



Lines

Newsletter of the
Climbing Wall Association

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Intro

The CWA staff has been working hard this month as we examine the 2012 member survey results, draft our business plan for 2013, and make preparations for the 2013 Climbing Wall Summit. We will announce the call for workshop proposals, exhibitors' prospectus and the opening of registration for the 2013 Summit in the coming weeks. Stay tuned for more information.

Last week, we hosted the annual CWA Board of Directors retreat in Boulder. We are excited about the future and thankful for the board's support as we work to move our industry forward.

We are able to do all of this work because of your membership support. Thank you for your active role in securing the health and independence of our industry.

Sincerely,

Bill Zimmermann, CEO

Climbing Wall Association

Support Sport Climbing for the 2020 Olympics

The IFSC recently hosted the 2012 World Championships, a key evaluation event for sport climbing's inclusion in the 2020 Olympics. You can support the IFSC bid by "liking" the new ["Sport Climbing 2020" Facebook page](#).

In anticipation of the Olympic bid, [Outside Magazine](#) has published an article on the merits of Sport Climbing as an Olympic event. [Read the article>](#)

8 Media Training Practices for Crisis Prep

In our last edition, attorney Reb Gregg spoke about the details of incident response and the importance of crisis preparation and media training. This month, Joe Hodas, EVP at [Vladimir Jones](#), gives us 8 practices that will help you prepare for any crisis that you may face. [See More>](#)

Other suggested crisis management readings:

[9 Steps to Crisis Preparedness](#)

[Crisis Communications](#)

[Putting Out the Fire: Managing Through a Crisis](#)

Certification Offerings

The CWA's certification program includes Climbing Wall Instructor (CWI) and Climbing Wall Instructor Provider certifications. Here is an upcoming certification opportunity:

October 27-28, Rock Sport Reno, Reno, NV (CWI) Contact: [Paul](#)

If you would like your CWI course announced in our newsletter, please [email](#) us. For more information on CWA certification programs, click [here](#).

Industry Insight: New Climber Testing

New climber belay testing has been discussed in climbing circles since the inception of climbing gyms. Questions like "How should you test new climbers" and "Should they be required to assemble their own belay system" resonate around climbing walls across the country. While there are multiple schools of thought on the issue, we have provided a sample testing procedure from the *CWA Certification Student Manual* [here](#). You can also review the sample test procedures in the Industry Practices (free to members and available to non-members in our [store](#)).

CWA Member Survey

We recently distributed the 2012 Member Needs Assessment survey and received responses from organizations across our industry. Your voices have been heard and future improvements to CWA membership programs, products and services will be based on your responses.