



2011 Climbing Wall Summit
 Boulder, Colorado
 May 11th-15th

Friday, May 13				
	Room 235	Room 247	Room 289	Room 208
9:00-10:00	Opening Plenary <i>Room 235 @ UMC</i>			
10:15-11:45	Climbing Gear Wear & Tear, Q&A <i>Kolin Powick</i>	Trending Upwards – The wide vision of the climbing business <i>Ivaylo Penchev</i> <i>Travis Mashin</i>	Insurance Protections & Pitfalls: What exactly is covered? <i>Daniel Hale</i> <i>Cameron Allen</i>	Groupon and "deal-of-the-day" Web Sites <i>Chris O'Connell</i>
11:45-1:15	Lunch on your own. Taste of Boulder on Page 25.			
1:15-2:45	Belaying – Don't get dropped! <i>Bob Richards</i> <i>Rick Vance</i> <i>Kolin Powick</i>	ClimbFind - Making an IMPACT with Mobile Technology & Marketing <i>Jonathon Kresner</i>	Marketing Your Climbing Wall <i>Jared Wells</i>	Successful Programming for Non-Commercial Climbing Gyms <i>Chad Failla</i> <i>Peter Julia</i>
3:00-4:30	Wicked Good Rope Seminar <i>Carolyn Brodsky</i>	What's In the Box – What to ask your wall designer <i>Patrick Andrey</i> <i>Timy Fairfield</i>	Pop Culture: What does it say about climbers? <i>Mike Anderson</i>	Staff Development is Business Development <i>Bryan Pletta</i>
	Rescue: Beyond Gravity and Ladders. By Ed Crothers <i>(Climbing Wall at University Recreation Center. See map page 33)</i>			
4:30-6:00	Announcements & Happy Hour in Exhibit Hall <i>(Glenn Miller Ballroom @ UMC)</i>			
7:00-10:00	Party @ The Spot Bouldering Gym			

** Schedule Subject to Change. Please view Summit Program upon Check-in. **



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Saturday, May 14				
	Room 235	Room 247	Room 289	Room 208
9:00-10:30	Climbing Gym Management Software – Digital Agreements <i>Andy Laakman</i>	Learning Styles <i>David Schwab</i>	Auto Belays: Issues, Trends & Technology Panel Discussion <i>Jared Wells Cody Sorenson Ronnie Naranjo</i>	Teambuilding 101 <i>Dana Caracciolo</i>
10:45-12:15	Climbing Wall Summit Mock Trial <i>ROOM 235 @ UMC</i>			
12:15-1:45	Lunch on your own. Taste of Boulder on Page 25.			
1:45-3:15	Personal Protective Equipment Management <i>Rick Vance</i>	Building Success in a 5.15 World: Reaching New Heights with your Business <i>Noal Ronken</i>	Analyzing a Real World Income Statement <i>Rich Johnston</i>	Current Trends in Flooring: Risk Management & Floor Systems <i>Mike Palmer Jamey Sproull Timy Fairfield</i>
3:30-5:00	Business Plans to Raise Money <i>Bob Richards</i>	Website Content Management with MojoMotor <i>Ray Snead</i>	So You Want to be an Expert Witness: How Attorneys Attempt to Pin You Down <i>Robert Angell</i>	The Ups and Downs of Auto Belays <i>Craig Burzynski, Eric Olsen</i>
5:00-6:00	Announcements & Happy Hour in Exhibit Hall <i>(Glenn Miller Ballroom @ UMC)</i>			
6:00-8:00	Tapas @ Boulder Outlook Hotel Panorama Room			

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Sunday, May 15				
	Room 235	Room 247	Room 289	Room 208
9:00-10:30	Highballs, Top Outs, Slack Lines and Other Crazy Stuff <i>Casey Newman</i>	Certification Program & CWA Roundtable <i>Bill Zimmermann</i>	Maximizing Your Gym's Impact Through Social Media <i>Jon Lachelt</i>	Focus Group: Growing the Pie <i>Scott Gordon</i>
10:45-12:00	Closing, Raffle, Gear Give-Away (You must be present to win) <i>Meet in the Glenn Miller Ballroom at UMC</i>			

View Workshop Descriptions:

<http://www.climbingwallindustry.org/cwsdescriptions11.php>

Register by April 22nd before rates go up!

<https://www.climbingwallindustry.org/register.php>