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Lines: The CWA Newsletter

Vol. 6, No. 2

March 22, 2010

Welcome

Dear Colleagues,

It has been a busy spring with the MSA recall, all the phone calls, and preparations for the summit.

Regarding MSA recall updates; we have been passing along information to you as we get it. In all but one case we have been able to get you important information the same day it was released to the public. The most recent news was MSA's offer to provide pro-rated refunds for service and lanyards as we mentioned in our press release.

We are in the process of working with some of the MSA distributors to inquire whether there is any likelihood the terms might be improved for CWA members.

We encourage you to coordinate any legal inquiries you might have through the law offices of Robert Angell. Bob is a CWA board member and has knowledge of the MSA recall:

Robert Angell, Admitted in Colorado and Ohio
Angell Law Offices, LLC
167 South State St., Suite 190
Westerville, OH 43081-2282
Phone: 614-890-0400
Fax: 614-890-0401
URL: www.angellawohio.com
Email: rangell@angellawohio.com

Remember, the regular registration deadline for the Climbing Wall Summit is April 16, 2010. Current members get significant conference discounts. You can access the registration page here. See you at the Summit!

Sincerely,

Bill Zimmermann,
Executive Director

2010 Climbing Wall Summit: Sponsor and Exhibitor Spotlight

Once again we find ourselves overwhelmed at the amount of support our climbing industry partners have demonstrated. This year, the CWA has met its fundraising expectations thanks to the generous support of over 10 sponsors and exhibitors.

Eldorado Wall Company, Walltopia USA and Stratus Insurance Services will fill the top tier as Summit Sponsors.

Spectrum Sports, has committed to the Belay Sponsor tier. Spectrum will be offering two auto-belay units. One will be awarded at the Summit raffle this year. One will be offered as part of a CWA member development campaign.

Nicros, Petzl, Trango, and RockWerx will round out the sponsorship category as Spotting Sponsors. We would like to extend a sincere thank you to our conference sponsors for recognizing the value in the Climbing Wall Summit and supporting the climbing community in this direct way.

This year, 2010 Climbing Wall Summit confirmed exhibitors include Air Pear (by Airius), Asana Climbing, So iLL, Vertical World, Camp 5, Rock Candy Holds, Outdoor ProLink, Sterling Ropes, and Evolv. Please take some time to meet representatives from these companies at the summit.

All sponsor and exhibitor booths will be set up in the exhibit hall in the UMC throughout the 2010 Climbing Wall Summit. An opening sponsor reception will be held in their honor after the opening keynote speech given by Chris Danielson. Coffee service will also be in the exhibit hall.

If you plan on attending the conference, please make a point to meet and thank the representatives from these companies. Without their support, the CWA could not host these conferences at our low registration rates and provide our members and conference attendees with necessary information and services.

There are still slots available for Belay and Spotting sponsorships as well as exhibiting options. Please visit our sponsor and exhibitor page for more information.

Stratus Insurance Offers Summit Scholarships

Stratus Insurance Services, Inc. of American Fork, Utah has once again generously sponsored a scholarship program for the CWA Climbing Wall Summit! Stratus has offered to fund five scholarships to the conference for members to benefit from this professional development opportunity.

Stratus Insurance Services will offer scholarships to CWA Members who otherwise might not be able to attend the conference. Awards are based on financial need, membership status, professional development considerations, and potential to affect the climbing public's safety.

Any person employed by a current member is encouraged to apply. There will be one award per company/organization. If you received a conference scholarship last year, you are not eligible this year but are welcome to apply again in 2011.

Scholarship applicants will be notified prior to the regular registration deadline on April 16th. Scholarships will be awarded to cover the conference registration fee. Scholarships do not fund travel, food, lodging, pre-conferences, or other incidental expenses associated with attending the conference.

We encourage you to apply now! You can find the scholarship information and application [HERE](#). The scholarship application deadline is April 2, 2010! And, remember the next conference registration deadline is April 16th!

Next registration deadline April 16, 2010

Registration for the 2010 Climbing Wall Summit is open and we have had over 100 attendees register already!

This year's Summit will take place May 13-16, 2010 at the University of Colorado in Boulder. The next registration deadline is April 16, 2010.

You can register for the Summit on the CWA web site.

North Safety Auto Belays now available in United States

The MSA recall had an adverse impact on the climbing wall industry creating a number of bottlenecks for climbing gym owners and limiting their options for auto belay devices.

However, the situation is changing as North Safety Auto Belay has become available on the North American market. Unlike the single brake MSA descender, the North Safety belay has two independent brakes to ensure maximum redundancy.

The auto belay has been in use in Europe for over six years with zero product recalls. The first systems have already been installed in North America and are in operation at several locations. The North Safety Auto belay features a galvanized steel lanyard available in 8, 10, and 12 meter lengths, while the mounting is similar to that of the MSA unit. The total weight of the unit is actually less at only 22lbs.

The North Safety Auto Belays are available through SafeClimb, a division of Pyramide USA, one of the world's largest climbing wall manufacturers with over 25 years of experience. More information is available at www.safeclimb.com.

New Summit Offerings for 2010

The fourth annual Climbing Wall Summit offers a lot of firsts for the CWA and conference attendees. Our new venue in the University Memorial Center at the University of Colorado offers larger rooms, more space to network and a dedicated exhibit space for non-profits, exhibitors and sponsors to advertise their products and services.

This year, the CWA has recruited two new pre-conference workshops as well as 15 new conference workshops led by some of the industry's most innovative thinkers and practitioners.

Justen Sjong will lead a full-day comprehensive pre-conference workshop on youth training and programming. A climber for over 16 years, Sjong has helped train some of the climbing world's most notable superstars including Daniel Woods and Emily Harrington. Sjong's workshop will cover everything from how to hire the right coaches, managing a youth program, to tracking the progress and performance of your youth teams.

CWA Board Members Bob Richards and Rich Johnston will offer a free half-day marketing and promotion pre-conference workshop that will help attendees create an effective product and marketing campaign for the climbing wall or gym environment.

While the CWA is always pleased to welcome back old favorites for workshop presentations, the staff is especially excited to bring conference attendees fresh content and new perspectives on the issues

facing the indoor climbing industry. This year, auto-belays played a huge factor into the indoor climbing day-to-day operations. The CWA will be offering conference attendees two workshops devoted exclusively to auto-belays and the current options for climbing gym owners and operators.

For the first time, the CWA will be offering a social media workshop to help gyms market their services and build a community that will bolster their online and physical presence among their members.

Other workshops new to the program include Mike Alkaitis' "How to Assess When it is the Right Time to Build a New Climbing Gym" and "Personal Protective Equipment: Inspection and Tracking," presented by Petzl employees Rick Vance and Tom Adams.

For a complete look at pre-conference and conference workshops, check the summit web site.

Summit Sponsor Profile: Eldorado Climbing Walls

Eldorado Climbing Walls is one of the oldest climbing wall companies in the country and the largest U.S.-owned climbing wall manufacturer. The founders launched the company in 1994, after successfully owning and operating the Boulder Rock Club in Boulder, CO.

With years of experience in both construction and climbing gym operation, Eldorado Climbing Walls focuses on delivering expertise, blue sky design, turnkey solutions and innovation to the climbing wall industry.

Eldorado Climbing Walls has the design philosophy "If you can dream it, we can build it." Eldo works with clients to create a climbing wall that is visually stunning, offers exceptional climbing and complements the architecture and traffic flow of the facility.

Eldo's team is just as client focused on their delivery of turnkey solutions. From consulting and design to fabrication and installation, Eldorado Climbing Walls' goal is to deliver the most comprehensive climbing wall systems in the industry.

We thank them for participating as one of our "Summit Sponsors."

Eldorado Climbing Walls
1835 38th Street
Boulder, CO 80301
303-447-0512
eldowalls.com

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.