



Lines

Newsletter of the
Climbing Wall Association

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In this Issue

- Propose Sessions + Workshops for Climbing Wall Summit
- New Member Spotlight
- CWA Welcomes Rachel Griego
- Sponsor the Climbing Wall Summit
- Circulate Your News with CWA
- Product News

Propose Sessions + Workshops for Climbing Wall Summit

This proposal requires no dropping to one knee or a sparkling diamond ring. It's harder. It takes dedication to strengthen the climbing wall industry. It takes desire to share your expertise with peers. Yet, in return, you're likely to form tight bonds with new partners.

CWA has opened the [Call for Proposals](#) for content at the 2012 Climbing Wall Summit. Selection will be competitive this year and begins in mid January. **Apply soon!**

The 2012 Summit will feature three types of content...

1. **Pre-Conference Workshops** provide in-depth, interactive training in given areas of climbing wall operation via half, full, and two-day blocks;
2. **Concurrent Sessions** cover topics from climbing wall operations and administration to risk management and current issues to programming and marketing in 75-minute chunks;
3. **Product Presentations** help attendees stay abreast of relevant goods and services available, differentiate between offerings and meet vendors without missing any educational sessions.

Topics. Do you have experience worth sharing, know a leader in these fields, or have a topic you'd like to see covered? Attendees have asked us to recruit experts in these topics:

- Human Resources, Staffing, Workplace Safety
- Marketing, Sales, Membership
- Partnerships between facilities
- Growing participation + new climbers
- Accounting, cash flow, budgeting
- Data Management
- Facility and Equipment Maintenance
- Safety + Emergency Response
- Programming, Competitions, Teams, Training
- Climbing Walls in multi-purpose facilities

New Member Spotlight: Cascade Climbing Gym

Larry and Carrell Morton recently opened Cascade Mountain Sports Climbing Gym, a small facility in Cascade, Idaho with goals to help create a local climbing scene and get kids off video games and into the outdoors. Larry explains, “We always had walls at home, and now made the leap to open a public gym. Our intentions go beyond making a living from it. It’s as much a gift to the community and especially its youth.” They see the gym as venue to help kids build character and a sense of community responsibility. The Morton’s will draw upon nearly two decades of helping young riders enter, develop skills and excel in the motocross realm. Cascade Climbing will also act as a gateway for folks to get hooked on climbing and share the local outdoor rock described as “a cross between Yosemite’s granite bouldering and Horsetooth Reservoir’s views.”

When asked why they joined CWA, Larry said it was an easy decision: “Industry friends pointed us to CWA for insurance and advice on gym operations. I read their entire website and with this kind of information right before you, it saves a lot of headaches and ‘learn as you go’ problems.” Look forward to meeting Larry and Carrel at the [Climbing Wall Summit](#)

CWA Welcomes Rachel Griego to Staff

Please welcome Rachel Griego to CWA as our Member Services Coordinator. She brings a wide range of experience in human resources and program coordination coupled with a long standing love for the outdoors. Rachel will help industry professionals get the most from their CWA membership and can be contacted via rachel@climbingwallindustry.org.

Over the last seven years, Rachel has worked with a variety of non-profits and city / state agencies helping them create sustainable and profitable changes in their businesses while also recruiting dedicated members. Backed by passion for climbing—both rock and ice—and creating long-lasting partnerships, she’s “excited to work with others in the Climbing industry who share similar passions and goals”. [photo]

Sponsor the Climbing Wall Summit

“Industry leaders step up at the Summit,” says Eric Olsen who runs the Adventure Rock climbing gym. And Eric’s not alone. Thanks to 300+ highly engaged attendees, relevant educational content and vibrant meeting grounds, the annual Climbing Wall Summit attracts the most qualified and influential climbing industry decision makers.

In 2012 the Summit is even more lucrative for sponsors and exhibitors. Look forward to quality time with clients, focused exhibit hours, scheduled product presentations, earlier tear-down, and sessions relevant to industry suppliers. “The most targeted and productive market each year,” according to So iLL Holds.

To Sponsor the Summit: Please view the [Exhibitor Prospectus](#) and [Application](#).

Circulate Your News with CWA

CWA's Lines Newsletter connects 2000+ industry professionals who rely on it to share and circulate news. In that spirit, we've updated our mechanism for distributing press releases.

Where is news posted?

- CWA and industry news-related press releases are posted online as Association News and may be further distributed by email and/or in the Lines Newsletter
- Product-related press releases are included in the Product News section of the Lines Newsletter and are posted online as Industry News

What news is not posted?

- Releases with inappropriate, inflammatory, or defamatory language are not posted
- Marketing items (like product announcements) are not redistributed as stand-alone emails

CWA reviews submissions and helps circulate those relevant to CWA members, deemed newsworthy, and strengthen the climbing wall industry. To circulate your news, please review CWA's [Press Release Policy](#) then submit your press release by email to bill@climbingwallindustry.org.

Product News

RECALL: Joss Cams by Cassin

Joss Rock Climbing Cam units recalled due to a Fall Hazard. Sold nationwide by Sierra Trading Post August 2003 through March 2006 and manufactured by Cassin in Italy, the recalled cams can fail unexpectedly after being set, posing a fall hazard. One incident has been reported in Europe; no deaths or injuries yet reported in the U.S.

The "Cassin" logo is printed on a tag attached to the sling. The Sierra Trading Post item numbers associated with this recall are #69277 and #69278. These numbers can be found on the original packaging label or order invoice.

Consumers should stop using the product and return it to Sierra Trading Post for a full refund including shipping. Contact Sierra Trading Post at (800) 713-4534.

[Full Recall Notice.](#)

TRUBLUE 5.10 Contest to win Auto Belay use

Climbing facilities can enter to win up to 10 TRUBLUE Auto Belays to use for 5 months. "It's an opportunity for a facility to get a hands-on look at the benefits of using auto belays on their climbing wall," said Candie Fisher of TRUBLUE Auto Belays. Entries must be received by January 15, 2012. [Full press release and application details.](#)

An Event for Gym Members and Staff Alike

Mountain Gear presents the 2012 Red Rock Rendezvous March 30 – April 1st in Red Rocks Las Vegas NV. Take clinics from 35 pros like Lisa Rands, Peter Croft, Beth Rodden, Arno Illner.

After clinics, check out the latest gear from event sponsors like Petzl, 5.10, BlueWater, BD, Trango, Asana and more. Event [video and details.](#)