



The USSA/HKD *White to Gold* Program Fact Sheet

The challenge of securing early season terrain for USSA clubs is common within our industry. For many mountains, unreliable snowfall and lack of available snowmaking, makes consistent training in the early season often difficult or impossible.

That's why HKD Snowmakers has partnered with USSA to launch the ***White to Gold*** program offering discounted snowmaking to USSA member clubs. Our goal is to take the mystery out of snowmaking and make it affordable and practical for USSA clubs to purchase and take full advantage of new snowmaking technology.

I. What is *White to Gold*? The White to Gold program is a partnership between USSA and HKD designed to help USSA member clubs improve the reliability of their training conditions through improved snowmaking. HKD understands that snowmaking is a significant investment and has initiated this program to help alleviate the capital cost of snowmaking. The program includes:

- a. **The *White to Gold* program rewards USSA member Clubs with a 20% discount off purchases of HKD Snowmaking products.**
- b. **Direct technical support from HKD regarding snowmaking equipment and infrastructure, including communications with the host resort. Direct club development support from USSA Club Development.**



HKD Snowmakers manufactures a wide range of snowmaking products that can be used to cover race terrain. Our product line can be viewed at HKDSnowmakers.com. Depending upon the existing infrastructure at the ski area where you train, an impactful investment in snowmaking can be as little as \$30,000, which would finance a Semi-Automatic HKD Fan gun.

II. Recent examples - HKD Snowmakers has been the exclusive snowmaking supplier to the U.S. Ski Team since 2011 and has worked with clubs both big and small, including the legendary Cochran Ski Area in Richmond VT, USSA at their Copper Mountain Speed Venue, the town supported Abenaki Ski Area in Wolfeboro, NH, and Burke Mountain Academy in East Burke, VT. To better understand *White to Gold*, the following page provides some real world examples.



Cochran, VT:

This training center is a not-for-profit operation in Richmond, VT, whose mission is to provide the local community with affordable skiing and snowboarding. Cochran teamed up with HKD this fall to address expanding their snowmaking system. HKD provided (4) discounted HKD Volt snowguns as a first step to gain top to bottom coverage of their race trail.

"We're excited to make more snow, to make it earlier, and to produce it more efficiently this year at Cochran Ski Area. As a non-profit ski area it is imperative that we stretch every dollar when it comes to making snow. Generous support from HKD means we're better able to accomplish our mission of providing affordable skiing and riding to local families." Jimmy Cochran, President, Cochran Ski Area.

Copper Speed Venue, CO:

In 2011 HKD Snowmakers partnered with the U.S. Ski Team's Speed Center at Copper Mountain, Colorado with the goal of providing snow for consistent early season training. HKD installed 87 HKD KLIK Automatic Snow Guns that now cover two miles of terrain and provide full-length downhill training by early November.



Abenaki, NH:

In a recent partnership with Abenaki Ski Area in New Hampshire, HKD installed 13 HKD 30' SV10 towers, which now line their rope -tow. This snowmaking system allows the community to take full advantage of the mountain throughout the winter. Check out Powder Magazine's video about Abenaki: <http://www.powder.com/videos/community-service/>



Burke Mountain Academy, VT:

Burke Mountain, whose notable alumni include current US Ski Team member, Mikela Shiffrin, among many others, called on HKD to help provide a consistent snow surface on their training hill. BMA purchased 25 HKD Impulse snowguns, and one HKD Fan gun to target specific terrain. This system has allowed BMA and its athletes to get more consistent on-hill training all season long.

HKD Snowmakers has long supported USSA clubs

and the underlying concept of developing an environment where kids cultivate a lifelong love for their sport, while pursuing their athletic aspirations.

Please visit us online at HKDsnowmakers.com

OR

Contact Charles Santry, President of HKD at charles@hkdsnowmakers.com

***For ideas and support on your club's capital campaign and project contact the
USSA Club Development Manager, Brian Krill, at bkrill@ussa.org***