



Lines

Newsletter of the
Climbing Wall Association

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Intro

The Climbing Wall Summit is fast approaching and we're getting excited. It's shaping up to be the best one yet ... from very aspect: content, sponsors, networking time, and fun stuff.

A quick reminder: Register by Friday March 9th to save \$100 to attend the Climbing Wall Summit. New this year, register a group of three or more attendees to Save 10% off current Summit registration prices! [Price and Registration Details](#).

Thanks for reading,

Bill Zimmermann,
Climbing Wall Association

Sessions and Pre-Conf Workshops Announced

The Summit again raises the grade for conference content. Top rated sessions from 2011 will return and evolve for 2012. Already, several new topics and new speakers are lined up for popular requests and to bring fresh content. [More sessions and workshops](#).

Pre-Conference Workshops

- NEW! Climbing Gym Start-up and Expansion
- NEW! Vertical Access for Route Setters
- NEW! Art of Falling
- Climbing Wall Instructor Certification
- CWI Provider Course
- Route Setting to Engage Movement
- Participation Agreements

Concurrent Sessions

- NEW! Real Estate and Finance
- NEW! Learning Styles and Teaching Methods for Rock Climbing
- NEW! Budgeting Forecasting and Financial Analysis
- NEW! Using Google AdWords and Analytics

- NEW! Social Media and Facebook for Building Community
- NEW! How to Build Your Customer Base and Keep Them
- NEW! Climbing Sanitation Issues, Report of Research Findings
- NEW! Programming: Creating Climbers in a Multi-Purpose Facility
- NEW! Rope Management and Best Practices for Rope
- NEW! Intro to Videos
- NEW! E-mail Marketing
- NEW! High School Climbing Programs
- What the Courts Tell Us: Defenses to Claims of Negligence
- Building Your Risk Management Program
- Current Trends in Flooring: Risk Management & Floor Systems
- Facility Layout for the Future
- Insurance Pitfalls and Protections: What is Covered
- Marketing Your Climbing Wall
- Personal Protective Equipment Inspection
- Rock Gym Pro - The Future Plans
- The Value and Science of Flooring

Scholarships to Summit

Veracity Insurance Solutions will offer two types of scholarships for the 2012 Climbing Wall Summit: Five conference scholarships to those who otherwise might not be able to attend the conference, and five pre-conference scholarships.

Awards are based on financial need, membership status, professional development considerations, and potential to affect the climbing public's safety. There will be one award per company/organization. 2011 Scholarship recipients are ineligible this year but are welcome to apply again in 2013. [Application forms](#) are Due March 23, 2012. You can find more information [HERE](#).

New CWA Board Members

The CWA welcomes two new members to the Board of Directors: Aaron Stevens of Climb Iowa and Candie Fisher Marketing Director for Eldorado Wall Company. The CWA announced a call for nominations late last fall to replenish the board after two of its founding members, Bob Richards and Rich Johnston, stepped aside. This round of recruitment ensures continuity in leadership while introducing some new perspectives to the CWA leadership team.

Aarons Stevens is currently the general manager and part owner of Climb Iowa, a mid-sized climbing gym in Des Moines, Iowa. Aaron has been a gym manager since 1999; starting at Ibex Climbing Gym in Blue Springs, Missouri. In 2007, he facilitated the building and development of Climb Iowa. Since opening the gym in November, 2008, Climb Iowa has seen an increase in all areas of its business with double digit revenue growth each year and more than doubling its membership.

In addition to wanting to give back to the climbing industry Aaron believes government regulation is looming for several states, including Iowa. He has experienced this regulation first hand in Missouri and would like to do his part to be sure it does not happen elsewhere. Government regulation will not help the sport of climbing and the local governments need to be educated about what we do to govern ourselves. Aaron stated on his application " Owner/operators of climbing facilities need to become united in the practices of running a climbing gym... without operators coming together, we will not be able to show that government regulations are not needed."

Candie Fisher is Marketing Director for Eldorado Wall Company and TRUBLUE Auto Belays. Candie has an MBA in Marketing and Finance from the University of Pittsburgh. She is an experienced leader with over sixteen years in B2B and B2C marketing, sales and management positions. She also has industry trade association experience, as the Director of Membership and Business Development for Outdoor Industry Association (a trade group of 2,000+ outdoor manufacturers and retailers) and previous board and committee experience. Candie has a strong set of skills and experiences that can make an impact in our industry and on the CWA Board. "I look forward to the opportunity to increase my involvement in the Climbing Wall Association and the industry... We need a coordinated effort to grow the sport of climbing and a spokesperson for the industry."

We welcome our two newest board members and wish them great success.

Insurance: Stratus is now Veracity

Veracity Insurance Solutions, LLC ("Veracity") announces the strategic acquisition of Stratus Insurance Services, Inc. With the integration of the Stratus group, Veracity has the ability to handle the entire spectrum of services, including programs ranging from simple startup, to the complex and well established.

"We are very excited about this opportunity to grow and provide more products and services to our customers," Veracity President Daryle Stafford says. "Stratus has a great history in the insurance industry and we are excited to bring that knowledge and experience to Veracity." The Veracity product line now includes complete Program Management Services, small business insurance, wholesale brokerage, vitamin and supplement insurance, outdoor recreation insurance and a host of specialty and general liability services.

Veracity operations haven't changed and Cameron Allen will still provide the same service and products for climbing gyms operations. <http://www.veracityinsurance.com>

Product News

New Book: Redpoint

Redpoint is the first in-depth book on redpoint and on-sight climbing devised to help climbers learn routes faster and with less effort so they can send in less time. Industry stalwart and CWA Board Member, Dan Hauge, lays out the process of learning and memorizing sequences, rests, and movement nuance faster so the reader can send harder routes in less time using less effort.

There's also an on-sight performance section to help climbers read routes from afar and tips on applying the process to bouldering. In addition, the book addresses the physical conditioning and emotional response elements pertinent to each type of climbing.

Topics include:

- Assessing your redpoint and on-sight skills, choosing a route, and practicing with learning burns,
- The best ways to use equipment and rope tricks for working routes,
- Tips for preparing mentally, physically, and emotionally.,

See many of the tactics and methods for redpoint and on-sight described in the book at work in the accompanying 30-minute DVD.

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