

# 2011 CLIMBING WALL SUMMIT



**May 11-15, 2011**  
University of Colorado Boulder  
University Memorial Center  
Boulder, Colorado

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## SCHEDULE

### THURSDAY, MAY 12

7:00 am – 5:00 pm	Conference Registration and Info Booth
8:00 am – 5:00 pm	Full Day Pre-Conference Workshops @ see Page 9
8:30 am – 12:00 pm	Morning Pre-Conference Workshops @ see Page 9
1:00 pm – 5:00 pm	Afternoon Pre-Conference Workshops @ see Page 11
7:00 pm – 8:00 pm	Welcome and Keynote Address
8:00 pm – 10:00 pm	Opening Sponsor's Reception in Exhibit Hall

### FRIDAY, MAY 13

7:00 am - 12:00 pm	Conference Registration and Info Booth
9:00 am - 10:00 am	Opening Plenary
10:15 am - 11:45 am	Workshop Sessions
11:45 am - 1:15 pm	Lunch on your own @ see page 29
1:15 pm - 2:45 pm	Workshop Sessions
3:00 pm - 4:30 pm	Workshop Sessions
4:30 pm - 6:00 pm	Announcements & Happy Hour in Exhibit Hall
7:00 pm - 10:00 pm	Party @ The Spot Bouldering Gym

### SATURDAY, MAY 14

9:00 am - 10:30 am	Workshop Sessions
10:45 am - 12:15 pm	Plenary Session: Mock Trial
12:15 pm - 1:45 pm	Lunch on your own @ see page 29
1:45 pm - 3:15 pm	Workshop Sessions
3:30 pm - 5:00 pm	Workshop Sessions
5:00 pm - 6:00 pm	Announcements & Happy Hour in Exhibit Hall
6:00 pm - 8:00 pm	Tapas @ Boulder Outlook Hotel Panorama Room

### SUNDAY, MAY 15

9:00 am - 10:30 am	Workshop Sessions
10:45 am - 12:00 pm	Closing and Raffle – Be Present to Win

*All programs are at University Memorial Center on University of Colorado campus, unless stated otherwise.*

*Detailed schedule on center spread, pages 20 & 21.*

## WELCOME



Dear Colleagues,

Welcome to the fifth annual Climbing Wall Summit!

Thank you for attending our conference. We've designed this conference as a professional development resource for you. We are committed to providing you with an event focused on your needs with an eye to developing a strong and healthy professional climbing community.

Please thank our outstanding sponsors and exhibitors, without all of them this conference would be much more expensive to attend. Take advantage of your opportunity to meet the equipment suppliers, wall builders, and service providers in the exhibit hall – they lead by example and deserve your support. Complimentary coffee service, provided by Aragon Elastomers, will be offered in the exhibit hall throughout the conference.

We have some interesting new content this year: CWA climbing wall instructor certification, instructor provider certification, climbing wall manager training, website content management, programming for non-commercial gyms, social media and analyzing an income statement. We have also brought back many of our most popular expert faculty to present on a variety of topics such as law, equipment, and business development.

As the Summit continues to evolve, our goal is steadfast: provide participants with a constructive forum for collaboration, learning, networking, and building good relationships in the climbing industry. We hope you take advantage of this opportunity to meet your colleagues, share your ideas, ask your questions, and reconnect with your love of climbing.

As always, we welcome your feedback and look forward to your ideas on how to make next year's conference even better.

Welcome to Boulder!

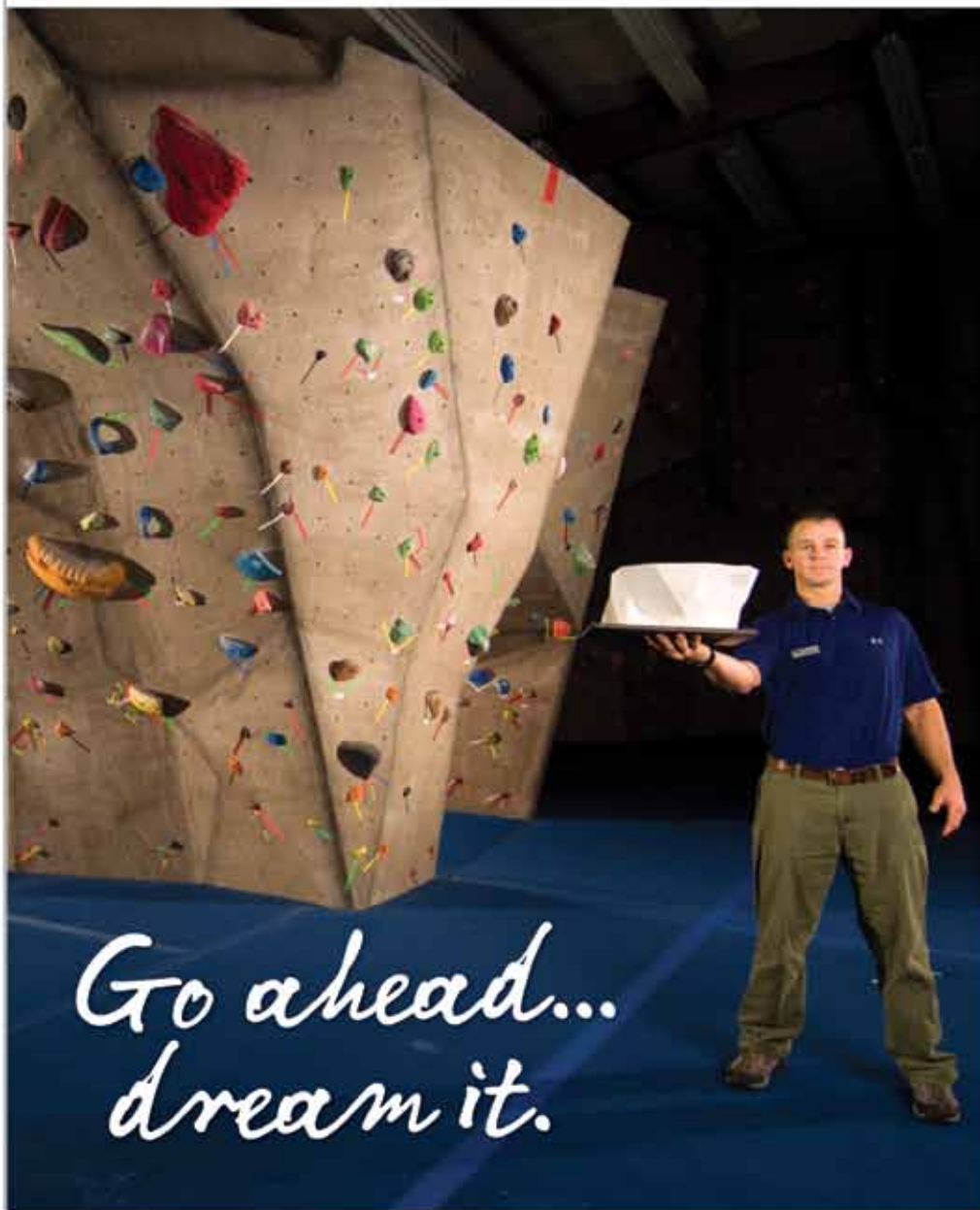
Warm Regards,

Three handwritten signatures in black ink. From left to right: Bill Zimmermann, Justina Thorsen, and Scott Gordon. The signatures are fluid and cursive.

Bill Zimmermann, Justina Thorsen, Scott Gordon *Conference Organizers*

# ELDORADO CLIMBING WALLS

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## ABOUT THE CLIMBING WALL ASSOCIATION

The Climbing Wall Association (CWA) is the only trade association addressing the specific 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.

The CWA is the standard setting organization for the manufactured climbing wall industry and develops and maintains standards for the design, engineering and inspection of climbing walls, the operation of climbing wall facilities and the certification of climbing wall instructors. The CWA also offers training and professional development for the staff of climbing gyms, risk management consulting for member organizations, an annual conference, and other services.

The CWA serves climbing facilities, equipment suppliers, climbing wall builders, and others involved in the climbing wall industry. The CWA relies upon the active support of members to renew annually. Benefits of membership include the typical benefits of trade association membership, including access to a number of insurance programs including general liability, workers compensation and med pay insurance.

Today, the CWA serves over 400 member companies employing thousands of industry professionals some of whom serve as CWA volunteers. Please consider supporting us in our work by joining the CWA today. You may find more information about the CWA at our website at [www.climbingwallindustry.org](http://www.climbingwallindustry.org).

*CWA – Together we're stronger!*

## CWA BOARD OF DIRECTORS



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## KEYNOTE ADDRESS: The Art of War

**C**limbing and business are competitions. But what do you do when you are outgunned? How do you succeed when you are smaller, weaker and have fewer resources than your rival? How do you succeed when you face seemingly insurmountable challenges?

Three years ago I began an ad-hoc speed solo race on a three-pitch ice climb near my home in Redstone, Colorado. My opponent was Josh Wharton, perhaps America's best and most proficient alpinist and all-around climber. Wharton was also decades younger than me, stronger, and as I quickly found out, despite his easy-going demeanor, in possession of a killer competitive mindset.

Despite my disadvantages, I figured I could still easily beat him. The climb was in my backyard and I had done it dozens of times. Wharton lived over an hour away and had never done the climb. My climb, my turf. Game over.

I was shocked when he rolled in and blew me away. Clearly, I had underestimated the competition. Though initially discouraged, I resolved to try harder and, since I could never be stronger than Wharton, to beat him by developing special equipment, techniques and secret tactics.

I was shocked again when—inventing his own gear and using secret techniques and tactics—he beat me again. And again. We competed for over two years, with him always ahead of me, until finally I was ready for the ultimate showdown, where I would muster everything I had in a last-shot bid to beat him at all costs.

Publishing *Rock and Ice* is like that race at-all-costs race with Wharton. For over a decade, our small staff with limited resources has gone against publishers who were better funded and, in all regards except a few, had decisive advantages.

Yet time and again we succeeded by using our few advantages—our ingenuity and dedication—and pitted them against our competitor's weaknesses, to come out on top. If we can do it, so can you.



**Duane Raleigh** is the president of Big Stone Publishing, and publisher and editor in chief of *Rock and Ice* and *Trail Runner* magazines, located in Carbondale, Colorado.

Raleigh started climbing in 1973, on the granite outcrops of the Wichita and Quartz Mountains in southwestern Oklahoma, and dropped out of the University of Oklahoma in 1981 to live the climbing life, starting in Yosemite. He made the first solo ascent of *Zenyatta Mondatta* on El Cap and with his wife Lisa, holds the speed record for the Titan in the Fisher Towers of Utah, set 15 years ago. In 1990, he became the equipment editor for *Climbing* magazine, his first real job outside roofing, working on oil rigs and splitting cordwood. In 1998 he advanced to publisher of *Climbing*, then, in 2002, was a founding partner of the start up Big Stone Publishing, which today produces two print magazines, two websites, videos and employs 15, mostly climbers. Raleigh has written four books and won a 1998 National Outdoor Book Award. He lives with wife Lisa and two daughters, in Redstone, Colorado.

## OPENING SPONSOR RECEPTION

Thursday 8:00-10:00 pm

Please join us for an opening reception to honor the 26 sponsors, exhibitors and facility partners that have delivered strong support for the 2011 Climbing Wall Summit. Immediately following Dwayne Raleigh's keynote address, meet and mingle with industry leaders—vendors and peers alike. We'll provide light tapas and a variety of beers from 8:00 pm until the facility closes at 10:00 pm. Please take the time to enjoy free hors d'oeuvres and your first drink on us as you take the time to thank our many sponsors.

Sponsors have pledged their support for the CWA in a variety of ways including generous donations made by **Eldorado Climbing Walls, Walltopia Climbing Walls, Spectrum Sports, Petzl America, Blue Water Ropes, Climbfind, Entre Prises, Great Trango Holdings, Nicros, Inc.** and **Rockwerx**.

For the fifth year in a row, **Stratus Insurance Services**, has provided scholarships for conference attendees who would otherwise be unable to attend.

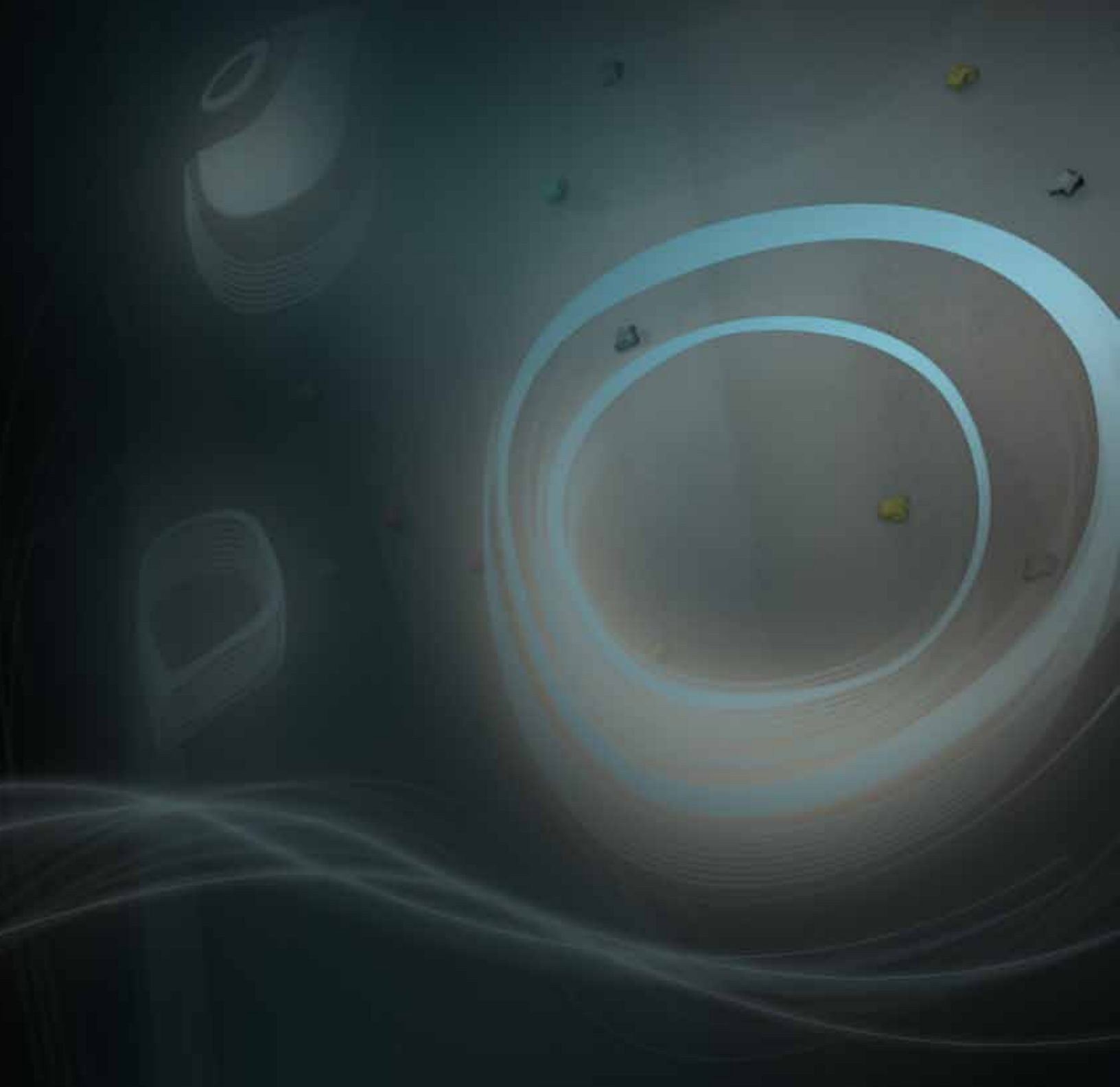
Exhibitors at this year's Summit include **Air Pear, Asana Climbing, BlocX, Brewer's Ledge, Evolv, Five Ten, Liberty Mountain, Perfect Descent, Rock Candy Holds, Rock On, So iLL Holds** and **Sterling Ropes**.

The CWA can provide the quality pre-conference workshops only with support of facility partners like **Movement Climbing and Fitness** and **The Spot Bouldering Gym**.

Of course, mornings would be dull and slow without the support of our coffee sponsor **Aragon Elastomers**.

The CWA would like to extend a big thank you to all of our sponsors, exhibitors and facility partners. These companies are leaders in the climbing industry and without their generosity and support events like this would not exist.





**WALLTOPIA**

**Taking you to Space**

## PRE CONFERENCE WORKSHOP DESCRIPTIONS 2011

### CLIMBING WALL MANAGER TRAINING PROGRAM (2-DAY)

Jason Noble, Dave Schwab & Pat Mackin

**Wednesday and Thursday May 11&12th. 9:00am-6:00pm.**

**Movement Climbing & Fitness. 2845 Valmont Road, Boulder, CO 80301 (Map page 38)**

The “Climbing Wall Manager Training Program” is endorsed by the CWA as a pilot and is modeled after Vertical Endeavor’s R.O.P.E.S. Training program refined over sixteen years. The CWA Industry Practices serves as the sourcebook for the CWMTP. This course is designed for anyone interested in becoming a certified climbing wall instructor and operating an indoor climbing facility. The entire training is approximately sixteen hours. Part 1 (Wednesday) covers the Climbing Wall Instructor Certification Course and is designed for instructors working directly with patrons. Part 2 (Thursday) addresses operations needs of a climbing facility manager.

*Pre-requisites, certification standards and other information about the CWA certification can be found at:  
<http://www.climbingwallindustry.org/certificationstandards.php>*

### CLIMBING WALL INSTRUCTOR CERTIFICATION

Casey Newman

**Thursday May 12th. 8:00am-5:00pm.**

**Movement Climbing & Fitness. 2845 Valmont Road, Boulder, CO 80301 (Map page 38)**

This 8-hour course will address the basic technical skills necessary to instruct at a climbing facility. Workshop topics: equipment and facility inspection, client orientation and instruction, top rope skills, lead skills, bouldering and spotting, and emergency procedures. It also address teaching basic climbing skills including movement, belaying with both passive and mechanical assist belay devices, bouldering and spotting techniques.

The CWA Climbing Wall Instructor Certification Course is designed to be integrated into a gym’s existing staff training program if the owner operator qualifies as a provider. Originally developed in cooperation with AMGA, the program is now independent of AMGA and administered by the CWA and qualified partners.

*Pre-requisites, certification standards and other information about the course can be found here:  
<http://www.climbingwallindustry.org/certificationstandards.php>*

### CLIMBING WALL INSTRUCTOR CERTIFICATION PROGRAM PROVIDER COURSE

Pat Mackin

**Thursday May 12th. 8:00am-5:00pm**

**The Spot Bouldering Gym. 3240 Prairie Avenue, Boulder, CO 80301 (Map page 38)**

This training will provide an overview for the CWA Climbing Wall Instructor Certification Program for prospective instructor pool members. It is intended that as the program evolves, this training will also serve as continuing education option for instructor pool members.

This training will review the program policy manual, the CWA Industry Practices, the student manual and curricula and general course flow. A portion of the training will be spent in scenarios to develop provider skills in consistent nationwide delivery of course content, fair student evaluation, providing effective student feedback, risk management, and in discussing the consensus pass/fail standards.

*Pre-requisites and other information about the course can be found here:  
[http://www.climbingwallindustry.org/cws\\_pre\\_provider\\_11.php](http://www.climbingwallindustry.org/cws_pre_provider_11.php)*

## PERSONAL PROTECTIVE EQUIPMENT MANAGEMENT

Rick Vance

**Thursday May 12th. 8:30am-5:00pm**  
**UMC room 285, University of Colorado (Map page 39)**

This course summarizes personal protective equipment inspection. Workshop participants will learn Petzl's recommendations for care, maintenance, and inspection of life safety equipment. The program covers practical techniques and procedures required to conduct thorough examinations, produce inspection reports, and specify corrective action when needed. Considerations for creating a thorough life safety equipment management system and inspection regime will also be covered.

## CLIMBING GYM START-UP

Cort Gariepy

**Thursday May 12th. 9:00am-4:30pm**  
**UMC room 235, University of Colorado (Map page 39)**

This workshop is designed for anyone interested in opening or expanding a climbing gym. Begin with discussion of the business plan document - what should be included and not included. Learn the process of analyzing area demographics to determine what size climbing gym is optimal for a specific market. Next, discuss raising capital and developing a financial model for the business including start-up capital requirements, and income & operating expenses. Conclude by going over the construction process including real estate, zoning, architecture, engineering, and climbing wall design & construction. During the lunch break take behind-the-scenes tour of the newly completed Movement Climbing & Fitness. Lunch is provided.

## BUILDING MOVEMENT: EFFECTIVELY FORCING MOVEMENT

Chris Danielson

**Thursday May 12th. 9:00am-4:30pm**  
**Movement Climbing & Fitness. 2845 Valmont Road, Boulder, CO 80301 (Map page 38)**

How do you force a drop-knee, rose move, or heel-hook? How about more complicated moves such as a double-clutch dyno, mantle, or the infamous moon kick? What is a "workaround" or a "reverse catch"? "Building Movement" workshops grow your understanding of how we create climbing itself, and explore the challenges of the problem-solving aspect of route building. This full-day workshop will be most beneficial to those who have experience in commercial and competition routesetting, and are interested improving their own understanding of climbing mechanics and how to translate that knowledge to forcing movement on the wall.

In this specific workshop we will spend a portion of the time in a lecture and discussion format, considering different ideas, methods, and questions about route creation and brainstorming climbing sequences. The majority of the workshop will be hands-on, with participants having the opportunity to create boulder problems, climb, and work together to provide feedback and assess their work based on previously discussed ideas and goals.

## CLIMBING WALL PROGRAM DESIGN AND DEVELOPMENT

Heather Reynolds

**Thursday May 12th. 8:30am-noon**  
**UMC room 289, University of Colorado (Map page 39)**

This workshop will examine not only what you do, but why you do it. We will discuss developing engagement and buy in on the part of your customers. We will also discuss how to communicate your values to your customers and to your staff effectively so that there is alignment between the why of your business and your programming outcomes.

## **PARTICIPATION AGREEMENTS: WHAT YOU SHOULD KNOW ABOUT YOUR CONTRACTS**

**Charles (Reb) Gregg**

**Thursday May 12th. 1:00pm-4:30pm**

**UMC room 289, University of Colorado (Map page 39)**

We will explore the essential elements of your participation agreement including any “release” language, from title to signature and, using current case law as a guide, consider reliable strategies for protecting your program from the claims of climbers and others. Willing participants in this interactive session are encouraged to bring their agreements to the seminar for review and discussion.

## **LIFE OF A CLIMBING WALL: FROM DESIGN TO EXECUTION**

**Jerad Wells**

**Thursday May 12th. 1:00pm-5:00pm**

**Eldorado Climbing Walls. 1835 38th St, Boulder CO 80301**

This workshop will take you through the life of a climbing wall, from dream to reality. Join Eldorado Climbing Walls for a look at climbing walls from design to execution. You’ll meet with our Design Director for a discussion of climbing wall design, then get a better understanding of the manufacturing and installation process with a behind the scenes tour of our facilities.



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**PETZL**

## OPENING PLENARY SESSION: Welcome to the Kitchen

Join CWA Board chair and conference emcee, Casey Newman for a taste of what's new at the 2011 Climbing Wall Summit this year's Summit. Learn which workshops are must-see for your needs, and how you can meet colleagues to help further your business.

Which ingredients may have the greatest influence in the climbing wall industry over the next few years? How does the new Certification Program affect your recipe for success? The climbing wall industry has evolved in last decade. Is it now time for collaborative efforts to grow-the-pie so each slice is bigger?

## CONCURRENT WORKSHOPS: FRIDAY

### BELAYING – DON'T GET DROPPED!

**Bob Richards, Rick Vance, Kolin Powick**

Join Petzl and Black Diamond to discuss manufacturer's recommendations for use of common belay devices including the ATC and new Grigri 2. We will discuss "duty to notify" protocols that may aid risk management efforts and will lead a group discussion on best practices for duty to notify and facility supervision. The objectives for this session are: learn the manufacturer's recommendations for use of common belay devices; learn protocols for notifying customers about gym use so as to minimize legal risks; discuss "best practices" among group participants. This is NOT a session on "how to" conduct a belay check.

### GROUPON & DEAL OF THE DAY WEBSITES

**Chris O'Connell**

Groupon is a deal-of-the-day website localized to specific geographic markets. Discuss how Groupon or similar services might help or hurt your climbing facility. We will share our experiences, both successes and failures, after 18 months of working with Groupon. We will also look at the industry as a whole and point out other strategies and examples from other companies. Finally, we will open up the session for discussion of these new social media driven programs.

### INSURANCE PROTECTIONS AND PITFALLS: WHAT EXACTLY IS COVERED?

**Daniel Hale, Cameron Allen**

This workshop will review the major coverage areas, limitations and exclusions within the CWA group general liability policy. Presentation will include information about planning for policy renewals, providing certificates of insurance, and how to handle day to day coverage issues. Discussion will conclude with a review of other policies which members may want to consider such as employment practices, workers comp, property insurance, cyber liability insurance, and directors and officers insurance. Open discussion will be welcome.

### MAKING AND IMPACT WITH MOBILE TECHNOLOGY AND MARKETING

**Jonathon Kresner**

Personal computing and information access is moving more and more onto mobile devices like the iPhone, Blackberry, Android phones and now the iPad. Utilizing mobile channels is as important now as it was to put a website up when the internet came about. This hands-on session will take you through the mobile landscape including an introduction to emerging mobile technologies like GPS, phone cameras, interactive maps, augmented reality and how these technologies affect your product sales. We will review how your website looks on different mobile phones, discuss how to use mobile social media to contact and engage your customers, explore and understand the global 'Foursquaer' phenomenon and finish off with empowering your community to interact with each other on Climbfind Mobile. Bring your phone!

## MARKETING YOUR CLIMBING WALL

**Jerad Wells**

Join this interactive session to gain ideas for programming, marketing and increasing revenue from your climbing wall. Together with attendees, we'll share tips for attracting new climbers, retaining existing climbers and increasing revenue per climber by targeting different demographics and incorporating multiple marketing channels.

## POP CULTURE & THE CLIMBING INDUSTRY: WHAT DOES IT SAY ABOUT US?

**Mike Anderson**

Pop Culture and Social Media have changed the way we view every aspect of the world. As we integrate climbing—once an adventure sport for the crazy—into cruise ships, reality shows and amusement parks, are we opening ourselves and our industry up to undue and unfair scrutiny? Is the perception of climbers, rock climbing, climbing gyms, and big mountain adventures helping us or hurting us? In this session we will examine a wide variety of news media, TV, film, and of course the Internet! By the end, you will be laughing, crying and taking a second look at everything you, your staff and more importantly, what your guests post about you!

## RESCUE: BEYOND GRAVITY AND LADDERS

**Ed Crothers**

While rare, situations can arise on a climbing wall where a customer needs immediate assistance and a fast response is required. Waiting for gravity to resolve the issue or using a ladder to deal with what could be a complex and hazardous operation can be less than desirable. This workshop will look at a basic rescue technique, using simple tools, that provides options for dealing with Black Swan events. Also, we will be looking at the concept of “Relative Worst Case Event” and how it can be used as a risk management tool to identify and mitigate hazards in a climbing facility. This workshop is intended for instructors working at a climbing facility and individuals responsible for staff training and risk management.

## STAFF DEVELOPMENT IS BUSINESS DEVELOPMENT

**Bryan Pletta**

This facilitated group discussion will explore industry best practices for obtaining the best candidates for your team and developing them into their maximum potential. The group will cover structured hiring processes, techniques and material for initial staff training as well as ongoing coaching and follow up in the performance review process. Bryan will present what has worked and what has not worked during his past thirteen years of management experience. Group discussion and exchange of ideas on the subject will be encouraged.

## SUCCESSFUL PROGRAMMING FOR NON-COMMERCIAL CLIMBING GYMS

**Chad Failla & Peter Julia**

This workshop focuses on successful programs and operations for Non-Commercial climbing gyms or walls geared toward non-profit organizations such as athletic clubs, YMCAs, and universities. This workshop is based upon the successful programming used at the Multnomah Athletic Club (MAC) in Portland, Oregon. The MAC's classes, camps, and operations structure will be presented as a platform for discussion. After presenting the program, the floor will be opened up in a friendly forum environment where participants can discuss how to implement some of these programs in other climbing gyms, and allow those in attendance to voice some of their challenges and successes as a non-commercial climbing facility.



# Elevate Your Instruction

Use the CWA Instructor Certification Program to consistently train staff and attract new revenue

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Sunday 9:00 am room 247

[www.climbingwallindustry.org/certification.php](http://www.climbingwallindustry.org/certification.php)

## TRENDING UPWARDS

Ivaylo Penchev, Travis Mashin

The workshop is dedicated to the explanation of the overall climbing industry development as well as its predictable future and how to manage it. The goal is to explore the opportunities offered by every stage of industry development and to take advantage of them. The workshop will also try to explain new and coming trends and how a climbing gym can benefit from keeping up with the latest gym “fashion”.

## WHAT'S IN THE BOX? – THINGS TO ASK YOUR WALL DESIGNER

Jeremy Peet & Timy Fairfield

Shopping for a climbing wall? The rules of caveat emptor prevail in this fiercely competitive industry. With wall manufacturers using all means to attract potential buyers how much do you know to ensure you are buying what you need? What questions do you need to ask your wall designer to ensure you'll be getting a wall and facility that will meet your business ambitions; from business planning and feasibility studies to installation methods, customization vs. mass production, modularity, surfaces and substructure types, engineering standards, safety and flooring systems, resale value, warranties, after sale services operation or startup support? This presentation will explain the process from first meeting to wall handover and equip prospective buyers with invaluable tools to ensure they know exactly what they are buying and at what price.

## WICKED GOOD ROPE SEMINAR

Carolyn Brodsky

This workshop will discuss how rope is made and specifically how it is made for longevity in the gym. There will be an overview of rope construction, rope testing, impact forces and elongation. Samples of various dynamic, low elongation and static ropes will be shown and when to use which type will be discussed. We will look at how to set up top ropes to improve longevity and what elements in a gym might reduce rope life. In addition, we will show how to take care of ropes in your gym - how to properly inspect, cut and label ropes, how to avoid sheath slippage, how to “fix” ropes with sheath slippage, and even how to wash your ropes.

## CONCURRENT WORKSHOPS: SATURDAY

### MOCK TRIAL PLENARY SESSION

Reb Gregg

A Mock Trial is a staged or imitation trial. Mock trials simulate lower-court trials and require active audience involvement in a hypothetical trial situation. Reb Gregg, an attorney from Houston, Texas will open with a summary of the legal issues in question in this case, then demonstrate the proceedings.

The subject of this mock trial will be a bouldering fall, the risks of which were enlarged, the Plaintiff claims, by the negligence of a staff member including a failure to screen for appropriate skills. The gym claims the climber lied about his novice status. We will begin with a brief overview of the law of negligence and its defenses, and move to the direct and cross examination of the gym representative. Following the testimony and summary by the lawyers (who may be recognized by some), the audience will be asked to break into “mini juries” to answer the question: does the gym pay?

We will close with a discussion of why we believe the gym should pay, or not, and review the outcome of a recently reported case with similar facts. You will learn firsthand how civil suits work inside the courtroom.

### ANALYZING A REAL WORLD INCOME STATEMENT

Rich Johnston

This workshop gives a management overview of how to read an income statement. An Income Statement is a standard financial document that summarizes a company's revenue and expenses for a specific period of time, usually one month, one quarter, or the entire fiscal year. It is important that company managers be able to read and understand this document in order to understand the company's financial condition.

### **AUTO BELAY PANEL DISCUSSION: CURRENT ISSUES, TRENDS AND TECHNOLOGY**

**Eric Olson, Jerad Wells,  
Cody Sorenson, Ronnie Naranjo**

The industry auto belay panel discussion will provide attendees with a one stop look at all auto belay options on the market. Moderated by Eric Olson of Adventure Rock, the panel will answer questions about the different auto belay braking technologies and products: hydraulic, brake pad and magnetic braking. Learn about the various auto belay devices in this interactive panel session, which will include manufacturer representatives from Perfect Descent, Spectrum Sports and TruBlue.

### **BUILDING SUCCESS IN A 5.15 WORLD: REACHING NEW HEIGHTS WITH YOUR BUSINESS**

**Noal Ronken**

This workshop will focus on the operational side of the climbing gym industry. Noal will present ideas on how to increase sales and traffic in your facility. What is your basic perception of success in a climbing gym and is it serving you? Topics will include understanding your customer, programs, the employee connection and gym environment. This workshop will conclude with a facilitated question and answer session.

### **BUSINESS PLANS TO RAISE MONEY**

**Bob Richards**

Discuss creating a business plan for funding a gym operation or expanding to multiple locations, including discussion of real estate transactions. We will discuss the CWA white paper on creating business plans to raise funds for a climbing facility or expanding to multiple locations. The objectives of this workshop are: learn basic structure for creating a plan for raising funds; learn do's and don'ts of plan creation; determining who should write the plan; identify basic resources for plan creation; and identifying considerations for expanding to multiple locations, including real estate transactions. The basis of the discussion will be the new White Paper on Business Plans available from the CWA website.

### **CLIMBING GEAR WEAR & TEAR Q&A**

**Kolin Powick**

Open forum discussion highlighting the most commonly asked questions as it pertains to climbing gear: How long will gear last? Does dropping a carabiner weaken it? Are Nylon or Spectra slings stronger? How much does a knot weaken the rope? Come prepared with your questions!

### **CLIMBING GYM MANAGEMENT SOFTWARE – DIGITAL AGREEMENTS**

**Andy Laakman**

Rock Gym Pro (RGP) has quickly become the industry standard software application for managing a commercial climbing center. Over 125 facilities are currently using RGP to manage their front desk, check in, retail, and monthly billing. This workshop will focus specifically on the new paperless waiver system. Legalities and operational impacts of digital waivers and digital signatures will be discussed.



**SETTING THE STANDARD**

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## CURRENT TRENDS IN FLOORING: RISK MANAGEMENT & FLOOR SYSTEMS

**Mike Palmer, Jamey Sproull & Timy Fairfield**

This workshop will include a panel presentation and discussion on the Current Trends in Gym Flooring. This workshop is geared towards helping new and current gym owners develop a better understanding of Risk Management and how your floor design can minimize injuries for your customers. Come learn about the importance of Pre-Construction Planning and not leaving your landing surface design and budget for last. We will discuss the history and evolution of climbing gym floors and get a glimpse of what the future holds for floor systems and how we can keep our customers safe.

## LEARNING STYLES

**David Schwab**

This presentation will outline the various learning styles, multiple intelligences and sensory perceptions that students use to process and organize information. It will focus on the best models to teach and convey information to students by using appropriate teaching methods and the teaching pattern. A review of Maslow's Hierarchy of Needs and Bloom's Taxonomy and how they relate to teaching rock climbing will take place. A discussion of the twelve part lesson plan (intro/body/conclusion) with an emphasis on customer service will play an integral role in the presentation.

## PERSONAL PROTECTIVE EQUIPMENT- INSPECTION AND TRACKING

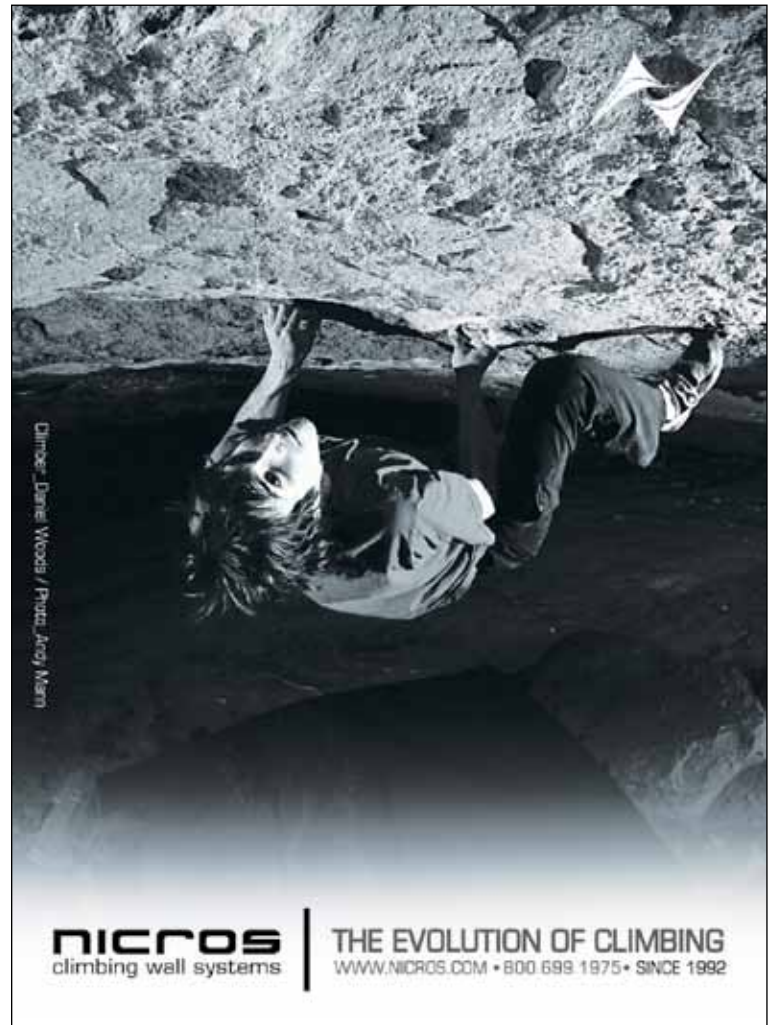
**Rick Vance & Tom Adams**

This workshop will provide a basic framework for monitoring and maintenance specific to PPE typically used in climbing gyms. Workshop participants will learn manufacturer's recommendations for care, maintenance, and inspection of life safety equipment specific to climbing gyms and training organizations. The course will cover basic skills and procedures for conducting equipment examinations, and producing inspection reports. Considerations for creating a thorough life safety equipment management system and inspection regime will also be covered.

## SO YOU WANT TO BE AN EXPERT WITNESS: HOW ATTORNEYS ATTEMPT TO PIN YOU DOWN

**Robert Angell**

The sport of climbing involves risk and climbing injuries can be caused by many factors: equipment misuse, improper technique, inadequate instruction or supervision, and horseplay. When something goes wrong and litigation results, attorneys rely heavily on expert testimony to prove their case. Experienced climbing wall builders, operators, and instructors may be called upon to serve as expert witnesses – a potentially lucrative but sometimes disconcerting experience. Not everyone is qualified to be an expert witness, yet there's no barrier to claiming expert status. See first-hand the deposition process what it is like to testify under oath. Learn the pitfalls and traps for the inexperienced or unwary. And who might make a good expert and who might not. This workshop will answer the questions: "Can they really ask me that?" and "Do I really want to do this?"



## TEAMBUILDING 101

**Dana Caracciolo**

Offering a well constructed teambuilding program can not only give customers more options but also add value to your business. Teambuilding packages are attractive because they are more than recreation – they are an investment in development. Furthermore, as recreational entities, the majority of traffic through a climbing facility is after work/school or on weekends. By offering a comprehensive teambuilding program you can generate business during those not so profitable hours. This workshop is broken down into two main components. The first explores the business aspect of running a successful teambuilding program: targeting populations, marketing your programs and creating partnerships. The second will focus on program development and operations: case studies, sample program agendas and adapting your facility

## UPS AND DOWNS OF AUTO BELAYS

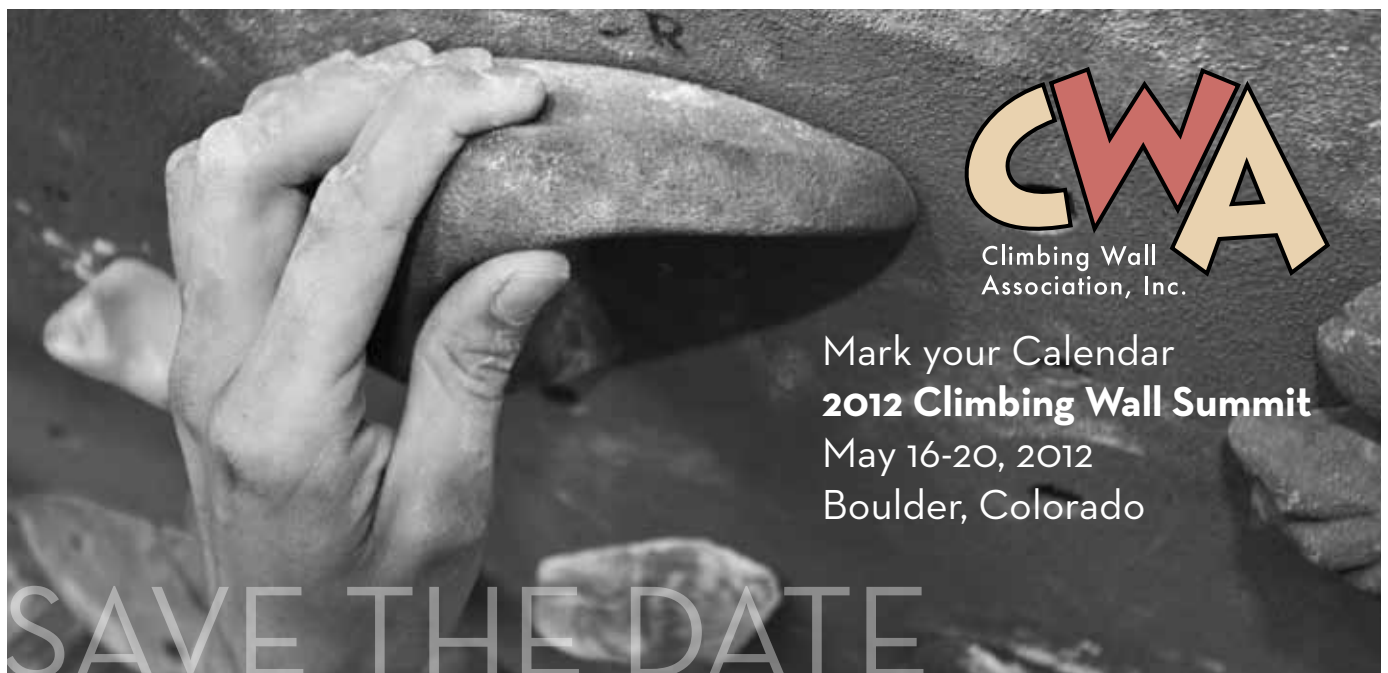
**Craig Burzynski & Eric Olsen**


The goal of this workshop is to discuss the pros and cons of auto belays for climbing facilities. Topics of discussion will center around the use of auto belays for programming, their maintenance, cost, risk management, recalls and their impact on the “heritage of the sport”. This workshop will be beneficial to facility operators that are thinking about auto belays, currently have auto belays and for folks that think they are an abomination and should never be used in any self respecting climbing facility.

## WEBSITE CONTENT MANAGEMENT WITH MOJOMOTOR

**Ray Snead**

MojoMotor is a simple, lightweight content management system (CMS) and publishing engine. The publishing engine lets you or your staff keep your site’s content fresh without the need to write HTML or CSS. Mojomotor is not a blogging platform pressed into service as a CMS, it was designed as a general purpose CMS from the ground up. MojoMotor embeds directly into your existing site, allowing you to edit and manage your content without having to log into a separate control panel. Your site \*is\* the control panel. Editing happens directly in your pages. MojoMotor pages are standard HTML pages, so any design can be integrated and imported into the system. You or your vendor can design first, then import effortlessly into MojoMotor. Pages are managed via a drag-and-drop interface, allowing you to easily and quickly create new pages and change page relationships and page hierarchy. The platform can be extended to add a blog or an RSS feed, integrate e-commerce, add access to your site for members, etc. Finally, if you outgrow MojoMotor there is an easy upgrade path to a full featured CMS called ExpressionEngine.





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## CONCURRENT WORKSHOPS: SUNDAY

### CWA CERTIFICATION OVERVIEW & ROUNDTABLE

#### Bill Zimmermann

Please join us for in an informal discussion about the new Certification Program and the CWA's projects for the coming year. The mission of the Climbing Wall Association is ambitious for a small trade association. Now seven years old, we have accomplished a lot in a relatively short period of time: founding of a successful conference, lobbying and regulatory intervention in a number of states, creating and maintaining insurance programs, and publication of a comprehensive set of specifications and practices for climbing wall operators. So what's next? Provide you input and influence our plans. We welcome the rare opportunity to field your questions and address your interests face-to-face in open conversation.

### FOCUS GROUP: GROWING THE PIE

#### Scott Gordon

The Climbing Industry is at a cross roads: use resources to compete with each other for shares of the same small pie, or set out to grow the pie so each slice is larger. Climbing facilities—like gyms, fitness clubs and university rec centers—are the key to growth. They are the gateway for new climbers can be first to reap financial rewards from growth. This work shop will include facilitated brainstorming to answer two key questions: What can we do as an industry to create growth? How can one business grow the pie locally? Come with pen, paper and your sleeves rolled-up.

### HIGHBALLS, TOP OUTS, SLACK LINES AND CRAZY STUFF

#### Casey Newman

This roundtable style panel discussion addresses the “trends” of top out and highball bouldering, slack lines, tunnels, slides, black light and dyno comps, swings and any other “alternative” venues, apparatus, or activities that are increasingly appearing in modern climbing gyms. A mixed panel of industry experts will discuss a number of relevant questions, such as...

- Are all or some of these things increasing trends that will be a part of the future of the sport, or just a passing fad?
- Either way, do they have a legitimate place in a climbing gym?
- Are they an added or unnecessary risk? If so, are they worth it?
- What's next on the horizon of wacky, out of the box climbing activities?

These and other questions will be kicked around in an open forum with the panel. Audience participation will be welcomed and will be a key in exploring the origins, philosophy, cost, risks and benefits, and possible future of alternative styles and activities in the climbing gym industry.

### SOCIAL MEDIA

#### Jon Lachelt

Virtually every climbing gym has as one of its goals to support the local climbing community, or more likely, to be the center of that climbing community. What is a community without social interactions? And where are a majority of your customers interacting these days? In social media! Are you taking full advantage of these tools that are perfectly suited to help you achieve your goals? Social media are main-stream, and many small businesses are already using social media to some extent but most could be using them more effectively. In this workshop we will discuss why social media are not only an effective marketing tool for climbing gyms, but are particularly valuable for helping to build community. We will discuss how to create an effective social media strategy and how to implement it. We will also discuss how to use the primary social media channels most effectively, and hopefully introduce you to some channels you may not be familiar with yet.

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## 2011 CLIMBING WALL SUMMIT | BOULDER, COLORADO | MAY 11TH-15TH

## THURSDAY MAY 12

	ROOM 235	ROOM 247	ROOM 289	ROOM 208
7:00-8:00 pm	<b>Keynote Address</b> <i>Room 235 @ UMC</i>			
8:00-10:00 pm	<b>Opening Sponsors' Reception with Tapas and Beer</b> <i>Exhibit Hall in Glenn Miller Ballroom @ UMC</i>			

## FRIDAY, MAY 13

	ROOM 235	ROOM 247	ROOM 289	ROOM 208
9:00-10:00	<b>Opening Plenary</b> <i>Room 235 @ UMC</i>			
10:15-11:45	<b>Climbing Gear</b> Wear & Tear, Q&A  <i>Kolin Powick</i>	<b>Trending Upwards</b> The wide vision of the climbing business  <i>Ivaylo Penchev</i> <i>Travis Mashin</i>	<b>Insurance Protections &amp; Pitfalls:</b> What exactly is covered?  <i>Daniel Hale</i> <i>Cameron Allen</i>	<b>Groupon and "deal-of-the-day" Web Sites</b>  <i>Chris O'Connell</i>
11:45-1:15	Lunch on your own. Taste of Boulder on Page 29.			
1:15-2:45	<b>Belaying: Don't get dropped!</b>  <i>Bob Richards</i> <i>Rick Vance</i> <i>Kolin Powick</i>	<b>ClimbFind: Making an IMPACT with Mobile Technology &amp; Marketing</b>  <i>Jonathon Kresner</i>	<b>Marketing Your Climbing Wall</b>  <i>Jared Wells</i>	<b>Successful Programming for Non-Commercial Climbing Gyms</b>  <i>Chad Failla</i> <i>Peter Julia</i>
3:00-4:30	<b>Wicked Good Rope Seminar</b>  <i>Carolyn Brodsky</i>	<b>What's In the Box: What to ask your wall designer</b>  <i>Patrick Andrey</i> <i>Timy Fairfield</i>	<b>Pop Culture: What does it say about climbers?</b>  <i>Mike Anderson</i>	<b>Staff Development is Business Development</b>  <i>Bryan Pletta</i>
	<b>Rescue: Beyond Gravity and Ladders. By Ed Crothers</b> <i>Climbing Wall at University Recreation Center. See map page 38.</i>			
4:30-6:00	<b>Announcements &amp; Happy Hour in Exhibit Hall</b> <i>Glenn Miller Ballroom @ UMC</i>			
7:00-10:00	<b>Party @ The Spot Bouldering Gym</b>			

## SATURDAY, MAY 14

	ROOM 235	ROOM 247	ROOM 289	ROOM 208
<b>9:00-10:30</b>	<b>Climbing Gym Management Software &amp; Digital Agreements</b> <i>Andy Laakman</i>	<b>Learning Styles</b> <i>David Schwab</i>	<b>Auto Belays: Issues, Trends &amp; Technology Panel Discussion</b> <i>Jared Wells</i> <i>Cody Sorenson</i> <i>Ronnie Naranjo</i>	<b>Teambuilding 101</b> <i>Dana Caracciolo</i>
<b>10:45-12:15</b>	<b>Climbing Wall Summit Mock Trial</b> <i>Room 235 @ UMC</i>			
<b>12:15-1:45</b>	Lunch on your own. Taste of Boulder on Page 29.			
<b>1:45-3:15</b>	<b>Personal Protective Equipment Management</b> <i>Rick Vance</i>	<b>Building Success in a 5.15 World: Reaching New Heights with your Business</b> <i>Noal Ronken</i>	<b>Analyzing a Real World Income Statement</b> <i>Rich Johnston</i>	<b>Current Trends in Flooring: Risk Management &amp; Floor Systems</b> <i>Mike Palmer</i> <i>Jamey Sproull</i> <i>Timy Fairfield</i>
<b>3:30-5:00</b>	<b>Business Plans to Raise Money</b> <i>Bob Richards</i>	<b>Website Content Management with MojoMotor</b> <i>Ray Snead</i>	<b>So You Want to be an Expert Witness: How Attorneys Attempt to Pin You Down</b> <i>Robert Angell</i>	<b>The Ups and Downs of Auto Belays</b> <i>Craig Burzynski</i> <i>Eric Olsen</i>
<b>5:00-6:00</b>	<b>Announcements &amp; Happy Hour in Exhibit Hall</b> <i>Glenn Miller Ballroom @ UMC</i>			
<b>6:00-8:00</b>	<b>Tapas @ Boulder Outlook Hotel Panorama Room</b>			

## SUNDAY, MAY 15

	ROOM 235	ROOM 247	ROOM 289	ROOM 208
<b>9:00-10:30</b>	<b>Highballs, Top Outs, Slack Lines and Other Crazy Stuff</b> <i>Casey Newman</i>	<b>Certification Program CWA Roundtable</b> <i>Bill Zimmermann</i>	<b>Maximizing Your Gym's Impact Through Social Media</b> <i>Jon Lachelt</i>	<b>Focus Group: Growing the Pie</b> <i>Scott Gordon</i>
<b>10:45-12:00</b>	<b>Closing, Raffle, Gear Give-Away</b> (You must be present to win) <i>Room 235 @ UMC</i>			

## PRESENTER BIOGRAPHIES

**Cameron Allen** has been the Manager and Underwriter of the Outdoor Recreation Program (ORIP) with Stratus since 2004. He specializes in outdoor recreation insurance, with an emphasis on Climbing gyms/walls, Zip lines, Challenge/ropes courses and experiential programs. Stratus Insurance is the leading provider of comprehensive coverage's throughout the country.

**Mike Anderson** is a sushi eating, tattoo collecting, Land Rover 109 driving, father of three. As Chief Recreation Officer and Owner of The Petra Cliffs Group since 2005, Mike oversees an international consultancy, technical Ropes Course staff training and Project Management for adventure programs from Alaska to New Zealand.

**Patrick Andrey** has set up of more than 700 bolted routes/first ascents in 30 years of climbing. Patrick built his first climbing wall at home in 1980, eventually partnering Mike Tschanner to found Blocx in the early nineties. In 2000 Patrick moved to Malaysia to open a climbing wall factory under Blocx Asia Pacific. With over 25 years industry experience, Patrick has seen climbing gyms, succeed and fail: success is not a secret recipe but it requires a depth of experience to plan and prepare for changing trends.

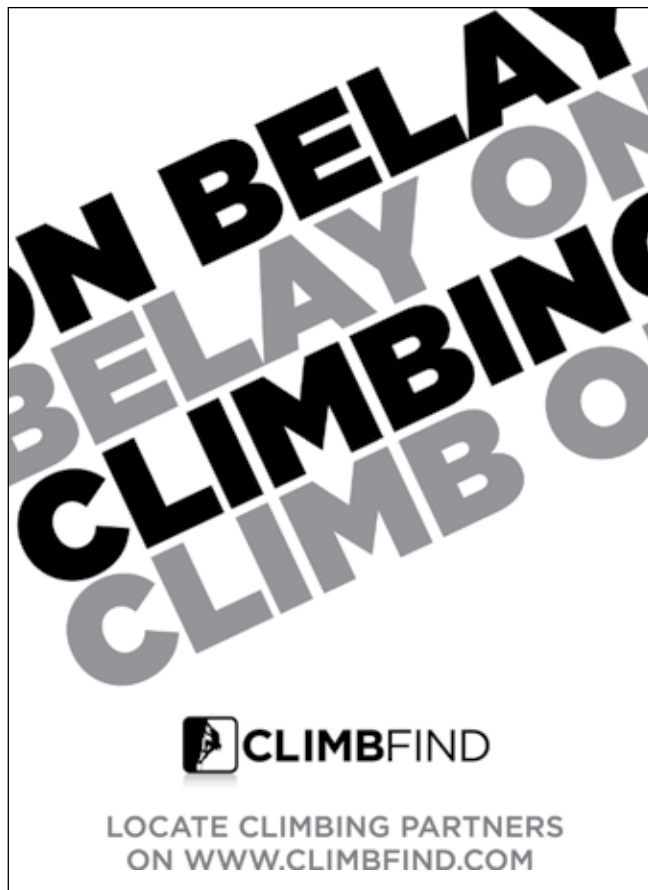
**Robert Angell** has been a member of the CWA Board of Directors since 2006 and is the supervising member of Angell Law Offices, LLC in Ohio. He has practiced since 1993 with special emphasis on constitutional, health care, environmental, and recreational law. Bob represents licensed professionals in administrative proceedings and appeals, and serves as an administrative hearing examiner for the State of Ohio. He advises climbing wall and other recreational facility operators on operational issues including regulation, risk management, employment issues, workplace safety, and drug and alcohol policies. As an assistant Ohio attorney general, Bob participated in state and national legislative initiatives and served as an advisor to the Attorney General on public records, open meetings, and other policy issues.

**Carolyn Brodsky** is President and co-founder of Sterling Rope. She has been active in all aspects of the business from machine and yarn purchasing, to accounting, marketing and sales. From the beginning, she has directed the product growth through studying the market, traveling

to customers, gyms and working with Sterling athletes. Sterling developed the first rope designed specifically for gym use, which evolved into the Marathon Series of rope.

**Craig Burzynski** has worked in the climbing industry for over 20 years. For the last 12 years he has been running the Adventure Rock Climbing Gym in Pewaukee, WI. Adventure Rock is a 12,000 square foot climbing gym, with 26 auto belays (AB), 3 portable walls (each with 4AB) and an outdoor guiding program. Like most climbing facilities, they have struggled with cash flow, marketing and creating a strong identity. They drank the "auto belay Kool-Aid" when they discovered AB's potential to capture and retain members as well as their ability to cut staffing costs and be used as a risk management tool.

**Dana Caracciolo** has worked in the challenge course and climbing wall industry for over 15 years. With a BS from Prescott College in Outdoor Recreation and Human Development, she is also a certified ACCT Level 2 Challenge Course Practitioner. Prior to becoming the



General Manager at the Doylestown Rock Gym in 2001, she ran a successful YMCA adventure recreation program in Arizona. As a challenge course professional, she's logged thousands of hours facilitating initiative-based programs and ropes courses. Most recently she has delivered teambuilding programs for companies such as Dow Chemical, Merck, GlaxoSmithKline.

**Ed Crothers** works for the American Mountain Guides Association (AMGA) as Climbing Instructor Program Director and Accreditation Director. He also serves on the AMGA Risk Management Committee and developed much of the current AMGA risk management plan. His time in the field as a mountain guide and outdoor educator spans 22 years and includes working for the Colorado Outward Bound School, the American Alpine Institute, and the Colorado Mountain School (CMS.) He is an AMGA Certified Rock Instructor, an AMGA Single Pitch Instructor Provider, an American Institute for Avalanche Research and Education (AIARE) Level 1 Instructor, and served as the Director of Avalanche Education for CMS.

**Chris Danielson** has 16 years experience with roles as route setter, instructor, and now professional consultant and rep for several climbing wall equipment suppliers. As an independent consultant who has visited nearly 150 climbing facilities, Chris provides insight to climbing businesses in areas such as general start-up, facility and wall design, route setting and operations management. Chris has also worked as Operations Director for USA Climbing and as a Construction Supervisor for Eldorado Wall Company. Chris holds a Master's in Social Science from the University of Chicago.

**Chad Failla** is manager of the Outdoor Department at the Multnomah Athletic Club and responsible for creating the rock climbing program along with all outdoor programming at the club. He created the need to install the first climbing wall in 2003 and created the need for an expansion in 2009. Chad has been in the outdoor industry for 15 years.

**Timy Fairfield** is a professional rock climber and sponsored athlete. Timy represents Bloxx Wall Systems and is founder of Futurist Climbing Consultants Inc. He also develops and distributes commercial climbing gym and bouldering flooring.

**Cort Gariepy** is the president/CEO of Rockwerx Inc. and has been involved in the climbing industry since the

mid 80s, beginning as a guide where he led climbing trips to Joshua Tree. In 1993 he built, owned and operated SolidRock Gym in San Diego. He founded SolidRock Wall Systems, which dissolved in 2000 and reestablished the company in Massachusetts as Rockwerx. Cort has been involved in the development, design and construction of more than 50 climbing gyms in North America.

**Scott Gordon** has recently joined the CWA staff to grow the CWA's reach and best serve CWA members. He brings seven years of association experience managing membership, partnership-marketing, and launching pilot programs in the cycling industry. His projects have re-invigorated local economies, crafted replicable models, and developed gateways to grow participation. Now, Scott has returned to the climbing wall industry, armed to help select strategies and implementable tactics to "grow the pie".

**Charles (Reb) Gregg** is a practicing attorney in Houston, Texas, specializing in general litigation and liability issues of adventure and recreation programs. Reb is a frequent speaker in the outdoor recreation industry and has written extensively on these issues, including in the Outdoor Education and Recreation Law Quarterly. Reb is counsel to a number of outdoor programs and to the Association for Challenge Course Technology (ACCT). Reb serves on the Board of Directors for the Student Conservation Association, the Accreditation Council of the Association for Experiential Education (AEE), and as a member of the Wilderness Risk Managers' Committee. Reb counsels numerous organizations throughout the country on legal and liability issues.

**Daniel Hale** obtained a Juris Doctorate from the University of Detroit Mercy School of Law in 2007. He has served as an adjunct insurance faculty member for Risk Management at Lawrence Technological University and Schoolcraft College. Dan has earned a number of professional insurance designations including Chartered Property and Casualty Underwriter (CPCU), Accredited Advisor in Insurance (AAI), Certified Insurance Counselor (CIC), Associate in Risk Management (ARM), Associate in Claims (AIC), Associate in Insurance Services (AIS), Licensed Insurance Counselor (LIC) and Associate of Personal Insurance (API). Daniel has also authored a number of articles on insurance and risk management topics.

**Rich Johnston** started the Vertical World (originally Vertical Club) as America's first climbing gym in 1987.

## PRESENTER BIOGRAPHIES, *continued*

Vertical World currently operates four gyms and a climbing wall construction business. After thrashing around for almost 20 years in the climbing business, Rich may be able to pass on few nuggets of wisdom to colleagues in the industry.

**Peter Julia** is a Rock Climbing Coordinator and Head Coach at Multnomah Athletic Club where he runs daily operations, is head route setter, coaches of the climbing team, and is head instructor. Peter built a variety of climbing wall experience by working for a University wall, followed by a large commercial gym, and managing the climbing wall program for an outdoor store, before working at his current job at the MAC.

**Jonathon Kresner** is a climbing and technology evangelist. He has visited more than 100 climbing walls in 8 countries, gaining a unique insight into different styles of climbing wall operations and management from all different types and sizes of facilities. He recently created the online indoor climbing community Climbfind.

**Andy Laakmann** is owner of the Enclosure Climbing Center in Jackson Hole, Wyoming and has been a software developer for over 20 years. In 1996 he founded Webshots.com, an early entry into the web based photo sharing world which still serves more than ten million customers. After opening the Enclosure Climbing Center in 2007, frustration with the available software options lead Andy to develop and distribute Rock Gym Pro, an open source (and free) climbing gym software management solution.

**Jon Lachelt** has been a software engineer with Hewlett-Packard for 26yrs, and for the last three years he has been on the development team of Snapfish, HP's social photo-sharing web-site. Jon has been an avid climber for those same 26yrs. Away from work, he can be found exploring Northern Colorado crags and coaching a high school climbing team. As social media outlets have grown Jon has researched effective strategies for social media engagement. Because of his interest in the climbing gym industry he has particularly studied how climbing gyms are currently using social media and how they could do it more effectively.

**Pat Mackin** has thirty years of climbing experience and has climbed or guided at numerous areas in the US and Canada. Pat started as a mountaineer in the Tetons and became hooked on the sport. In 1991 Pat assisted Nate

Postma in building Vertical Endeavors Indoor Rock Climbing Facility and has been part of the organization ever since. Pat grew through the ranks to become Director of Instruction and developed an outdoor guiding service called Vertical Endeavors Guided Adventures (VEGA). Pat has taken two AMGA courses and has guided for 16 years in areas such as Minnesota, Wisconsin, the South Dakota Needles, Devils Tower and Red Rocks, Nevada. Pat is currently a member of the CWA Certification Standards Committee.

**Travis Mashin** started working in the climbing wall industry on the manufacturing side of the business during college and moved to sales after graduating Magna Cum Laude from California State University Sacramento in 2003. Mashin is the president and managing director of Walltopia USA, Inc, a sister company of Walltopia LTD, located in Europe.

**Ronnie Naranjo** brings over 18 years of industry experience and has designed more than 6 fall protection devices, including the Rose Auto-Belay and the MSA Redpoint Descender. For 12 years, Ronnie served as the lead production supervisor for MSA Manufacturing & Servicing. He's a former MSA ANSI compliance specialist as a key player in the fall protection design world.

**Casey Newman** is a longtime member of the climbing community and industry, having thrown off "normal" jobs at a young age and devoting himself to following his passion through climbing. Casey has worked in almost every capacity imaginable in the climbing world: instructor, guide, sales rep, gym owner and manager, accreditation reviewer, wall designer, route setter, portable wall operator, climbing wall consultant and brand/product manager. Casey has developed a broad, deep pool of knowledge while teaching thousands to climb and hundreds to teach climbing. He has worked with the Boulder Rock Club, The Spot, Eldorado Walls, Nicros/Vertical Endeavors and the former Climbing Gym Association.

**Jason Noble** has been deeply involved in the climbing industry since joining Vertical Endeavors in 1992. In his tenure at Vertical Endeavors, Jason managed the first climbing facility to participate in the CGA (Climbing Gym Association) Peer Review Accreditation Program, acted as an Examiner for the CGA Peer Review



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Accreditation Program, and was on the CWA (Climbing Wall Association) Operation Standards Committee tasked with updating the Industry Practices. Jason is currently on the CWA Operations and Climbing Wall Instructor Certification Standards Committees, which are tasked with maintaining the Industry Practices and developing a National Instructor Certification Standard. As the District Supervisor for Vertical Endeavors, Jason oversees three commercial climbing facilities and is ready for the challenge of continued expansion. Jason is excited to contribute to the industry by sharing his knowledge and experience in order to help the industry grow.

**Chris O'Connell** is the owner and operator of the Boston Rock Gym, the second oldest rock gym in the US. In this role, he oversees all strategic positioning, marketing, sales, and business operations for the gym while also managing a staff of 50 employees. A 20-year veteran of the outdoor recreation industry, Chris had worked with

Maptech, Eastern Mountain Sports, and Sterling Rope. Chris is certified as an AMGA Single Pitch and Indoor Climbing Wall Instructor and as a SOLO Wilderness First Responder. He is a member of the Access Fund, the American Alpine Club, the American Mountain Guides Association, and the Climbing Wall Association, and holds a M. Ed. in Management from Cambridge College.

**Eric Olson** has been working in the climbing industry for over 20 years; the last 12 years running the Adventure Rock Climbing Gym in Pewaukee, WI. Adventure Rock is a 12,000 square foot climbing gym, with 26 auto belays, three portable walls (each with 4AB) and an outdoor guiding program. Like most climbing facilities, they have struggled with cash flow, marketing and creating a strong identity. They drank the "auto belay Kool-Aid" when they discovered AB's potential to capture and retain members as well as their ability to cut staffing costs and be used as a risk management tool.

**Mike Palmer** has been involved in the climbing wall industry for 20 years, from wall construction to floor design. He designed, built and managed Cascade Crags Climbing Gym in Everett, WA. Based on his interest in safe landing systems, he now designs and installs flooring systems to climbing facilities across North America.

**Ivaylo Penchev** is self-proclaimed "serial entrepreneur" engaging himself in business with creativity at its core. He has searched for self-realization through the sport of climbing finally found it in the climbing wall business. Ivaylo has strived to spread his passion of climbing and turned into a lucrative business activity as a founder of Walltopia.

**Bryan Pletta** has been the owner and general manager of Stone Age Climbing Gym in Albuquerque, New Mexico since it opened in 1997. He has been climbing since 1983 when he got his start in North Carolina before the days of the modern climbing gym. He enjoys all forms of climbing, including the gym if he can get away from the office. He is active in the Access Fund and New Mexico's local climbing organization NM CRAG and a provider for the AMGA Climbing Wall Instructor course.

**Nate Postma** has been involved in many aspects of the climbing industry for more than 15 years. Nate is the president and CEO of both Nicros, providing climbing walls and handholds, and Vertical Endeavors which operates three large commercial climbing gyms. Nate is

## PRESENTER BIOGRAPHIES, *continued*

a fixture in the movement to promote the climbing wall industry. He served several terms on the Climbing Wall Industry Group Board of Directors (CWIG), and helped found the Climbing Gym Association and transition it into the Climbing Wall Association (CWA). Currently Nate forwards operational safety standards for climbing facilities and programs as a CWA Board Member and contributes on the new CWA Engineering Standards Committee.

**Kolin Powick** is a mechanical engineer with almost 20 years experience in design, manufacturing and quality assurance. Kolin has been Black Diamond's director of quality since 2002 and has been climbing for 15 years on ice, alpine, and rock. He has climbed Denali & Elbrus and likes testing his skill on 5.13 rock, grade 5 ice, alpine routes or mountaineering slog-fests. He is most famous for belaying his wife, Ellen, as she warms up on his sport climbing projects.

**Heather Reynolds** completed her Master's in Kinesiology while climbing full time and chasing climbs on a 6-year road trip. She developed a training and movement approach to climbing recorded in her book, "Climbing Your Best". Heather has been involved in program development, wall design and program implementation and instructor training. She is a Climbing and Life Coach, Yoga Instructor and a Climbing and Outdoor Recreation Program Coordinator for Dalhousie University in Halifax, Nova Scotia.

**Bob Richards** provides consulting services to a variety of clients in business development, new product commercialization, acquisitions, divestitures and strategic planning. He is an owner and CEO of AdventureMed, LLC, which develops and markets wilderness and disaster medicine education programs. In 1992, he founded Rockreation, operating large membership-based indoor rock climbing facilities in California, Nevada and Utah. Bob currently serves on the CWA Board of Directors.

**Noal Ronken** has managed Vertical Endeavors, St. Paul, since 2005 where he has seen nearly 50 percent growth in both revenue and climber traffic. Currently, Vertical Endeavors St. Paul is averaging over 400 climbers per day and caters to groups as large as 180. Prior to working

for VE, Noal spent four years in the outdoor retail industry with REI and an additional two years in the risk management field. His education includes an undergraduate degree in education and graduate degree in business.

**David Schwab** is a retired Federal Law Enforcement Officer having worked 21 years as a Federal Parole Agent in the District of Minnesota. The majority of his time in law enforcement was spent in the Intensive Supervision Unit where he supervised high risk felons throughout the state. Acting as an armed officer with a partner, he worked the roughest areas of Minneapolis and St. Paul and had all the experiences such a job entails. He has been a rock climber for 24 years and used rock climbing and rock climbing trips as a release from the pressures of his job.

**Ray Snead** is principal of Bluetrope Consulting, a small, agile consulting firm specializing in software development and web site design. Ray has a Master's of Science in Computer Science from the University of Colorado. Bluetrope focuses on providing cost effective solutions to solo professionals, small businesses, and corporations. Bluetrope's web development experience ranges from simple web sites through industrial-strength digital delivery and e-commerce applications. We have broad experience with project management, object oriented software development, client and server side technologies, and dynamic web applications.


**Cody Sorensen** has been a climber since his youth. He has worked in the climbing/manufacturing industry for the last 10 years. He currently works with Spectrum Sports International, a developer and manufacturer of the Auto-Belay.

**Jamey Sproull** started Asana Climbing in 1999. Asana Climbing is a manufacturer of custom landing systems for climbing gyms, outdoor bouldering pads, climbing holds, and other bouldering gear. He does all of the artwork, deSign, website, sales, climbing hold design, and anything else a company owner would take on. Jamey prides himself on designing high quality, innovative products for the climbing community.

**Rick Vance**, Petzl America’s technical information manager, is a V.assess certified Personal Protective Equipment (PPE) inspector and inspection course trainer with a mechanical engineering background. Rick has extensive experience in the vertical world as a climber and mountaineer, and knowledge of PPE systems ranging from industrial and rescue applications to the medical field.


**Jerad Wells** is a Colorado native and studied international business at Ft. Lewis College in Durango, Colo. Jerad was a fixture on the early 90’s climbing competition boom as a competitor, route setter and judge. As the director of sales and business development, he brings to Eldorado Climbing Walls a long tradition of climbing industry knowledge and contacts as well as a 13 years experience in sales, marketing and business development.

**Bill Zimmermann** is the executive director of the Climbing Wall Association, Inc. and has been an educator and non-profit administrator for the past 20 years. Prior to working at the CWA, Bill worked as the director of accreditation for the Association for Experiential Education where he oversaw accreditation for outdoor education programs nationally. Bill regularly presents at conferences and was the principal editor of the *AEE Manual of Accreditation Standards for Adventure Programs*, the *CWA Industry Practices: A Sourcebook for the Operation of Manufactured Climbing Walls*, the *CWA General Specification for the Design and Engineering of Artificial Climbing Structures*, and the *CWA Specification for the Structural Inspection of Artificial Climbing Structures*. Bill enjoys mountaineering, skiing, and, cycling. Bill has a B.A. Degree with honors from the University of New Hampshire.



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## WHAT TO DO IN BOULDER

Welcome to Boulder, Colorado. In addition to the many workshops and networking opportunities at the Climbing Wall Summit, we encourage you to explore the “The People’s Republic of Boulder”. Here we’ve listed local hot-spots and a few things that make Boulder unique. Please visit our information booth for more details.

### Outdoor Activities

With over 43,000 of land set aside for recreation, wildlife, and preservation, there are hundreds of miles of trails for hiking and mountain biking. **Chautauqua Park** is located on the corner of 9th Street and Baseline and offers hikes to the Flatirons and several other moderate hikes. **Rocky Mountain National Park** and **Eldorado Canyon State Park** are a short drive from Boulder and die-hard skiers might be able to squeeze a late-season session at one of Colorado’s many ski resorts. For more information please visit our information booth or visit the Open Space and Mountain Parks: [bouldercolorado.gov](http://bouldercolorado.gov)

### Attractions

Decided to bring the kids? Be sure to plan a visit to **Gateway Park Fun Center** located on 28th Street just north of Boulder; [gatewayfunpark.com](http://gatewayfunpark.com), 303-442-4386. Check out the **Butterfly Pavillion** and learn about all kinds of bugs; [butterflies.org](http://butterflies.org), 303-469-5441

For a more relaxed afternoon, plan a trip to **Celestial Seasonings** for a free tour of their tea factory. Free tours are available seven days a week and depart every hour. 303-581-1202, [celestiaalseasonings.com](http://celestiaalseasonings.com)

Need a night off from the bar scene? Check out **Fiske Planetarium and Science Center** for nightly star shows, laser shows, and live talks with astronomers. [fiske.colorado.edu](http://fiske.colorado.edu), 303-492-5001

**Yeehaw! Saddle up** for Banjo Billy’s Bus Tours to learn the unsettling truth about Boulder’s past. Ghosts, crime, and history fill a 90-minute tour along with 13 disco balls, 5 saddles, and a rubber chicken. (720) 938-8885, [banjobilly.com](http://banjobilly.com)

### Shopping

Wallet too thick? Head over to the **29th Street Mall**. This retail district features 16 restaurants, retail stores including The North Face, mont\*bell, and NAU, and the Century Theaters. [twenty ninthstreet.com](http://twenty ninthstreet.com)

If you’re looking for the authentic Boulder experience, make sure you visit the **Pearl Street Mall**. Located in downtown Boulder, this walking mall features shops, boutiques, bars, restaurants, and street performers. [boulderdowntown.com](http://boulderdowntown.com).

### Nightlife

We know that after absorbing all that knowledge about the climbing industry you want settle back with a cold one. Boulder is more than happy to accommodate with numerous pubs, bars, and clubs. Visit the **Med** for tapas, the **Rio** for margaritas, the **Mountain Sun** and **Southern Sun** for specialty beer, the **Catacombs** for billiards, and **Bacaro** for a rooftop party. Ask your friendly service crew for tips to the hotspots ... if you trust our taste.

## TRANSPORTATION

### To/From Denver International Airport

RTD Boulder/DIA – 303-299-6000 – [rtd-denver.com](http://rtd-denver.com)

Boulder SuperShuttle – 303-227-0000 – [bouldersupershuttle.com](http://bouldersupershuttle.com)

Yellow Cab – 303-316-3849 – [coloradocab.com](http://coloradocab.com)

### Within Boulder

Bus RTD: 303-299-6000, [rtd-denver.com](http://rtd-denver.com) for schedule (Key routes: Hop, Skip, 225, 203, 209)

### Bike Rentals

Full Cycle: 303-440-7771, [fullcyclebikes.com](http://fullcyclebikes.com) | Boulder Cycle Sport: 303- 444-2453, [bouldercyclesport.com](http://bouldercyclesport.com) |

University Bikes: 303-444-4196, [ubikes.com](http://ubikes.com)

Taxi Boulder Yellow Cab: 303-777-7777 | Metro Taxi: 303-333-3333

**A TASTE OF BOULDER** | \$ entrees under 10 dollars | \$\$ entrees between 10-20 dollars | \$\$\$ entrees over 20 dollars

**On "The Hill"**
**Café Aion \$\$**

Sandwiches  
1235 Pennsylvania Ave.  
cafeaion.com  
303-993-8131

**Half Fast Subs \$**

Sandwiches  
1215 13th Street  
Boulder, CO 80302  
halffastsubs.com  
(303) 449-0404

**Hapa \$\$**

Sushi  
1220 Pennsylvania Ave  
Boulder, CO 80302  
hapasushi.com  
(303) 447-9883

**Illegal Pete's \$**

Tacos, Burritos  
1320 College Ave  
Boulder, CO 80302  
illegalpetes.com  
(303) 444-3055

**Thai Avenue \$**

1310 College Avenue  
Boulder, CO 80302-7394  
(303) 443-1737

**29th Street Mall**
**Daphne's Greek Café \$**

Located on the southwest  
corner of Canyon Blvd  
Mon-Sun. 11am – 9pm  
daphnesgreekcafe.com  
(303)-440-2946

**Cantina Laredo \$\$\$**

Mexican cuisine  
Located at the corner of 29th  
Street and Canyon Boulevard.  
Sun-Thur 11am-9pm;  
Fri-Sat 11am-10pm  
cantinalaredo.com  
(303)-444-2260

**Laudisio Restaurant \$\$\$**

Italian cuisine  
Located on the corner of 29th  
and Canyon Blvd.  
Sun-Thur 12pm-9pm,  
Friday-Sun 12pm-10pm.  
laudisio.com  
303-442-1300

**California Pizza Kitchen \$\$**

American  
Located on the corner of 29th  
and Canyon Blvd  
Mon-Thu 11am-9pm; Fri-Sat  
11am-10pm; Sun 11am-8pm  
(303) 440-3390

**Chipotle \$**

Tacos, Burritos  
1650 28th Street  
Open 11am-10pm  
720-406-0500

**Mod Market \$**

Salad & Sandwich  
1600 28th St, #1212  
Open 11am-10pm  
303.440.0476

**Lark Burger \$**

2525 Arapahoe Ave  
larkburger.com  
303-444-1487

**Zolo \$\$**

Southwest Grill  
2525 Arapahoe Ave  
303.449.0444

**Downtown & Pearl Street  
Mall**
**Centro Latin Kitchen \$\$**

950 Pearl Street  
centrolatinkitchen.com  
303.442.7771

**The Kitchen \$\$\$**

Local Bistro  
1039 Pearl Street  
thekitchencafe.com  
303-544-5973

**Sushi Zanmai \$\$**

1221 Spruce St.  
sushizanmai.com  
303-440-0733

**Corner Bar \$\$**

American cuisine  
2115 13th St.  
Hours vary  
303-442-4880

**Mountain Sun \$**

Pub  
1535 Pearl Street  
Daily 4pm-1am  
mountainsunpub.com  
(303) 546-0886

**Aji \$\$\$**

Latin American cuisine  
1601 Pearl Street  
Daily 11:30am-Close  
ajirestaurant.com  
303-442-3464

**Himalaya's Restaurant \$**

Nepali/Indian cuisine  
2010 14th Street  
Lunch 11am-2:30pm; Dinner  
5pm-9:30pm  
himalayasrestaurant.com  
303-442-3230

**Sherpa's Adventurers \$\$**

Tibetan cuisine  
825 Walnut Street Boulder  
Lunch 11am-3pm, Dinner  
5pm-9:30pm  
sherpaascent.com  
303-440-7151

**Salt \$\$\$**

Upscale dining  
1047 Pearl Street  
Boulder, CO 80302-5110  
www.saltboulderbistro.com  
(303) 444-7258

**The Med \$\$\$**

Mediterranean dining  
1002 Walnut Street  
Boulder, CO 80302  
www.themedboulder.com  
(303) 444-5335

**Near the Boulder Outlook  
Hotel**
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Sandwiches  
1100 28th St, Boulder CO  
80303  
silverminesubs.com  
303-402-9400

**The Taj \$\$**

Indian Cuisine  
2630 Baseline Rd  
Boulder, CO 80305  
www.tajcolorado.com  
(303) 494-5216

**Suki Thai \$**

675 30th Street  
Boulder, CO 80303-2310  
www.sukithai.com  
(303) 444-1196

## CLIMBING IN BOULDER

### OUTDOOR

#### **Boulder Canyon (Sport, Trad)**

Head west on Canyon Street (CO 19). Mileage distances for the crags are measured from the bridge that you cross on the right turn as you just get into the canyon.

#### **Eldorado Canyon (Trad)**

Go south on Broadway St (CO 93). Turn west onto Eldorado Springs Drive (CO 170). The park entrance is at the end of the dirt road through town. Pay entry fee per vehicle to park or walk-in for less. You will be ticketed if you park in undesignated spots outside of the park.

#### **Flagstaff Mountain (Bouldering) \*\***

Head west on Baseline Road past Chautauqua Park. Take Flagstaff Road up the hill (watch for bikes). Parking: there are some pull offs and a few parking lots.

#### **Flatirons (Trad, Bouldering) \*\***

Head west on Baseline Road to Chautauqua Park. The main trail will lead you to climbing approach trails. The “satellite boulders” are near the base of the Second Flatiron. Please note that the Third Flatiron is closed for peregrine falcon nesting.

#### **Mount Sanitas (Bouldering) \*\***

Head north on Broadway to Mapleton Street. Turn west on Mapleton for a few blocks until you see a pavilion on the right hand side of the road – park in the spaces just past it. Note that the “First Buttress” may be closed. Bouldering should be unaffected. Consult regulation boards for details.

*\*\* Closure Notice: Many climbing areas around The Flatirons and Mt. Sanitas are currently closed. City of Boulder seasonally closes some areas to all users to protect wildlife during breeding or foraging times. Closures protect bats, prairie and peregrine falcons, bald and golden eagles, bears, and ground nesting birds. Please check the regulation board at the trailhead or call 303-441-3440 for current details.*

### INDOOR

#### **Movement Climbing and Fitness**

Head north on 28th Street just past Valmont Road. Turn right into Quizno’s parking and drive east to Movement’s parking lot. Do not park in Quizno’s lot. (2845 Valmont Rd, Boulder, 80301)

#### **The Spot**

Head east on Baseline. Turn left on 30th Street then right on Walnut. Take a left on 32nd Street and follow it around the corner to the parking lot. (3240 Prairie Ave, Boulder, 80301)

#### **Boulder Rock Club**

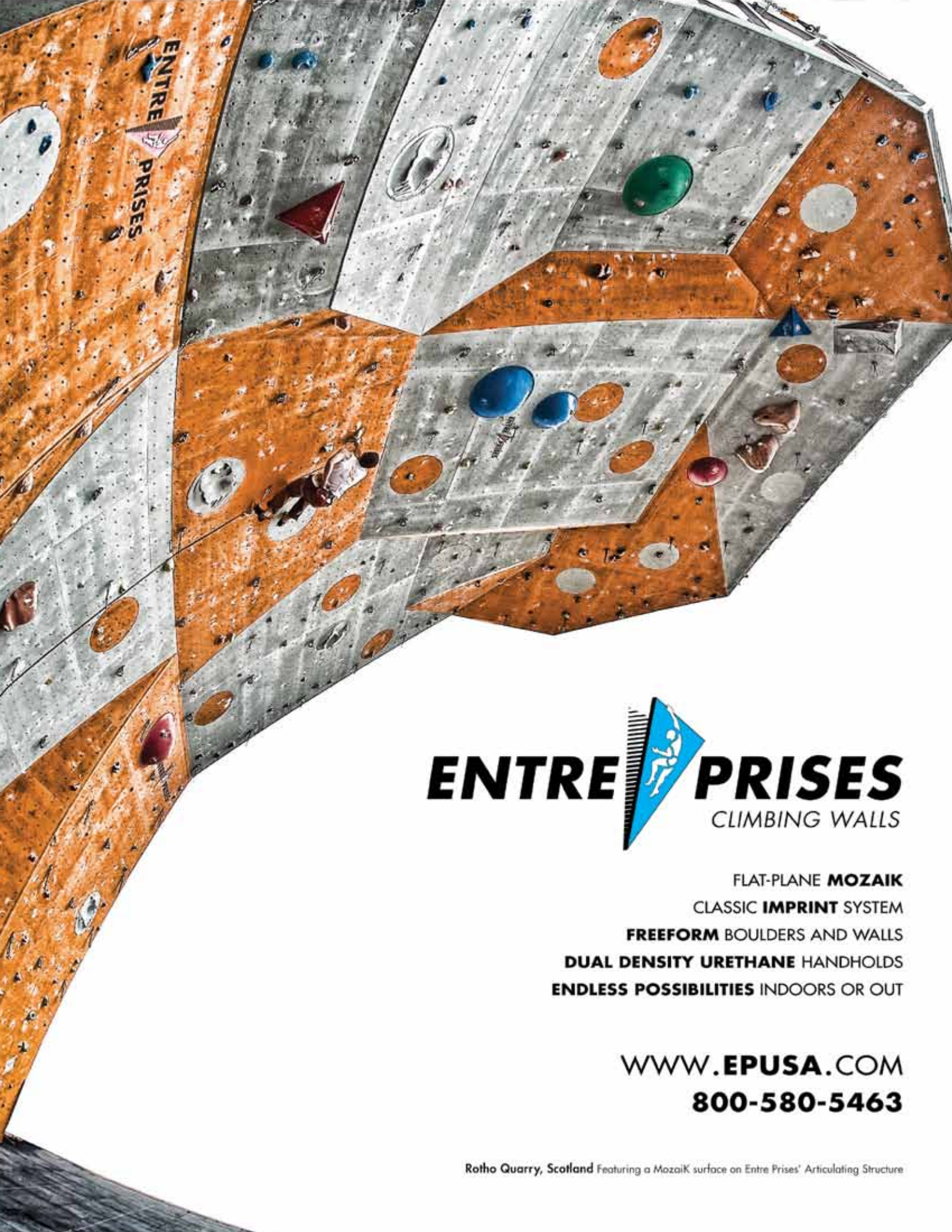
Head north on 28th Street past Pearl Street. Turn east on Mapleton Avenue. (2829 Mapleton Ave, Boulder, 80301)

### MORE BETA

Neptune Mountaineering (303-499-8866), Boulder Mountaineering (303-444-2470), and REI (303-583-9970) have a wide selection of climbing guidebooks. You can also access information at [mountainproject.com](http://mountainproject.com).

Oh, and just in case... Rocky Mountain Rescue can be reached by calling (303) 441-4444 or 303-449-4141. Happy climbing!





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## SUMMIT PARTNER SPONSORS

### Eldorado Climbing Walls

Eldorado Climbing 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, Colorado. 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.

### Stratus Insurance Services

Stratus Insurance Services has over 30 years experience in creating and servicing highly specialized insurance programs, and is driven to create innovative solutions in an ever changing industry. Stratus Insurance specializes in the developing, implementation and management of association based insurance programs. Stratus has been involved in the creation of over 20 different association insurance programs, including the Climbing Wall Association.

Through the Climbing Wall Association insurance program, the members have access to General Liability Insurance, Property Insurance and Workers Compensation Insurance coverage. Because our underwriting and rating are done in-house, we can provide the CWA members insurance quotes within 24 hours. Please call us or visit our website), for more information: [www.stratusins.com](http://www.stratusins.com), 1-866-395-1308.

### Walltopia

Walltopia has produced some of the finest quality artificial climbing walls around the globe. Originally founded in Bulgaria by Ivaylo Penchev and Metin Musov, Walltopia opened Walltopia USA, Inc., headed by Travis Mashin in California. Walltopia’s unique structures, including “The Eye,” featured at the 2009 Summer Outdoor Retailer Show, have made the company a everyone’s favorite. Last year, Walltopia unveiled “The Bubble” at The Spot Bouldering Gym’s first outdoor bouldering competition. In 2010, Walltopia also built the largest commercial climbing gym in North America, located in Atlanta, Georgia. At 30,000 sq ft, Stone Summit features climbs from 25 feet to over 60 feet in height, with plenty of top rope, lead climbing, cracks, and world class bouldering to challenge any level of climber.

Innovation is the driving force at Walltopia. With the development of new industry trends like Flat Underhold technology, triangle-based walls, ultra-realistic Rocktopia, 3D Curves, Wall Prefabrication, and the Transformable walls technology, Walltopia remains at the cutting edge of the climbing industry. Walltopia provides a complete climbing wall service including design, production, and installation.

## BELAY PARTNER SPONSOR

**Petzl America, Inc.** is a leading manufacturer of climbing equipment, industrial fall protection equipment and headlamps. In addition to designing award-winning harnesses, helmets and hardware for all types of climbers, Petzl is also at the forefront of climbing safety research. Petzl is constantly developing methods and tools to assist individuals and professionals in developing competence in the use of its products. Petzl's V.Axess Institute takes our research and education mission a step further by bringing together mountain, rescue and industry professionals to develop the vertical access techniques of tomorrow.

**Spectrum Sports Int'l** was the first in the amusement industry to introduce a mobile climbing wall with the first Hydraulic/Air Auto-Belay safety system in 1996. Since then Spectrum Sports Int'l has been the leader and innovator for interactive attractions both for the mobile market and stationary market. Spectrum Sports has led the trend of Auto-Belay development for years and is currently offering the safest unit on the market with its Generation 4 Auto-Belay.

**Spectrum** believes that our customer's are the reason for our success and we try to offer the best service available. We appreciate the years of business. Our standards for our product quality and safety are second to none. We strive to maintain the status of having the best US built products, and we offer a full range of spare parts and On-Site service work as well. We will always strive to offer a solution in any situation. We are known for our outstanding customer service and it is our goal to service our customers.

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## SPOTTING PARTNER SPONSOR

**BlueWater Ropes** was founded in 1969 and is a family owned business. BlueWater was the first manufacturer of kernmantle style synthetic ropes for spelunking. Following these first ropes, BlueWater designed and manufactured the first commercially available ropes specifically for Fire / Rescue professionals. In 1982 BlueWater became the first American made Dynamic mountaineering ropes available to climbers and in 1993 introduced the first rope specifically designed for gym use.

**Climbfind** helps you find someone to climb with on any given day anywhere around the world. Climbfind connects climbers with their local climbing community & communities all around the world. It helps members quickly find climbing partners and form social circles so they can share their passion and climb more often. By forging stronger community Climbfind makes climbing more accessible to new climbers and increases retention of existing climbers. Climbfind boosts membership sales.

**Entre Prises** has been the leading manufacturer of climbing structures known for their beauty, complexity and quality. Entre Prises has been there from the beginning and is credited with starting the artificial wall industry and was the first company to manufacture artificial climbing holds. With more than 5000 walls built worldwide, Entre Prises has built for customers such as ESPN, Nike and Royal Caribbean Cruise Lines, climbing gyms, as well as countless community centers and universities. Eight different wall options are available to meet virtually any need and budget.

**Great Trango Holdings, Inc.**, doing business as Trango – Extraordinary Climbing Gear, was established in 1992. Established primarily to distribute unique, cutting edge climbing equipment from Europe and Asia and the U.S. to the U.S., Trango is known for innovative, value oriented products such as the Pyramid, the Cinch, the Ball-Nut, the Squid, and the Big Bro, among others. In 2003, GTHI acquired e-Grips climbing holds, a small but highly regarded hold company. Trango also distributes PMI Dynamic Ropes, Ferrino, and SMC. Trango continues to thrive and build a line of Extraordinary Climbing Gear for the future.

**Nicros, Inc.** prides itself on offering the finest products and services in the climbing industry today. They have been in business since 1992 and have built over one million square feet of climbing wall surface. Nicros continues to lead the industry in the construction and design of climbing facilities, handhold and training products, and instructor training and inspection services. Contact Nicros at 800-699-1975 to learn more about our climbing walls, products, and professional services

**Rockwerx** is the industry leader for climbing gym design and construction. Our walls are built to the highest quality to withstand the test of time. Our seamless concrete walls offer additional strength with 2' steel bracing and 3/4" CDX structural grade plywood infused with our custom T nut system. A metal lath provides a mechanical attachment for the concrete meaning our walls never need to be resurfaced and we guarantee this with our 5 year warranty. Come see us today to learn more!

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## EXHIBITORS

**Air Pear (formerly Airius) The Air Pear Thermal Equalizer** is the most efficient destratification product on the market today, drilling hot air from high ceilings downward to the cooler floor below. Air Pear is a U.S.-made product, produced by Airius LLC in its 165,000-square-foot design and manufacturing facilities in Longmont, Colo. The Air Pear will contribute points to a building's LEED rating. Follow on Twitter @TheAirPear.

**Asana Climbing** is a manufacturer of custom landing systems for climbing gyms, outdoor crash pads, climbing holds, slacklines, and other bouldering gear. Asana built the enormous padding systems for World Cup in Vail, CO and for the Mammut Bouldering Championships in Salt Lake City, UT in 2008 and 2009. The company has been in business since 1999.

**BlocX Walls** express the form and future of climbing. Innovation is our keystone. Two decades of cutting-edge wall design combined with management of three premier climbing facilities have shaped our perspective on the future of the climbing wall industry. BLOCX has developed facility, financing, management and software solutions for climbing gyms, designed to optimize every aspect of your business.

**Brewer's Ledge** has been focusing on climbing specific training for over 20 years. We invented the first rotating climbing wall and have been steadily improving and refining quality training equipment ever since. Our newest walls provide the highest degree of training for today's top athletes.

**evolv Climbing** was founded in Southern California in 2003. In a short time, evolv has become a leading force in the climbing footwear market, producing some of the best performing and selling climbing footwear available. evolv distributes worldwide from its warehouse in Buena Park, CA and maintains manufacturing facilities in the US and Asia.

**Five Ten** is a family-owned company that is dedicated to making the best outdoor sports footwear available. Five Ten shoes are tool-of-the-trade for downhill mountain bikers and climbers, paddlers, BASE jumpers, trail runners and hikers. From elite, world class athletes to every day outdoor enthusiasts, people know that Five Ten is the most authentic footwear brand available. The Southern-California-based company manufactures all of its climbing footwear in the U.S. All Five Ten shoes come equipped with proprietary Stealth rubber soles – the highest-traction footwear rubber available.

**Liberty Mountain** provides the industry with a selection of the best, most innovative gear available anywhere. With exclusive U.S. distribution of brands such as Beal, Edelweiss, Singing Rock, Grivel and CaVa, in addition to our offering products from 650+ vendors, we can handle all of your needs with one call.

**Perfect Descent** is a unique automatic belay device designed for use with Climbing Walls. Our product provides a superior Redundant braking system that ensures a safe and smooth descent for your climbers. Its portability, affordability, and durability make it a great choice for your automatic belay system.

**Rock Candy Holds** has been manufacturing high quality polyurethane climbing holds for over three years. We have a distinct line of holds that will add a new and exciting element to any climbing gym. We work closely with route setters and gym owners to determine what will work best in your facility.

**Rock On** produces high quality clothing and gear for backpacking and climbing at a price climbers and backpackers can afford. Our products were designed in the field, not in the board room, and include the extras that real climbers want. Check us out to see what makes us different.

**So iLL** has set a new standard by creating the most unique climbing holds on the planet since 2002. So iLL continues to provide superior services with new designs, unbreakable polyurethane, excellent customer service, timely delivery, and non toxic materials. You can find us on Myspace, Twitter, Tumblr, YouTube and Facebook.

**Sterling Ropes** is a leading manufacturer of life-safety rope. Since 1993 we have created innovative products that are designed to not only perform well, but to enhance the performance of the user. We were the first rope company 15 years ago to produce a unique, very durable dynamic rope for the burgeoning gym market.

## FACILITY PARTNERS

**Movement Climbing + Fitness** is Boulder's newest climbing and fitness facility and the first-ever net zero building of its type in the country! Committed to Community, we strive to provide excellence through all of our offerings: climbing, yoga, cycling, group fitness, personal training, childcare, workshops, events and more. Come join us today to experience it yourself!

**The Spot** is Boulder's newest climbing gym, and the best in the country dedicated to bouldering. Enjoy amazing freestanding boulders up to 18 feet high, with Hueco, Fontainebleau, and Yosemite textures and forms. The 10,000+ ft/sq facility also features a 25-foot tall roped wall, exercise and training equipment, air filtration/conditioning, and the cushiest high tech flooring to be found anywhere! Complete guide and instructional services are available.



**CONTACT INFORMATION FOR SPONSORS & EXHIBITORS:****Air Pear (formerly Airius)**

811 South Sherman Street  
Longmont, CO 80501  
airius.us  
303.772.2633

**Asana Climbing**

611 E. 44th St. #12  
Boise, ID 83714  
asanaclimbing.com  
208-761-0074

**Aragon Elastomers**

740 S Pierce Ave # 2  
Louisville, CO 80027-3058  
www.aragonelastomers.com  
303-666-9519

**BlocX**

www.blocx.com  
beta@blocx.com  
603 614 13 671

**Bluewater Ropes**

209 Lovvorn Road  
Carrollton, GA 30117  
www.bluewaterropes.com  
770.834.7515

**Brewer's Ledge**

34 Brookley Rd.,  
Boston, MA 02130  
www.brewersledge.com  
800 707-9616

**Climbfind**

www.climbfind.com  
contact@climbfind.com

**Eldorado Wall Company**

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

**Entre Prises USA**

63085 18th Street, Suite 101  
Bend, OR 97701  
epusa.com  
(541)388-5463

**Evolv**

6769 8th St  
Buena Park, CA 90620  
evolvsports.com  
714-522-5556

**FiveTen**

1419 West State St.  
Redlands, CA 92373  
fivetten.com  
909-798-4222

**Great Trango Holdings**

740 South Pierce Ave. #15  
Louisville, CO 80027  
trango.com  
800-860-3653

**Liberty Mountain**

4375 W. 1980 S.  
Suite 100  
Salt Lake City, UT 84104  
www.libertymountain.com  
801- 954-0741

**Nicros, Inc.**

845 Phalen Blvd.  
St. Paul, MN 55106  
nicros.com  
800-699-1975

**Perfect Descent**

200 West Drive  
Melbourne, FL 32904  
perfectdescent.com  
386-679-6732

**Petzl America, Inc.**

P.O. Box 160447  
Clearfield, UT 84016  
petzl.com  
801-926-1590

**Rock Candy Holds**

733 Chester Ave  
Akron, OH 44314  
rockcandyholds.com  
330-289-2420

**Rock On**

PO Box 515  
Accord, MA 02360  
rock-on.com  
774-283-3057

**Rockwerx**

15 Dana Rd  
Barre, MA 01005  
www.rockwerxclimbing.com  
978-355-6455

**So iLL Holds, Inc**

18012 N. U.S Hwy 51  
Desoto, IL 62924  
soillholds.com  
618-420-9388

**Spectrum Sports International**

720 West 200 South  
Logan, UT 84321  
spectrumsports.com  
435-792-3883

**Sterling Ropes**

26 Morin Street  
Biddeford, ME 04005  
sterlingrope.com  
207-282-2550

**Stratus Insurance Services, Inc.**

947 South 500 East, Suite 301  
American Fork, UT 84003  
stratusins.com  
801-763-1375

**Walltopia USA**

1420 E Roseville Pkwy  
Suite 140332  
Roseville CA 95661  
walltopia.com  
916-749-4262

# Stratus Insurance Services, Inc.

The Nations Insurance Leader in Climbing Gyms

## The CWA Endorsed Program



*"I was contacted by Stratus regarding our Workers Compensation premium....everything on their end was handled efficiently and professionally. I was impressed with the ease of the transition and more impressed with the cost savings"*

Joanie Bebb  
Reading Rocks Indoor Climbing Gym

*"It's not just the quality of coverage and competitive rates that have me sticking with Stratus, it is the personalized service and quick response they provide any time I have a question or concern. I highly recommend Stratus to any current or aspiring gym owners"*

Jeff Pedersen  
Momentum Climbing

*"I have worked with Cameron and Stratus since 2004 through my position at USA Climbing and now at Movement Climbing + Fitness in Boulder. Through the years it has been a pleasure to work with Cameron and the Stratus team as he has always worked to help us achieve our goals in regards to insurance coverage. Good coverage with appropriate flexible and excellent customer service are the reasons why we continue to work with Cameron and would recommend him to anyone else in the climbing and fitness industry".*

Anne-Worley Moelter  
Movement Climbing & Fitness

### Coverage Available:

- General Liability—Builder & Facility
- Workers Compensation
- Excess Liability
- Property Insurance
- Participant Accident & Health

**1-866-395-1308**

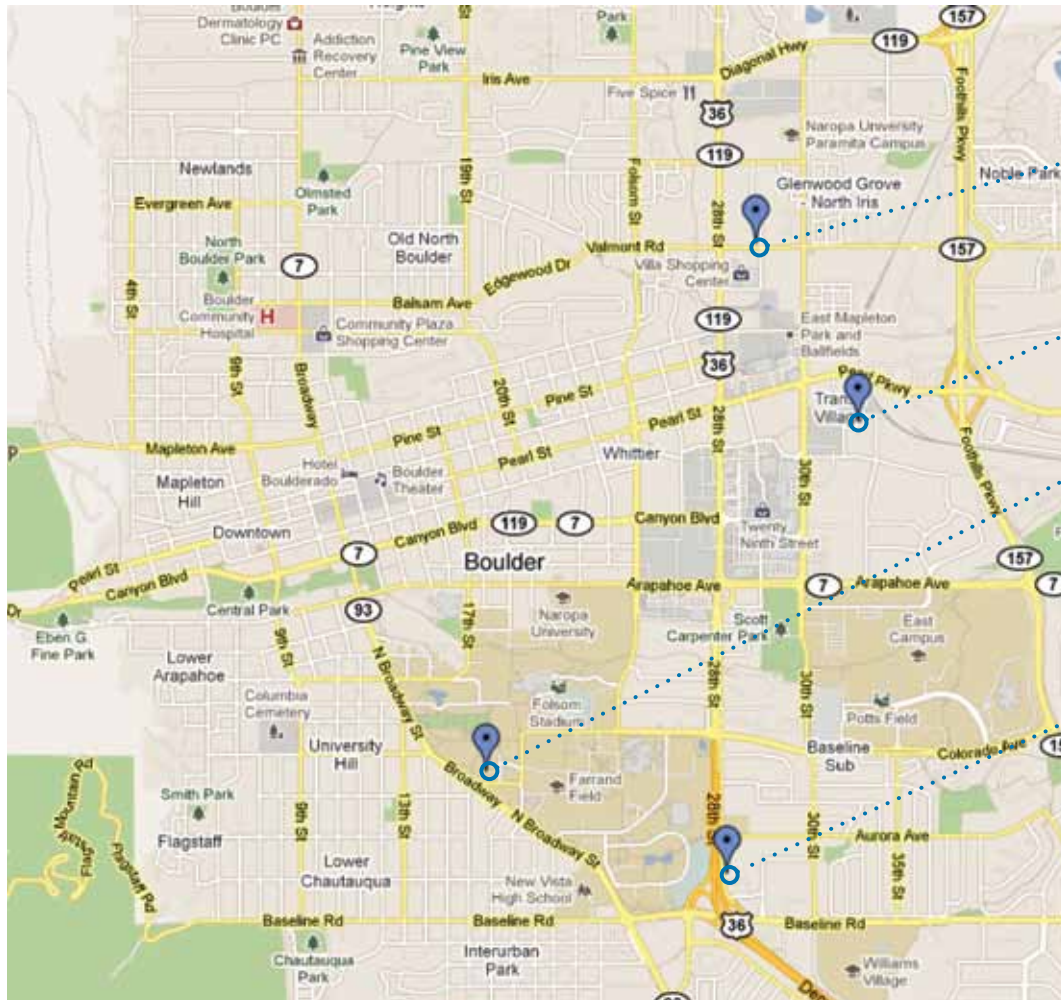
**Stratus Insurance Service, Inc.**

260 South 2500 West, Suite 303  
Pleasant Grove UT 84062

[www.stratusins.com](http://www.stratusins.com)



Boulder, Colorado

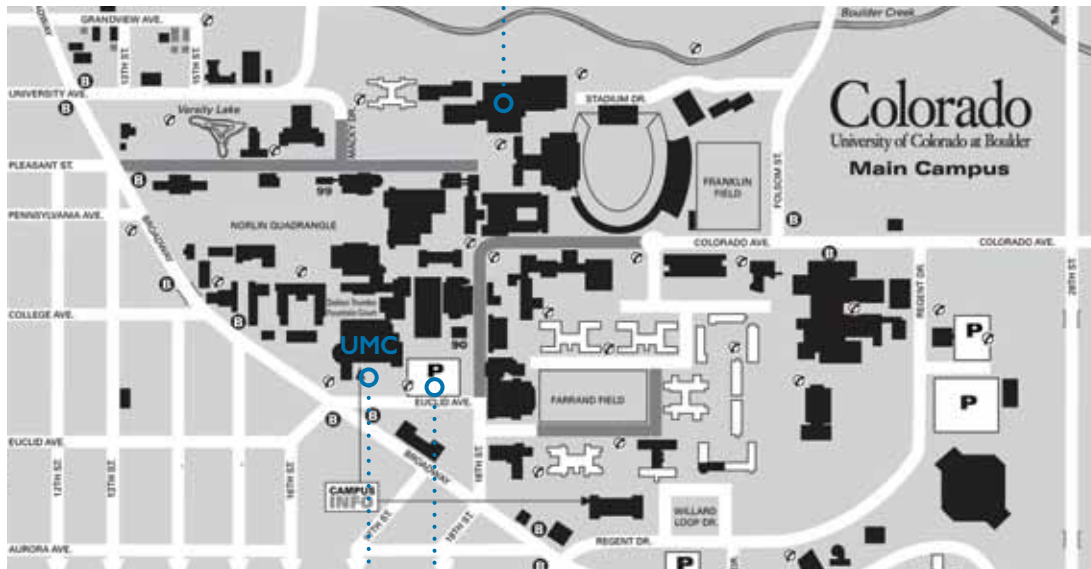


**CLIMBING WALL SUMMIT FACILITIES**

- Movement Climbing and Fitness**  
 2845 Valmont Road  
 Boulder, CO 80301
- The Spot Bouldering Gym**  
 3240 Prairie Ave  
 Boulder, 80301
- University Memorial Center (UMC)**  
 University of Colorado  
 1669 Euclid Avenue, Boulder, CO  
 Boulder, CO
- Boulder Outlook Hotel**  
 800 28th Street  
 Boulder, CO

**University of Colorado Campus**

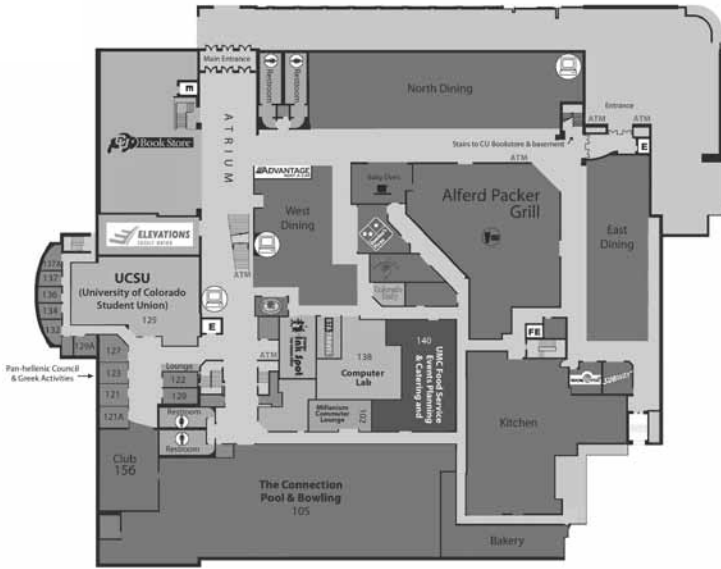
**○ REC CENTER WITH CLIMBING WALL**



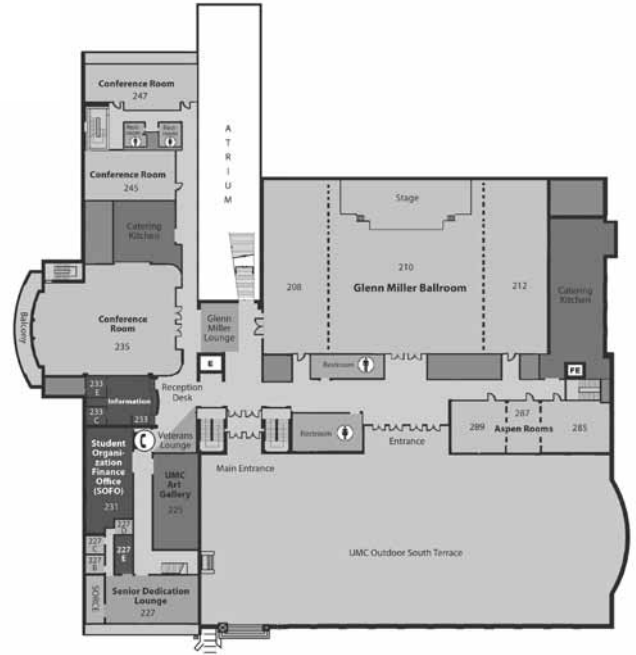
**UNIVERSITY MEMORIAL CENTER**

**PARKING \$3/HR**

# University of Colorado: UMC

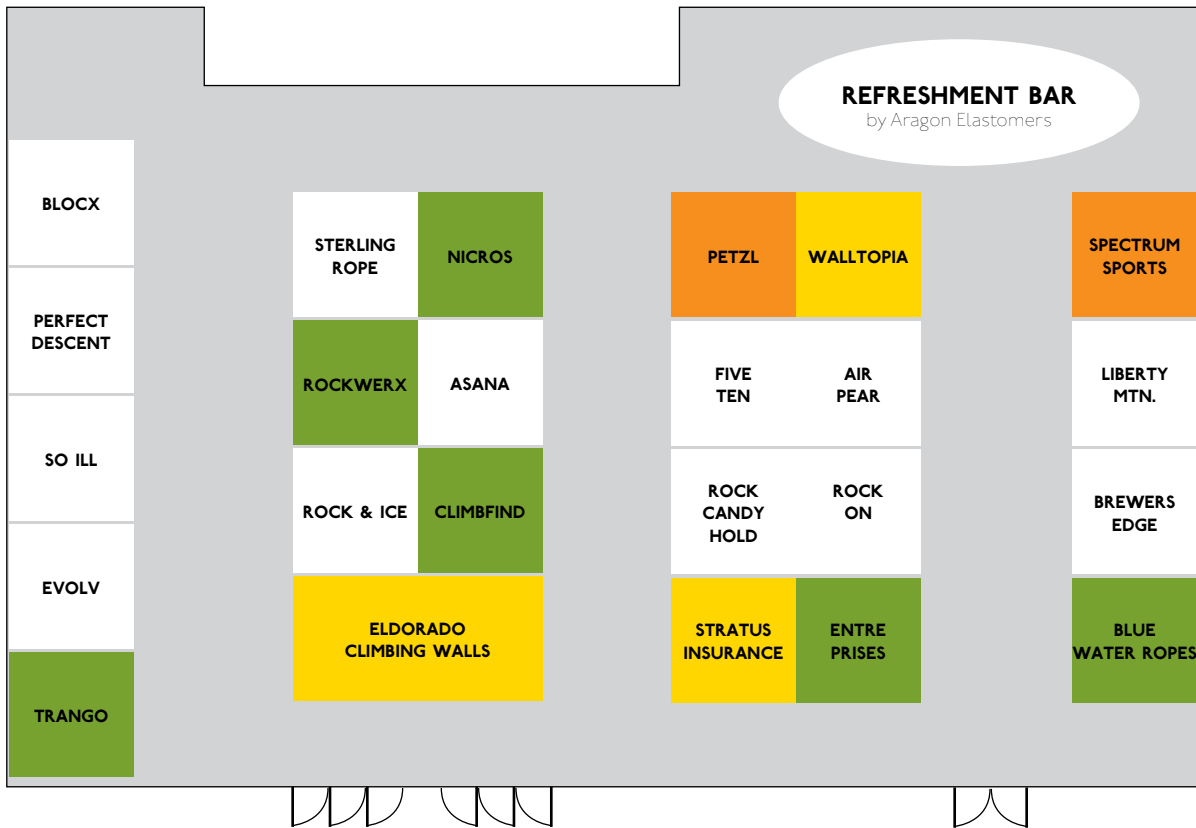


First Floor



Second Floor

**Exhibit Hall** | Meet your suppliers in the Glen Miller Ballroom.



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EXHIBITORS

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FACILITY PARTNERS

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