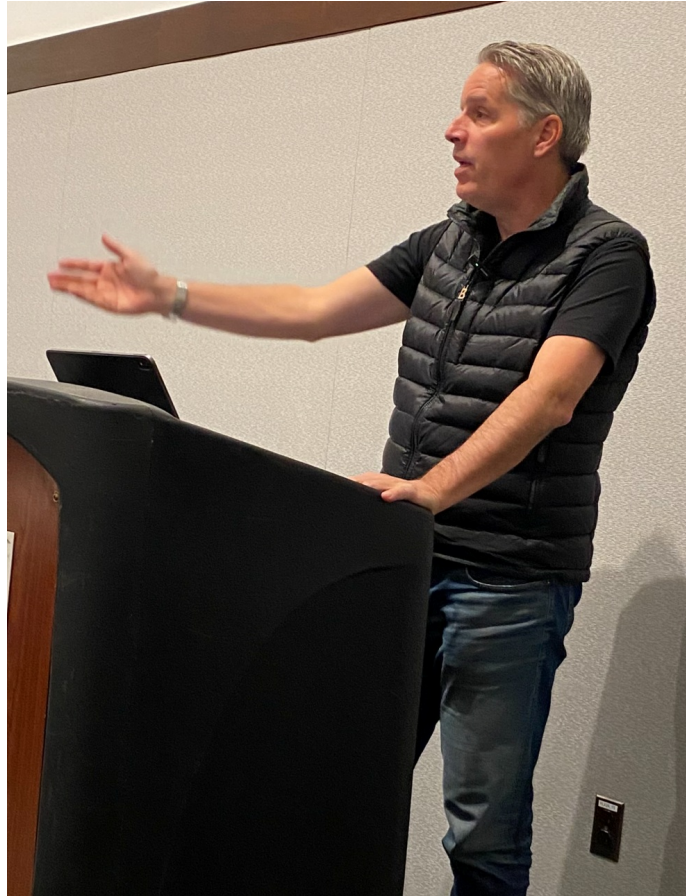
This season we welcome two famed iconic ski brands – HEAD – and CB Sports (and more great brands as part of Vertical Brands) to our roster of Corporate members, along with Gunstock, and say hello to some new faces who cover snowsports in print, broadcast and online media.

NASJA will remain relevant as we expand our definition of membership, part of a conversation from the Fall meeting in Boston, and one we'll be having as we enter our 60th season. The board and I hope you'll take a run with us – get involved and share your thoughts on our future.



- Jeff Blumenfeld  
NASJA President

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*Nick Sargent, president, SIA*

## **NASJA MEETS AGAIN IN PERSON**

**Report from Fall 2022 Meeting in Boston, Nov. 18, 2022**

About 30 NASJA members from press and corporate attended the NASJA general meeting in Boston Nov. 18 during Snowbound Expo Boston. The meeting was the first in-person NASJA meeting held since members met at the Boston BEWI Ski and Snowboard Expo in November 2019.

One of the liveliest discussions at the meeting, located at the Hynes Convention Center, the new venue for the ski show, focused on broadening NASJA's membership. One attendee noted the decline in the number of snowsports journalists and that most younger people who might be interested are "content creators" with a substantial number of followers.

Members discussed a broadening of the organization by replacing "journalist" with names like "content" or "writers" or "communicators" or "media" to build the organization to new levels of relevance in the snowsports community.

Guest Speaker SIA President Nick Sargent reviewed the results of the recently released Sports Participation Study from the 21-22 season. [You can view his Snowbound presentation here.](#)

Past president Iseult Devlin introduced the meeting and gave an overview of membership status and benefits. NASJA member Mike Roth explained how to take advantage of ExpertVoice to benefit from pro deals. Roger Lohr reviewed upcoming events and the NASJA budget, which runs about \$20,000 per year, based on income from new and renewing memberships and major expenses such as stipends for the NASJA secretary and treasurer. He expressed appreciation to Pete Pandoli for producing regular finance reports and conducting the membership renewal invoicing and follow-up efforts.

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*NASJA members Roger Lohr and Richie Silver go for a ride with a Tremblant representative at the Snowbound Expo.*

Executive Secretary Janet White covered the Directory and upcoming digital member cards. Devlin expressed appreciation to NASJA VP M-P Belisle-Kennedy and Megan Collins for their efforts running NASJA's Facebook page.

Meanwhile, NASJA's 60<sup>th</sup> anniversary is coming up in 2023, and there is a need for new members to help lead this great organization forward. – *Tamsin Venn*

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*(Photo courtesy Diamond Peak Crystal Ridge)*

**Last Call for NASJA Western Winter Summit  
Reno Tahoe – Nevada Resorts.  
January 22 – 26, 2023**

This year's NASJA Western Winter Summit will hub out of Reno, Nevada with easy access via Reno Tahoe International Airport or all weather highway – Interstate 80 from the West. We will be hosted by Caesar's "The Row" staying four nights at a fun casino resort... Circus-Circus! Welcome Reception and Farewell Dinner included and some meals with 3 days of skiing/riding.

Skiing and riding will be offered at three Nevada Resorts including community owned Diamond Peak with unmatched views of Lake Tahoe; independently owned Mt. Rose - Ski Tahoe with updated lifts and runs; and community owned Sky Tavern providing their junior ski & adaptive ski programs. There is planned a "Hot Dog Day" with Freestyle Legends joining us for a fun day of demonstrations, photo and interview opportunities.

There are few spots left to sign up...[for more information and to register, click here](#)

Registration deadline is Dec. 22, 2022

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## **NASJA INTRODUCES DIGITAL MEMBERSHIP CARDS**

Upon review of the use of membership cards, NASJA will soon provide a new digital membership card that members will have handy on their phone. The digital membership card will be a more sustainable and economical solution that provides several benefits to our membership and administration.

Whenever a member joins, they will receive their card that can be downloaded to their smartphones or printed and laminated. If lost, they can be resent at any time.

The digital membership cards will contain links to member benefits that can be updated as new benefits are confirmed.

We will keep you apprised to the timeline of the cards being sent out and will be prepared to instruct members on how to access the cards. If you have any questions about the cards,



## NASJA REWIND – “Is the News Release Dead” View the December 13, 2022 Professional Development Seminar

It’s still too early to conduct a post mortem on the news release. While the communications business has changed dramatically, there’s still a role for news releases as one tool in the publicists’ toolbox according to both Corporate and Active press members participating in one of NASJA’s on-going series of professional development seminars.

NASJA panel moderator Tom Kelly, and co-moderator Marie-Piere Belisle-Kennedy, both NASJA VP’s, explored with leading ski and outdoor industry PR pros and journalists the world of media moments, reel packages, and how to make readers care with a great pitch and even better subject line.

Our thanks to Tom and M-P and their co-panelists: highly-respected outdoor industry PR leader Chris Goddard; Vail Resorts Senior Director of Communications Lindsay Hogan; innovative journalist and host of the *Storm Skiing Journal and Podcast* Stuart Winchester; and *Ski Area Management* Editor Katie Brinton.

Brinton’s SAM Magazine was one of the catalysts with its November story, “Is the Press Release Dead,” by Canadian outdoors journalist Steven Threndyle, who also participated.

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

Find these and other NASJA videos on Facebook @NASJAsnowmedia, and YouTube and Twitter @NASJAsnowscoops.

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## MEMBER NEWS



### Welcome Josh Laskin, North Conway Freelancer

Joining NASJA this month is Josh Laskin, a freelance travel writer and photographer based in New Hampshire's White Mountains. In addition to contributing regularly to the *New England Ski Journal*, he works with a number of other publications, including *Condé Nast Traveler*, *Lonely Planet*, *The Points Guy* and *Climbing Magazine*, to name a few.

In 2020, he was awarded first place in the health and wellness category of the North American Travel Journalist Association Awards for his piece in *Outside Magazine* about technology addiction and wilderness therapy. Prior to stepping into freelance work full time, Josh has worked as a wilderness therapy guide, backpacking guide, environmental engineer and civil engineer, which, in addition to his extensive travels, are all experiences that have contributed to his eventual shift towards writing and photography. Josh can be reached at [laskin.josh@gmail.com](mailto:laskin.josh@gmail.com).

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### CORPORATE MEMBER NEWS



### Vertical Brands Relaunches CB Sports, Joins NASJA

Hold onto your vintage CB Sports parkas – they're coming back as NASJA welcomes Vertical Brands to our Corporate membership.

Charles Bird "CB" Vaughan Jr. was foremost known for his incredible abilities on skis. Skiing



was a sport CB valued and enjoyed and in 1965, he sped down the mountain in Portillo, Chile at 106.89 mph, breaking the world record for the fastest human on skis. CB's remarkable skiing career and thirst for sleek and functional ski gear led to him to launch his historical ski brand: CB SPORTS.

During his time on the mountains his unique style and personality cultivated an energetic and "fun" following where he got the opportunity to bring his ski apparel visions to life through iconic styles and colors.



The distinctive "CB" logo on the back of the jacket's stand-up collar became a point of pride for many skiers as CB Sports ushered in a coming-of-age for American ski culture, writes OutsideOnline.com.

"CB Sports' designs, the classic CB jacket with its signature horizontal stripe in particular, gained a cult following on and off the slopes."

CB Sports was and continues to be, a beloved and influential ski brand that has inspired and brought together multitudes of devoted fans from all demographics. It's a brand that holds a special place in ski history.

"Vertical Brands are very excited to expand our offering with Special Markets to include team sports as well as resort apparel, says CEO Christopher Neary.

"We are stoked to have CB Vaughan Jr. back on board to add his excitement to the relaunch of his brand we all know and love."

Vertical Brands is also a private label and snow apparel brand platform which has serviced brands like Jones Snowboards, Sims, Rossignol, K2, NEVE, CLOUDVEIL, & ALPINE ASCENTIALS.

You can reach Christopher Neary at [cneary@verticalsource.com](mailto:cneary@verticalsource.com)

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*HEAD KORE ski collection takes flight.*

## **HEAD Joins NASJA, Showcases New Releases at Snowbound Expo**

What a pleasant surprise it was turning a corner at the Snowbound Expo and seeing the HEAD/Tyrolia booth brimming with interested patrons. I ski on HEAD Supershape i.Rallys. They rock like Foo Fighters.

Better still was finding out that the bubbly, effervescent, and knowledgeable person chatting me up about the latest updates to their KORE ski collection was Julia Couperthwait, daughter of our NASJA president, Jeff Blumenfeld. HEAD/Tyrolia recently joined as a Corporate member.

"Intended for all mountain freeride, the KORE skis are lightweight and provide excellent floatation. They feature a wood core of karuba and poplar – stiff and stable – which is sandwiched between two layers of triaxial woven carbon. There is no metal in the KORE ski collection," said Couperthwait, who is also Marketing and Communications Manager for HEAD/Tyrolia Winter Sports USA.

"Then we have layers of fiberglass. And in the tip and tail is graphene embedded in the fiberglass. The resulting feel is stiff, damp, superlight, and extremely responsive."

The KORE ski collection also features progressive chamfer throughout the line; the chamfer runs from narrow to wide so that the wider skis in the series are more playful, where the narrow skis are more responsive to harder conditions.

"We also released the new Tyrolia Protector binding, the safest binding Tyrolia has ever made." Couperthwait explained, rightfully proud of the company's making a quantum leap in binding technology. "It has Full Heel Release - releasing 180 degrees both laterally and vertically, ensuring maximum safety in both forward and backward twisting falls – an innovation that can significantly reduce the risk of knee injuries."



HEAD/Tyrolia has been an alpha predator in the snowsports world for many decades and rightfully so. Gratefully, everyone from gold medalists and extreme athletes to the newest never-ever can purchase and ride their equipment. For more information on KORE and Protector, check out their YouTube product videos on the [HEAD Ski channel](#). – Jay Flemma



### **Cranmore Mountain Resort to Open New Fairbanks Lodge for '23-'24 Season**

Cranmore Mountain Resort's plans for a sparkling new combination base lodge and condominiums proceed apace. The new Fairbanks Lodge – slated to open next fall – features over 30,000 feet of lodge and gathering space in addition to 15 two-story lofted residences on its upper levels. Daily services will also include season-long lockers, a ski and gear retail outlet, a spacious food pavilion, restroom, and slope-side bar.

While construction continues during this season, Cranmore is setting up a temporary, but creative solution: a high-energy basecamp concept with heated portable restrooms and 3,000 square-foot cafeteria off the deck of their Zip's Pub Restaurant. It will also have lockers as well as all usual services patrons could find at a lodge. Their newest eatery, the BBQ Bar specializes in all your favorite barbecue delicacies.

Better still, Cranmore's Ski Mobile Express Quad, installed in 1995, received a \$1 million full-system modernization spring the spring of 2022. Upgrades include Doppelmayr's most advanced, state-of-the-art safety features, including an automated system that will control the lift speed during windy conditions and a tower speaker system that will allow the lift operators to communicate with guests on the lift. The resort celebrates its 85th anniversary this season with a number of [grand celebrations](#) throughout the winter. – Jay Flemma

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### **MEMBER BENEFIT**



### Subscribe to *Skiing History*

The International Skiing History Association (ISHA) invites all NASJA members to an [introductory year membership for \\$12](#). Use code "BOARDJW." International members will receive a digital subscription.

Membership in ISHA includes *Skiing History*, a magazine filled with lively, carefully researched stories and stunning images from skiing's past. Plus members have full access to all of the digital content including videos, articles, photos, and more.

The magazine is also a good market for your stories with an historical theme. Pitch NASJA member Seth Masia with your story ideas – [seth@skiinghistory.org](mailto:seth@skiinghistory.org).

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### NEWS YOU CAN USE



*Photo courtesy of Eldora.com*

### **CNN: Ski Resorts Are Melting**

The four biggest US operators with a collective 71 ski resorts in North America have agreed to collaborate in reducing energy use and "aggressively pursue" renewable energy sources, reduce waste and promote advocacy. [Read the story here.](#)

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*The longevity of Klaus Obermeyer's illustrious career is truly amazing (Image: 5280 Magazine)*



## Klaus is the Energizer Bunny of Skiing

German skiing pioneer Klaus Obermeyer will be celebrating his 100th year of skiing for the 2022-23 season. The prominent Aspen resident is set to lace up his boots and hit the slopes just several weeks after his 103rd birthday on December 2, a truly astonishing feat to accomplish, according to Matt Scribner of Snowbrains.com. [Read the story here.](#)

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*Santas shredding for a good cause | Photo Credit: The River Fund | Cover Photo: Whistler Blackcomb*

## Santa Claus is Skiing to Town

Happy Holidays to the entire NASJA family. [See if this link to skiing Santas from Ski.Com puts a smile on your face.](#)

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## HOLD THESE DATES

**Jan. 22-26, 2023** – 2023 NASJA Western Winter Summit / Reno-Tahoe. Open to Active media only. For more information, Curtis Fong, [tgft@bikethewest.com](mailto:tgft@bikethewest.com)

**February – March 2023** – Ski Vermont Tour of Independent Mountains (midweek) – among resorts interested: Bolton, Bromley, Mad River Glen, Saskadena Six/Woodstock Inn, Trapp Family Lodge

**March 21-26, 2023** – Big Sky – ISHA/HOF/NASJA, (Hall of Fame room rates - \$389, lift tickets \$159). [Register here.](#)

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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**

