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# Lines: The CWA Newsletter

**Vol. 6, No. 1**

**February 10, 2010**

## Welcome

Dear Colleagues,

We are excited to be preparing for the fourth annual Climbing Wall Summit. The Climbing Wall Summit is the conference for the indoor climbing community.

Event registration opened early this year and our first attendees have already registered. The pre-conference offerings will feature new content and a brand new venue -- Movement Climbing and Fitness. We have developed some great fresh content this year.

Our keynote speaker will be Chris Danielson of Thread Climbing Consultation. We are thrilled that Chris agreed to speak at the Summit; he is an articulate and passionate advocate for the sport of climbing. No doubt many of you have had contact with Chris over the years and understand what a great speaker we have for this year's event. You can read more about Chris and his accomplishments below.

Remember, the early registration deadline for the Climbing Wall Summit is February 19, 2010. If you plan to attend, please take the time to register now. Higher registration rates will go into effect after the 19th. You can access the registration page [here](#).

We hope to see you at the Summit in May!

Sincerely,

Bill Zimmermann,  
Executive Director

## **2010 Climbing Wall Summit just three months away**

Once again gym owners, operators, managers and manufacturers will gather in Boulder, Colo. for the fourth-annual Climbing Wall Summit. This conference is designed to help climbing industry professionals learn new skills, develop new programming and network with other industry leaders.

The conference will take place May 13-16, 2010. Early bird registration ends February 19, 2010.

This year, Summit workshops will take place at the University Memorial Center at the University of Colorado. Although we are sad to be leaving the Outlook, this new space will offer consistently sized rooms that are climate controlled. No more standing in a crowded room trying desperately to hear presenters!

The Outlook has once again offered generous room discounts to Summit attendees. This year, the Boulder Inn is also offering discounts. Boulder Super Shuttle will be giving group rates for attendees flying in from Denver International Airport. Check the Summit's Lodging and Transportation page for room and shuttle rates.

Pre-conference workshops will take place May 13 at area climbing gyms and in conference rooms at the UMC. The CWA is pleased to welcome back Dan Hague, Heather Reynolds, Chris Danielson, Rich Klajnscek, Cort Gariepy and Reb Gregg as pre-conference presenters. This year, Board members Bob Richards and Rich Johnston will be leading an in-depth marketing workshop. Justen Sjong will also be joining the CWA roster with an excellent full-day workshop on youth programming. Attendees must register for these workshops in addition to the regular conference. Spaces are limited so please don't delay.

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## **Chris Danielson to deliver keynote speech**

This year, close friend of the CWA and frequent participant in the Climbing Wall Summit conferences Chris Danielson will deliver the opening keynote speech on Thursday May 13, 2010 at 7 pm. The keynote speech, along with the opening sponsor reception will take place in Glenn Miller Ballroom at the University Memorial Center on the University of Colorado's campus in Boulder.

As an expert in the climbing industry, Danielson will be sharing his views on the state of indoor climbing and its place in the larger climbing sport. Danielson will discuss the evolution of purpose-specific indoor climbing walls, originally built as training facilities for existing climbers or introductory walls for groups and instruction, to newer gyms that serve a broadly diverse market of customer types. Danielson will also address the challenges and opportunities inherent in this shift, and discuss ways in which climbing wall owners and operators approach fundamental operational goals, re-considering the most basic questions about whom "climbers" are and why they climb.

Drawing on his experiences working across a wide spectrum of the climbing wall industry, Danielson will suggest how these questions affect fundamental components of a business model and operational goals and practices, whether that business is a commercial climbing gym, multi-purpose recreation center, college or university, or wall and equipment manufacturers.

Danielson, 33, has been involved in the climbing industry for 16 years. Beginning as an outdoor climber, and then working as a routesetter, instructor and coach at a university indoor climbing wall, in the last decade he has worked in various aspects of the climbing world; building walls, organizing competitions, commercial and competition routesetting; and representing leading climbing brands. In 2005, Danielson began working as an independent consultant to climbing wall owners and operators, and continues to work with climbing gyms with his business THREAD Climbing Wall Consultation.

"As a routesetter and climber, I was always fascinated with imagining and deciphering challenging movement, coming up with creative ideas and solutions," Danielson said in a 2009 interview. "With Thread Climbing Consultation, my goal is much the same, but applied to wall operations as a whole. With thoughtful research and consideration, I am always looking to find creative, efficient, and effective solutions to challenges and opportunities that face climbing wall owners and operators."

Having been to over 200 facilities nationwide, Danielson is familiar with the issues facing climbing gyms. He lives in Boulder, Colorado, and alongside his consultation work, is currently the National Climbing Wall Representative for GTHI (e-Grips, PMI, Trango, Ferrino, and SMC), Flashed, So iLL, and Teknik, and also works closely with USA Climbing.

Danielson holds a Master's in social science from the University of Chicago, and Bachelor's degrees in philosophy, religion, and anthropology from Miami University.

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## **Early Bird deadline fast approaching**

Registration for the 2010 Climbing Wall Summit is open and we have had our first attendees register already!

Next year's Summit will take place May 13-16, 2010 at the University of Colorado in Boulder. Early bird registration ends February 19, 2010.

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## **Roc Comp: April 23rd & 24th 2010**

Legends do make a comeback. Back in 2003 and 2004, the Roc Comp attracted the nation's top competitors and over a thousand screaming spectators. DJs and professional video and lighting crews

made the event pulsate with an unparalleled energy that became legendary in the circles of pro-athletes and the attending audience.

On April 23 and 24, 2010, Earth Treks is bringing the Roc Comp back to life.

For the Amateurs this is going to be a typical red-point bouldering competition with over 150 new bouldering problems. Climb side by side with some of the biggest names in climbing today (Chris Sharma, Lisa Rands, Paul Robinson, Charlotte Jouet-Bosley, and Matt Bosley to name a few).

For the Pros it will be a red-point qualifying round to determine who goes on to the next day to battle it out for an \$11,000 cash purse. For the spectators, a vendor village will be set up outside of the gym with over 20 vendors showcasing their newest gear.

To learn more about the Roc Comp, please visit: [www.earthtreksclimbing.com](http://www.earthtreksclimbing.com).

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## **Rock Gym Pro offers CWA member benefit**

A few issues ago, Lines featured an article about the various types of management software available to climbing gym owners, colleges and universities and multi-purpose recreation centers.

Andy Laakman, founder of Rock Gym Pro (RGP), allows gyms to use his service free of charge. Users of RGP can manage member check in, point of sale, billing, document storage, employee time clocks and Quickbooks integration.

In January, Laakman announced that CWA members qualify for a discount for support services for RGP. According to Laakman, "These premium services include unlimited email technical support, 30 member document storage and detailed charting and business analysis tools." CWA members pay \$50 per month for the service. Non-CWA members pay \$55.

For more information, visit RGP's Web site or email Laakman.

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## **Member Profile: Rock Climbing School**

Last year, the CWA welcomed over 80 new members to the association, including the Rock Climbing School (RCS) based in Ontario, Canada. First developed by Kyle Wilson in 2008, RCS offers several unique features with which commercial climbing gyms can't compete: portability.

"RCS does not have a facility," Wilson stated in an email. "We teach outdoor climbing and provide a facility on wheels. In other words we come to you or take you outdoors to experience the real thing."

RCS offers several programs including advanced courses in outdoor rigging, anchoring and equalizing. In addition, RCS offers designing and building services, maintenance and consulting, adventure tours, lessons, school climbing programming and a portable climbing wall.

"Our portable wall was designed with climbing gyms in mind," Wilson said. "It is a panel system that provides the same opportunity to set routes and cater to the abilities of the clientele, similar to what you would find at an indoor facility."

RCS also boasts a dedicated and professional staff. "All staff and guides have a personal climbing ability of 5.10 or greater," Wilson said. "As of 2010 RCS requires all guides to be trained under the (ACMG) Association of Canadian Mountain Guides."

While RCS may still be a new business, their future is large. Wilson hopes to see a Canadian division of the CWA someday. By creating and strengthening new partnerships, Wilson and RCS hope to increase the growth of the Canadian climbing industry.

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## Climbing wall for sale

The Rock Climbing School is selling a portable climbing wall to any interested party.

The wall is designed to come apart so it can be used indoor or outdoors. Sixteen feet high, the wall features stamped structural engineered drawings, 500 climbing holds, six ropes, four grigri belay devices, six carabiners, 10 harnesses, outriggers for windy days, set-up instructions, and adjustable legs for un-level ground. The Rock Climbing School is asking \$22,000.

For more information please see Rock Climbing School's Web site:

<http://www.rockclimbingschool.ca/portable-wall>

OR call at: 416 268 8991

OR Email at: [info@rockclimbingschool.ca](mailto:info@rockclimbingschool.ca)

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**About the Climbing Wall Association, Inc. (CWA).** The CWA is a 501(c)(06), non-profit, trade association incorporated in May of 2003 for manufacturers of climbing wall equipment, builders of climbing walls, operators of climbing walls, and others involved in the climbing industry.

The CWA is the only trade association addressing the needs and interests of the climbing wall industry and climbing wall operators. The mission of the Climbing Wall Association is to support the growth, health and independence of the climbing wall industry, and to promote the sport of climbing.