

# Lines

Climbing Wall Association Newsletter

August 2012, Volume 8, Issue 3

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## Intro

We've been busy this summer here at CWA. Our friend and colleague Scott Gordon left the CWA to develop his rapidly growing trail planning and design consultancy Contour Logic. We enjoyed working with Scott; he made some significant contributions to the CWA in his time here. We know our paths will cross again, perhaps on a trail he designed.

We are also bringing on a new staff member this summer. After a thorough search we hired Drew Eakins as our Membership Marketing Coordinator. Drew comes to us from Houston, TX, with a background in marketing and has a Master's in Sport Management. Join us in welcoming Drew to the CWA when you have a chance.

We are working on a number of other projects this summer too, including growing the CWA Certification Provider Pool, supporting certification courses, reviewing and updating the Industry Practices, developing a guide to participation agreements and refreshing the ClimbSmart! Program publications to name a few.

We are able to do all of this work, develop the Climbing Wall Summit and continue our regulatory intervention efforts on your behalf because of your membership support. Thank you for renewing your membership and supporting the Summit.

Sincerely,

Bill Zimmermann, CEO  
Climbing Wall Association, Inc.

## Crisis Response Made Easy

We all know that climbing is inherently dangerous (which is why we urge climbers to [ClimbSmart!](#)). Accidents happen and our response is critical. At this year's CWA Summit, leading recreation liability attorney [Reb Gregg](#) addressed the necessities of a proactive crisis management plan.

[See More>](#)

## Summit Wrap Up

Thanks to our members, the 2012 CWA Summit was a huge success. From May 16-20, over 300 attendees, [exhibitors and sponsors](#) met to discuss industry trends, learn about product innovations, and connect with industry insiders.

We also surveyed our 2012 attendees; here is what we learned. Overwhelmingly attendees are happy with the Climbing Wall Summit. Boulder seems to be a popular location for the Summit and gets high marks as a host city.

Pre-conference sessions are well attended and have improved year after year. The CWA certification trainings, routesetting training, and new business development sessions have the greatest attendance.

Differentiating the educational sessions from the product presentations in the curriculum and indicating those differences in the conference program was a big success. Attendees appreciated the ability to distinguish between educational and commercially oriented content at a glance.

The duration of the sessions, after some adjustments over the years, seems to be just right. Cost of attendance was polled to be just right or satisfactory and compared with other trade association conferences attendee registration rates for the Summit are very low. Finally, CWA attendees are very likely or likely to recommend the summit to a colleague.

Attendees came away with a fresh perspective, new industry contacts, and free swag. We encourage you to attend the 2013 Summit and we hope to see you all next year!

[I went to the Summit, now what?](#)

## CWA VP Climbing to Success

Carolyn Brodsky knows climbing. As President of [Sterling Rope](#) and Vice President of CWA, Brodsky has been an active member of the climbing industry for almost 20 years. All of her hard work recently paid off with her inclusion in the 2012 [Maine Biz "Women to Watch"](#) list and an in-depth article. Please join CWA in congratulating Carolyn on this achievement.

[See More>](#)

## Sharma, Walltopia Join Forces

CWA member and 2012 Summit Lead Sponsor [Walltopia](#) recently announced Chris Sharma as its first sponsored athlete. In addition to the sponsorship, Walltopia will also partner with Sharma to construct his new climbing gym. Sender One Climbing & Fitness, a state-of-the-art indoor climbing facility, will open in late Fall 2012 in Orange County, California.

[See More>](#)

## Industry Personnel and Promotions

[Eldorado Climbing Walls](#) has announced the appointment of Jerad Wells to CEO. In his new role, he will continue to oversee the Sales team, in addition to Design and Production. [See More>](#)

[Entre Prises USA](#) promoted Jason Stollenwerk to Managing Director. He has been with the company since 2007. [See More>](#)

## Sponsors

A big thank you to our 2012 Climbing Wall Summit Lead Sponsors. Without your support, this event would not be possible.

[Eldorado Climbing Walls](#)

[Entre Prises USA](#)

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## About CWA

The mission of the CWA is to promote the growth, health, independence and professionalism of the climbing wall industry.

The CWA provides valuable benefits and services to the climbing community. We protect the industry from harmful regulation, promote sound risk management, and publish standards and practices in engineering, inspection, operations and certification. We are also the premier resource for insurance services, employee training and professional development.

The CWA network includes 400+ private climbing gyms, college programs, athletic clubs, and recreation facilities; as well as climbing wall and climbing equipment manufacturers, media, and industry leaders.

Together we're stronger.

[www.climbingwallindustry.org](http://www.climbingwallindustry.org)