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# Lines: The CWA Newsletter

**Vol. 4, No. 5**

**November 12, 2008**

## Welcome

Dear Colleagues,

The holidays are fast approaching and the 2009 Climbing Wall Summit will be here before you know it. Pre-conference workshops will begin on April 30, 2009 and regular conference workshops will take place May 1st-3rd in beautiful Boulder, Colorado.

Registration for the conference will begin soon. You will be happy to hear that the Outlook Hotel has a new restaurant called Blue and Greens, and room rates have not increased this year.

We will announce the opening of registration, availability of workshop proposals, and exhibitors' prospectuses in a press release in the coming weeks. Conference attendees can reserve their rooms at the Boulder Outlook Hotel today for the special reduced conference rate.

In another important development, the CWA will be releasing a successor to the CWIG standards for public review shortly. The CWA's *General Specification for the Design and Engineering of Artificial Climbing Walls* is the result of years of work. Many who participated in the development of CWIG, participated in the development of these improved and updated standards.

We would like to thank the CWA Engineering Standards Committee for their hard work and persistent dedication to the task. Thanks to: Jeff Brewer, Brewer's Ledge; Dave Custer, MIT; Steve Holmes, Eldorado Wall Company; John Pinckney, Entre Prises USA; Nate Postma, Nicros; and Drew Sloss, Climb Nashville. Watch for a press release regarding the release of the draft standards for public review.

Bill Zimmermann,  
Executive Director

## **CWA announces 2009 Climbing Wall Summit dates**

Mark your calendars and book your flights. The 2009 Climbing Wall Summit will take place April 30-May 3, 2009 at the Boulder Outlook Hotel in Boulder, Colorado.

Last year the CWA brought you over 30 conference workshops and pre-conference workshops that focused on the current issues facing the climbing industry.

Workshops ranged from Rich Johnston's "Growing a Business" to Nate Postma's "Covering your Ass-ets." Darren Flagg led a workshop on strength training programs for climbing gyms and Chris Danielson discussed competition climbing in indoor gyms.

The CWA staff is confident that the 2009 Climbing Wall Summit will be an even greater success. In addition to generating new material for workshops, the staff is working hard to recruit quality presenters you have come to expect at the summit. An announcement for workshop proposals will be sent in the next few weeks.

If you have topics that you would like to see addressed, please contact Andrea Sutherland.

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## **Andy Malkiel: Climber, Chinook breeder, and newest member of the CWA Team**

Last month, the CWA hired a new Membership Coordinator, Andy Malkiel. Andy has worked in the outdoor industry since prehistoric times, before Goretex and before indoor climbing.

Malkiel has been involved in almost every aspect of the industry including retail, wholesale, sales rep, design, outdoor education, and most recently, as the owner of a specialty outdoor retail store and climbing wall in Estes Park, Colorado.

Malkiel has climbed for over twenty years. He has climbed at some of the country's first indoor climbing gyms during their rudimentary, rocks-glued-onto-plywood years.

In addition to climbing, Malkiel enjoys skiing, mountaineering, running and skijoring. His latest passion is raising Chinook dogs, which he'll need to help pull him along and carry his gear in the coming decades.

"[I am] looking forward to bringing [my] experience to the Climbing Wall Association," Malkiel stated. "[I look forward to] helping it grow, strengthening opportunities for its members, and to help its members reach their highest potential."

## **New Look for ClimbSmart! Posters**

Attention CWA members! Say goodbye to the old ClimbSmart stick figure and keep a look out for the new and improved ClimbSmart! Poster.

The CWA will mail every current member a copy of the new posters by the year's end. We hope this revamp will create greater awareness for smart, safe climbing in your facilities.

Special thanks to Stratus Insurance Services for helping to underwrite the cost of the redesign and production of the new poster.

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## **ABS 10 Local Bouldering Competition**

On Saturday, November 15, the Breckenridge Recreation Center will host its first ABS Bouldering Competition.

The competition will take place from 3-9pm and refreshments will be provided. All ages and abilities are welcome.

For more information, visit [townofbreckenridge.com](http://townofbreckenridge.com) or call (970) 547-4324.

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## **New on the Scene: High Altitude Leadership**

Chris Warner has a lot on his resume: climber, successful gym owner, educator, Emmy-nominated film maker, and now author.

High Altitude Leadership: What the World's Most Forbidding Peaks Teach us About Success, co-authored by Warner and scientist Don Schmincke, uses the perils of climbing some of the world's most treacherous mountains as an analogy for success in everyday business.

According to the book's website, "The renegade scientist and the mountaineer share first-person examples from major mountain climbing expeditions, interspersed with scenarios from boardrooms around the globe, to pinpoint the eight dangers that prevent people from reaching the highest levels of performance."

Climbers and business-owners alike will appreciate all the Warner and Schmincke have to offer.

David Callahan, Executive Editor of SmartCEO Magazine said, "[Warner] and Don Schmincke serve as outstanding guides for exploring what it takes to lead an organization into difficult and uncharted terrain. If you're an executive who searches for the occasional inspirational gut-check, this book is a must for your shelf."

To purchase or learn more about High Altitude Leadership, visit [highaltitudeleadership.com](http://highaltitudeleadership.com).

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## Member Profile: Rise Up Climbing

On September 27, Rise Up Climbing opened its doors. Located in Lynchburg, Virginia, the 7,000 square-foot facility boasts lead and top-rope climbing as well as a top-out bouldering section.

Gym owners Dan Hague and Leslie Riehl have over 40 years of combined climbing experience. Hague founded and led Sportrock Climbing Centers in the Washington D.C. area for its first 11 years and in that time, Sportrock grew to become the East Coast's largest climbing company.

During his tenure at Sportrock, Hague developed the successful Fast Forward Progression, a series of classes that helped thousands of Sportrock customers acquire climbing movement skills quickly and effectively. Through these classes and careful observation, he has spent the last 13 years evaluating how climbing is learned and has refined his instructional programs accordingly.

Hague, along with co-author Doug Hunter, wrote *The Self-Coached Climber* in which he reveals the many principles, tips, and tricks which make his instructional method so successful.

In 2005, Hague co-founded Climbing Wall Management, LLC, a consulting and training firm providing expert advice, counsel, and training to artificial climbing wall operators.

When asked why he decided to open a climbing gym, Hague replied, "It's what I do."

For more information on Rise Up Climbing visit [www.riseupclimbing.com](http://www.riseupclimbing.com).

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**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.