



Lines

Newsletter of the
Climbing Wall Association

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CWA Launches New Event

On October 7 - 11, 2014, the CWA will host its first members-only Certification Summit at the new Petzl Technical Institute in Utah. The Certification Summit is aimed at providing re-certification, new certification, discussion, and clinics for current CWA members. For this event only, Petzl will offer significant course discounts and free clinics for attendees. Registration is open. [Learn More >](#)

Expansions, New Openings Abound – Media Takes Notice

Industry growth has been the mantra over the past few years, but the summer of 2014 has taken this growth to new heights. Over the past few weeks, we have experienced:

- [Psicobloc 2.0](#)
- USA's largest facility opening at [VE Glendale Heights](#)
- Touchstone announced new gyms in [Culver City](#) and [Hollywood](#)
- Expansion announcement at [Spire Climbing](#)
- Completion of walls at [Planet Granite Portland](#)

In addition to industry growth, the press has taken notice in the form of [Rock and Ice Magazine](#) and [Athletic Business](#). The CWA staff is fielding weekly calls from local and national media seeking information on the growth of our sport. Keep up the good work, everyone!

Call for Volunteers – Industry Salary Survey Project

The CWA is seeking volunteers for an upcoming industry survey project. The ad hoc committee will consist of up to five current CWA members and will assist the CWA staff in creating, promoting, and distributing a climbing industry compensation and benefits benchmarking study. Volunteer committee members will be tasked with providing feedback on survey content/structure, aiding in survey distribution and promotion, and compiling data into a cohesive analysis report.

CWA Welcomes New Employee

The CWA staff is proud to announce the addition of Dan Jeanette as our newest employee. Dan joins us from Connecticut and will fill the vacant Member Services Coordinator role. He brings several years of experience in both the climbing wall and non-profit sectors and will be a great addition to our team. CWA members can look forward to corresponding with Dan regarding membership at Dan@climbingwallindustry.org.

Industry News

Each year the CWA offers regulatory and legal assistance to members across the country. In efforts to share these success stories and make them available as a member resource, we are creating case studies based on these experiences. If you would like to share your regulatory or legal success story with CWA, [email us!](#)

- [VE Glendale Heights Opens](#)
- [Eldorado, TRC Release Short Film on Morrisville Expansion](#)
- [McColl, Buhrfeind win Psicobloc Masters](#)
- [Movement Denver Releases Virtual Tour](#)
- [Planet Rock Opens Madison Heights Location](#)
- [Setter Showdown Headed to ET Rockville September 5-6](#)