



NASJA

NORTH AMERICAN
SNOWSPORTS JOURNALISTS
ASSOCIATION

SNOW

SCOOPS

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

February 13, 2023

VICE PRESIDENT'S LETTER

Well, it certainly has been an interesting winter across North America! I hope all of you are enjoying it and finding lots of storylines.

I'm filling in this month for NASJA President Jeff Blumenfeld, who is taking an important pause from his NASJA role to focus on his own health. As you may know, Jeff is in search of a kidney. That search continues. He is now on dialysis and doing well, entrusting NASJA to his board and staff. Please keep Jeff in your thoughts.

Jeff is humbled by the concern of friends, family and colleagues as he casts a wide net for a living kidney donor. Particularly heartening was this video this week by real estate queen Barbara Corcoran (of Shark Tank fame), an old ski buddy of his. Please share [this video link](#) as you see fit.

We are now in the midst of nominations for the NASJA board, including officers, for 2023-24. Thanks to Martin Griff for spearheading this effort. Would you like to consider a role on the board? It's an exciting time to be a part of the future of our organization. Please reach out to Martin promptly (timesgriff@aol.com). We would love your involvement.

NASJA also sends its thanks to outgoing treasurer Pete Pandoli. For the past four years, Pete has kept the NASJA finances secure and provided insightful direction for the board. Thanks, Pete, for your hard work and vision.

It is also time to think about the NASJA Awards. Thanks to Dino Vournas and Janet White for helping coordinate awards. Look for details elsewhere in the newsletter.

Looking ahead, this is an exciting time in oursports. With the growth of digital media, there are so many new ways to tell the story of the industry we all love. I find it exhilarating to have watched the evolution of how we communicate. It's also an evolutionary time for NASJA as we look to how we can best serve our members – and the growth of snowsports!

Thanks for your engagement. And I look forward to seeing all of you on our [Meet the Hall of Famers call this Wednesday](#).



- Tom Kelly
NASJA Vice President



HALL OF FAME SKI AND SNOWBOARD STARS FEATURED IN ONLINE Q&A Wednesday, February 15th 7 p.m. ET/4p.m. PT/5 p.m. MT

Ski and snowboard stars will be showcased February 15 as the North American Snowsports Journalists Association (NASJA) and the U.S. Ski & Snowboard Hall of Fame collaborate on a *Meet the Hall of Famers* webinar. The online Q&A will feature athletes and sport builders who will be honored with induction into the Hall of Fame in March, moderated by Hall of Famer Dan Egan.

The program is a part of NASJA's ongoing professional development series. NASJA is a longstanding professional organization representing ski and snowboard journalists and communicators. The 75-minute is open to NASJA members and the public at large, beginning at 7:00 p.m. ET (4 pm PT/5 pm MT) on Wednesday, February 15.

The Hall of Fame will induct 18 new honored members in ceremonies March 24-25 in Big Sky, MT. The induction will include both the current class of 2022, plus past classes whose inductions were delayed due to the pandemic.

The Q&A will bring together some great names in skiing and snowboarding including pioneering athletes, coaches and sport builders. It will be hosted by Dan Egan, a member of the Hall of Fame's class of 2016 along with brother John. He will also be the emcee for the induction ceremonies in Big Sky.

No advance registration is necessary for NASJA's *Meet the Hall of Famers*. All are welcome to join.

Zoom Meeting Link

<https://us02web.zoom.us/j/84187418928?pwd=N09ETzVTUG5NMTRzS212bXZBMzFvQT09>

For more information on the U.S. Ski & Snowboard Hall of Fame and its 2023 induction, go to skihall.com.



Curtis Fong skiing towards Lake Tahoe

NASJA Western Winter Summit

**Reno Tahoe – Nevada Resorts
January 22 – 26, 2023**

Story by Curtis Fong, Photos by Dino Vournas

Everyone knows that Heavenly has a Nevada side of their mountain, but have you skied all the resorts in Nevada? Yes, there are ski resorts in the state of Nevada and I have been fortunate to ski and check them off my bucket list.

The North American Snowsports Journalists Association (NASJA) held their Western Winter Summit Media Tour this past week, home basing out of Reno, staying at The Row and particularly, Circus-Circus... Caesars, The Row is a casino resort property linking the Silver Legacy, the Eldorado and Circus-Circus together offering diverse and different activities to choose from... The Mid-Way Arcade, Food Court, Restaurants. Fine Dining, Entertainment, Shopping, Sports Bars and more... And, at this time of year, the lodging rates are very affordable. For more info: <https://www.caesars.com/the-row-reno>

NASJA had a welcome reception in Brew Brothers as many gathered to watch the 49er's play the Cowboys... then, celebrated in drinks and appetizers...



NASJA folks from across the country enjoyed the snow and the view of Lake Tahoe from Diamond Peak Ski Resort, guided by their marketing wiz Paul Raymore, second from left

The next morning, those who traveled by air and needed to rent gear, were welcomed by the staff at BlueZone Sports (<https://www.bluezonesports.com>) who set everyone up, including helmets before we made the journey up and over the Mt. Rose Hwy to Incline Village to meet up with Paul & Jackie to ski Diamond Peak... You couldn't ask for better conditions with more than enough snow falling for 3 weeks, totally over 200" at Diamond Peak and highways finally plowed and widened... 7 lifts accessing 40 named trails on 655 skiable acres with 1,840 ft of vertical drop...

Diamond Peak is owned and operated by IVGID and is fun and satisfying ski experience for all ages... It's a casual ski hill with a lot less crowds and offers a home town vibe... Great Snow conditions and groomed zoomers abound with their signature run, Crystal Ridge from the top of the Crystal Express... You are skiing directly down towards the Lake, offering challenging side shots... Lightning, Luggi's & Spillway to name few... We gathered at their Snowflake Lodge and had a hot coco toast, overlooking Lake Tahoe to end our day. For more info: <https://www.diamondpeak.com>.



NASJANS attack the Slide Mountain side of Mt. Rose Ski Resort.--



Dan Giesin skis down from the summit with Washoe Lake in the background

The next morning, we headed up to Mt. Rose Ski Tahoe to meet up with Mike & Travis... We were informed, as we gathered at the base lodge, that we were standing at an elevation, 8,260 ft. that was higher than the top of KT22... Mt. Rose has a history that goes back to the 40's with Slide Mountain and is now combined to offer 8 Lifts, serving 1200+ acres, with over 70 trails and 1,800 vertical feet... And, offers double black diamond gnar terrain in The Chutes...

We headed up the Northwest Express to the top of the mountain and skied down the Slide Bowl side... More than ample snow accumulated here, recording 268"-339" so far and a base

depth of 7 to 10 feet... Glorious sunshine, blue sky day and you couldn't ask for better conditions... We headed back up the Zephyr Express to the Rose side and rode up the newly installed Lakeview Express to ski many of the shots with grins from ear to ear... We had lunch on the outside deck of the Winters Creek Lodge, continued skiing until our legs were shot and celebrated Apres Ski in Timbers... Mt. Rose continues to offer promotions such as Two for Tuesday, Ladies Day Thursdays and Locals' Sunday... For more info: <https://skirose.com>



Dan Giesin was just obeying the sign to remove Greg Snow from the lodge!

Our 3rd day of skiing was hosted by Sky Tavern... Ever heard of it? This is the home of the Reno/Sky Tavern Junior Ski Program... We were greeted by Yale Spina and Alicia Herz... Yale and his brother Lane grew up skiing Sky Tavern as their Grandfather, Rocco Spina, was one of Sky Tavern's founder... Yale became freestyle skier and competed in pro moguls and performed worldwide as a ski acrobat while Lane won 2 medals in Olympic demonstration events and was Freestyle World Champion in 1991. And, Alicia's Grandmother, Marce Herz, started the Junior Ski Program in 1948...



Yale Spina and Alicia Herz accept a donation of \$100 for their youth ski programs at Sky Tavern Ski Area, owned and operated by the City of Reno and not for use by the general public.

Sky Tavern is not open to the public, but possibly in the future... The successful Junior Ski

Program hosts as many as 3000 students and 600 parent volunteers each weekend, and they also host an adaptive ski program for kids as well... This, all run by donations and volunteers...

They plan to continue to invest in snow making, install lights for after school race training and future plans include building a big air jump / airbag facility to be one a handful of such facilities in the U.S.

This was Hot Dog Day and Bob Howard, 3 time World Freestyle Ballet Champion, joined us, as he also learned to ski at Sky Tavern... The main lift opened for us and a race training camp at 1:00pm and we had fun skiing this resort and listening to tales of this history rich area...

Others that have come out of this program includes, David Wise, 2 time Olympic Ski Half Pipe Champion and 3 time X-Games Champion... For more info: <https://www.skytavern.org>

Other skiing offered in the State of Nevada include, Lee Canyon / Ski Las Vegas, Elko Snobowl, and Ruby Mountain Heli-Skiing... And, yes, I have checked these off the bucket list...

With the current snow pack there is plenty of snow to last the season, and the good news is that reservoirs are storing water and helping to mitigate the drought... Keep praying for more snow, but be careful what you wish for... We all like blue bird days with glorious sunshine on the slopes...



CALL FOR NOMINATIONS

Fellow NASJA members,

In this challenging year for our organization, let's set aside some quality thought time and come up with some deserving and special candidates for our prestigious 2023 NASJA Awards – the Carson White Snowsports Achievement Award, the Bob Gillen Memorial Award, the Mitch Kaplan Award and the Paul Robbins Outstanding Competitor Award.

Here are the parameters for each award:

Carson White Snowsports Achievement Award– NASJA's highest honor, bestowed to an individual or individuals who have made a significant contribution to the advancement of snowsports in North America, either achieved with a single, defining accomplishment or through a lifetime of snowsports endeavors. Carson White was the first president of the U.S. Ski Writers Association, our predecessor organization. Nominations are submitted by and voted on by Active press members of NASJA.

Bob Gillen Memorial Award– Awarded to an individual corporate member of NASJA for contributions to the advancement of snowsports, exemplifying the highest standards of professionalism in public relations and communications and understanding the working relationship between the information specialist and the journalist. Named for Bob Gillen, former SKI Magazine editor and marketer at Crested Butte and Sugarbush resorts, and a

staunch ally of NASJA. Nominations are submitted by and voted on by the journalist members of NASJA.

Mitch Kaplan Award – Presented to the journalist whose work best captures the spirit, enthusiasm and dedication that Mitch Kaplan brought to the coverage of snowsports. Mitch was a former NASJA Secretary-Treasurer and multiple Harold S. Hirsch Award winner. The nominee does not have to be a NASJA member. Focusing on a specific assignment or a body of work, any member can nominate a candidate, who will be submitted to the NASJA Board for consideration and final choice.

Paul Robbins Outstanding Competitor of the Year Award– Awarded to North American snowsports participants who have distinguished themselves in amateur or professional competition during the current season. The award is named in memory of Paul Robbins who was primary journalist for the U.S. Ski Team for 30 years. The nominations by any NASJA member are submitted by and voted on by all members attending the Annual Membership Meeting. (Date/location TBD)

Members are requested to submit a short bio and/or corroborating materials and/or photos to justify their nominations.

Deadline for White, Gillen and Kaplan is Feb 22

Send nominations and materials by mail or email to:

Dino Vournas
Dino.v@sbcglobal.net
21274 Birch St
Hayward CA 94541
510-209-6743

Deadline for Paul Robbins Competitor nominations is Feb. 28 – these go to: Dan Giesin, dgiesin@gmail.com, 415-246-0639.

Further information about NASJA Awards is available in the Membership Directory under Guidelines.

Watch for further information on entering the *Harold S. Hirsch* competitions in the Images and Words category.

MEMBER NEWS



Welcome Jenny Willden, editor of Utah's *Outdoor Sports Guide*

Joining NASJA this month is Jenny Willden, a Salt Lake City native and freelance travel writer. She's served as managing editor of Utah's *Outdoor Sports Guide* magazine for over a decade while also freelancing for *TripSavvy*, *Trivago*, *Sensi*, *Outside Business Journal*, *Women's Running*, and over 70 other publications.

Beyond travel writing, Jenny is passionate about exploring the world via snowboard or hiking boots. She studied journalism at Seattle University and in her free time mentors new writers and those looking to start careers in journalism. Jenny appears regularly on Good Day Sacramento and KSL TV as an outdoor adventure gear expert. She can be reached at jennywillden@gmail.com or jennywillden.com.

MEMBER NEWS



Eric Wilbur and Dan Egan receive an ISHA award for 30 Years in a White Haze from Seth Masia in Sun Valley

International Skiing History Association (ISHA) Announces 2022 Award Winners

The International Skiing History Association (ISHA) has announced their award winners for 2022. "We like to think of these as the Pulitzers of snowsports history, projects that honor the people and places that have made skiing so memorable for millions of current and past enthusiasts," says Seth Masia, ISHA president.

The Awards will be presented during an Award's Banquet in Big Sky, Montana this March 22nd. To see more about the 2022 Award's Presentation Program, go to <https://skiinghistory.org/events>. Meanwhile, watch for reviews of the winning books and films in the Media Reviews section of ISHA magazine, Skiing History. The complete list of awards is [here](#).

HOLD THESE DATES

February 15, 2023 – Meet the Hall of Famers 7 p.m. ET/4p.m. PT/5 p.m. MT

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

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