

# 2024 CWA ANNUAL REPORT

*Prepared by CWA Staff  
December 2024*





# A MESSAGE FROM OUR BOARD CHAIR



Thank you everyone for your on-going support, particularly now, as nearly all of us experienced challenges this past year, and we head into an uncertain time. Now, more than ever, getting involved, connecting with one another, and working together to support the CWA and industry-wide programs and initiatives helps all of us.

Much of the foundational work the CWA Board and staff put in place last year has started to pay dividends.

- The Board implemented a five-year strategic plan to focus and guide the CWA, with the express purpose of better aligning CWA decision-making with its members' needs in both the short and long term, e.g., moving the Summit back to Salt Lake City.
- The Competition Advocacy Committee, catalyzed by concerns with USA Climbing's National Training Center, has become a permanent standing committee. The committee will provide a venue for CWA members to voice their concerns regarding USA Climbing competitions specifically and monitor the quality of competition climbing in our facilities generally.
- The Board's new structure has allowed it to spearhead and oversee a larger scope, leading to several initiatives coming to fruition recently, including:
  - the overdue revision of the Industry Practices;
  - orientation videos, scripts, and templates; and
  - a renewed and improved CWA Insurance program.
- Finally, the Board's expansion created more opportunities for our peers to serve on either the Board or one of the CWA committees, allowing for more and fresh perspectives to have a hand in shaping and safeguarding the future of the CWA and the indoor climbing industry.

In my opinion, the uncertainty many of us currently feel reflects an inflection point for indoor climbing as we transition from a young industry, growing quickly, to one that has started to mature, meaning what got us here won't get us there.

I encourage you, more than ever, to engage with and serve your industry in any capacity you are able during this important time as we continue to shape the CWA for the future.

More specifically, next year, I will be retiring as Chair as well as from the Board, and two other long-serving members, Jason Noble and Kenneth Cronin, will be stepping down with me. We know there are many of you more than qualified to replace us—we just need you to raise your hands.

# A MESSAGE FROM OUR EXECUTIVE DIRECTOR



Reflecting on 2024, I am filled with pride for the remarkable accomplishments and progress our organization has achieved. Our new team members, Tilde Bombardo and Foxman McCarthy-James, have made significant contributions, with the launch of the Supplier Membership and enhancements to our thriving Certification Program.

The launch of the Professional Routesetting Certification (PRS) and quarterly Certification Summits has made education more accessible and affordable than ever before. Additionally, we revitalized our Webinar Program, offering more networking and professional development opportunities. Connecting you with other industry professionals is at the core of what the CWA does to serve you.

The introduction of the Supplier Membership has expanded our support for industry brands beyond the CWA Summit, providing our sponsors with a robust Vendor Directory, check it out! Our membership growth remains strong, with 95% of climbing gym companies staying members year after year.

The 2024 CWA Summit in Portland, Oregon, was a resounding success, with significant growth in pre-conference workshops and the introduction of more networking groups. Our Women's Fireside Chat was the largest gathering for women working in the industry that has ever happened, we're really proud to bring it back this year.

Thank you for your unwavering support and dedication as we continue to deliver improvements for the CWA and the industry. Together, we are all growing the indoor climbing industry and the sport of climbing, I look forward to an even more successful year ahead.

Let's go climb!

# 2025-2030 STRATEGIC PLAN SUMMARY

The Climbing Wall Association's (CWA) strategic plan for the years 2025-2030 focuses on providing programs to support responsible practices for indoor climbing businesses and providing value to our members. With an expanded Board of Directors, the CWA is focusing on establishing a cohesive organizational culture that uses the expertise of the CWA's Board, committees and staff to address the important issues of the industry in a sustainable manner. As the indoor climbing industry continues to grow, this plan aims to establish the CWA as the first place that professionals in the climbing wall industry go to for answers, training, and support.

## OUR MISSION, VISION AND VALUES

- **Mission:** To support the health and independence of the climbing wall industry.
- **Vision:** The CWA is the essential resource provider for responsible climbing wall businesses.
- **Values:**
  - **Collaboration:** We bring together varied perspectives to create our best work
  - **Grit:** We commit to doing our best with the tools at hand
  - **Service:** Everything we do is for our members
  - **Bold:** Growth only happens when we take risks

## OUR ORGANIZATIONAL IDENTITY

- **Our Audience:** Decision makers at commercial climbing facilities in the United States and Canada
- **Our Focus:** Standard setting, Connection, Education, Advocacy, Research/Data
- **Our Funding:** Annual Summit, dues, event/certification fees, publications, in-kind support, corporate donations and partnerships; campaigns for projects

## IMPLEMENTING THE STRATEGIC PLAN

The Board will establish specific annual goals to achieve our 5-year vision; the staff will operationalize these goals further within the 5-year time horizon. We will measure our progress toward and impact of the Strategic Plan annually. The Governance Committee will provide an initial analysis of progress and measurement toward the strategic goals using established evaluation questions. Results are to be delivered to the full Board before the annual meeting.



# OUR 5 YEAR STRATEGIC PLAN

- **Branding and Recognition**

- Established brand in the industry; members and others know the value CWA brings
- CWA Summit is the premier annual event for the industry

- **Membership and Community**

- Broad membership buy-in to structured offerings to contribute to CWA
- CWA is a valued place to connect members to answer questions and share resources
- 4 out of 5 indoor climbing businesses are members of the CWA
- 9 out of 10 commercial climbing facilities are members of the CWA

- **Services and Offerings**

- CWA provides the core tools and resources that gyms integrate into their business (training, certification, resources, information, modules, etc.)
- All CWA standards are two years old or less
- Every decision-maker in the industry works with CWA in some way

- **Revenue and Financial Stability**

- Establish revenue-producing operations, budget, expense policies, reserves, and other financial operations for long-term stability
- Funding reserves for lobbying, special projects, and emergencies

- **Organizational Structure and Governance**

- High-functioning Board, with seamless transitions
- Established use of data as part of strategic decision making and operations
- Stable and effective staffing plan with an organizational culture that does not solely rely on the Executive Director
- Clear understanding of how the Board and staff effectively work together

- **Industry Advocacy and Legislation**

- CWA will have supported coalitions to advocate for or otherwise help support industry-friendly legislation and/or rules in five states
- Explore chapter-model for the CWA
- Clarify supplier engagement with CWA

# MEET THE CWA



Garnet Moore,  
Executive Director



Tilde Bombardo,  
Membership Manager



Jake Byk,  
Content Manager



Maddie Hodge,  
Events Coordinator



Heather Reynolds,  
Education Consultant



Foxman McCarthy-James  
Routesetting Education  
Consultant

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## TWO NEW TEAM MEMBERS!

**Tilde Bombardo**, the CWA's new Membership Manager, was hired in April 2024. She has been a valuable team member in her first year with the launch of the Supplier Membership, and invaluable presence at the CWA Summit.

**Foxman McCarthy-James**, the CWA's new Routesetting Education Consultant, was hired in November 2024. She is a great addition to our already thriving Certification Program.



# CWA BOARD OF DIRECTORS



Wesley Shih, **BOD Chair**,  
Co-Founder, Sender One



Kenneth Cronin, Owner,  
Crag X Indoor Climbing Centre  
Inc.



Michele Lang, CEO,  
Insight Climbing and  
Movement



Mike St-Laurant, President &  
COO, Triangle Rock Club



Jason Noble, VP,  
Vertical Endeavors



George Poulton,  
Gen Counsel, GCMP Law



Mardi Roberts, CEO,  
5.Life



Walson Tai, President,  
Calgary Climbing Centers



Jackie Hueftle, COO,  
Kilter

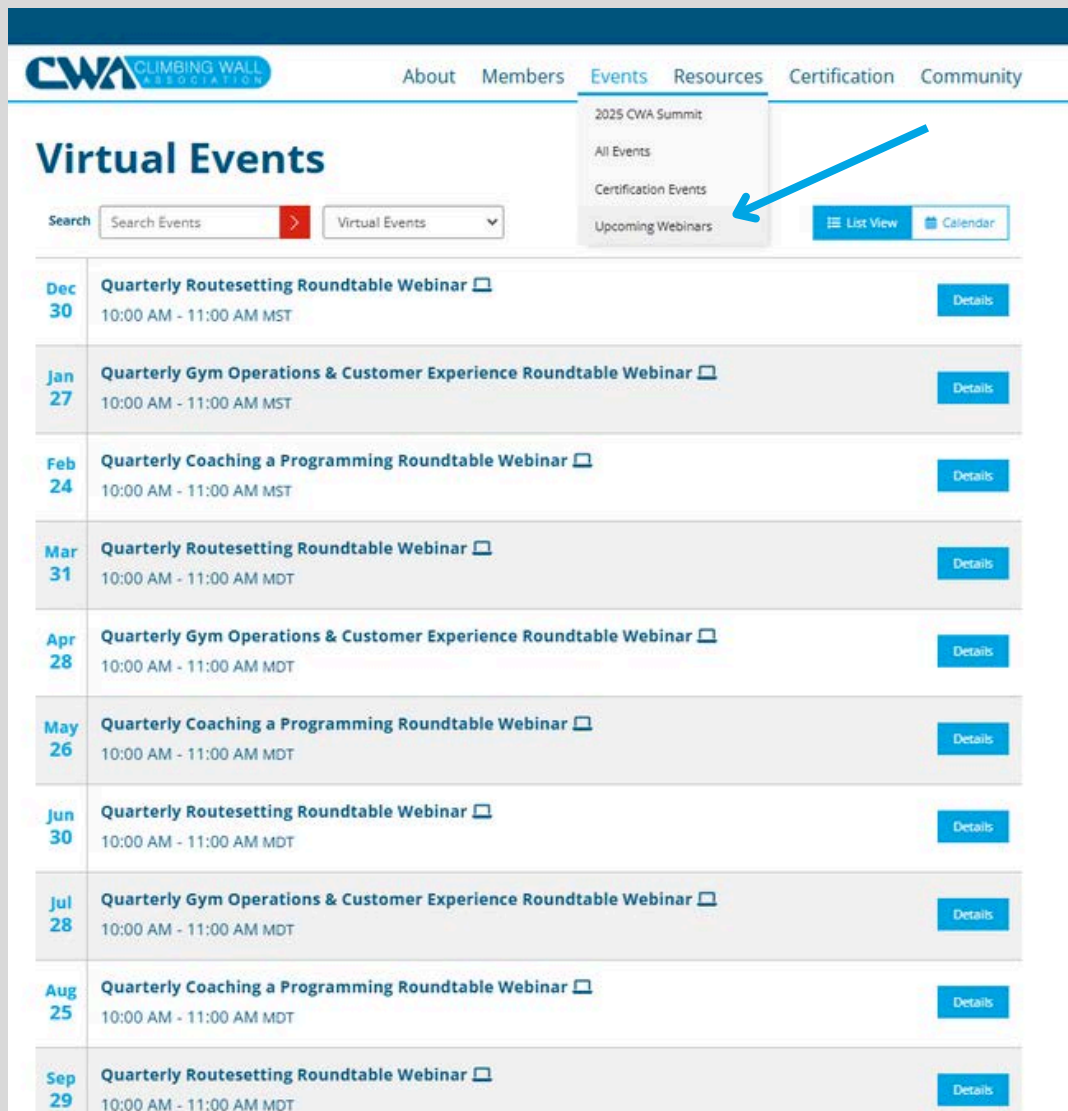
# MEMBERSHIP

## WEBINAR PROGRAM

## RE-LAUNCH

In the summer of 2024, the CWA **improved its Webinar Program**, a benefit exclusively for members.

The program successfully provides **networking and professional development opportunities outside the CWA Summit**. It features one webinar per month, with three different job functions.



The screenshot shows the CWA Climbing Wall Association website. The navigation bar includes links for About, Members, Events, Resources, Certification, and Community. The Events dropdown menu is open, showing options for 2025 CWA Summit, All Events, Certification Events, and Upcoming Webinars. A blue arrow points to the 'Upcoming Webinars' link. Below the navigation bar, the 'Virtual Events' section features a search bar and a list of upcoming webinars. Each webinar entry includes the date, title, time, and a 'Details' button.

Date	Event Title	Time	Details
Dec 30	Quarterly Routesetting Roundtable Webinar	10:00 AM - 11:00 AM MST	Details
Jan 27	Quarterly Gym Operations & Customer Experience Roundtable Webinar	10:00 AM - 11:00 AM MST	Details
Feb 24	Quarterly Coaching a Programming Roundtable Webinar	10:00 AM - 11:00 AM MST	Details
Mar 31	Quarterly Routesetting Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details
Apr 28	Quarterly Gym Operations & Customer Experience Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details
May 26	Quarterly Coaching a Programming Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details
Jun 30	Quarterly Routesetting Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details
Jul 28	Quarterly Gym Operations & Customer Experience Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details
Aug 25	Quarterly Coaching a Programming Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details
Sep 29	Quarterly Routesetting Roundtable Webinar	10:00 AM - 11:00 AM MDT	Details

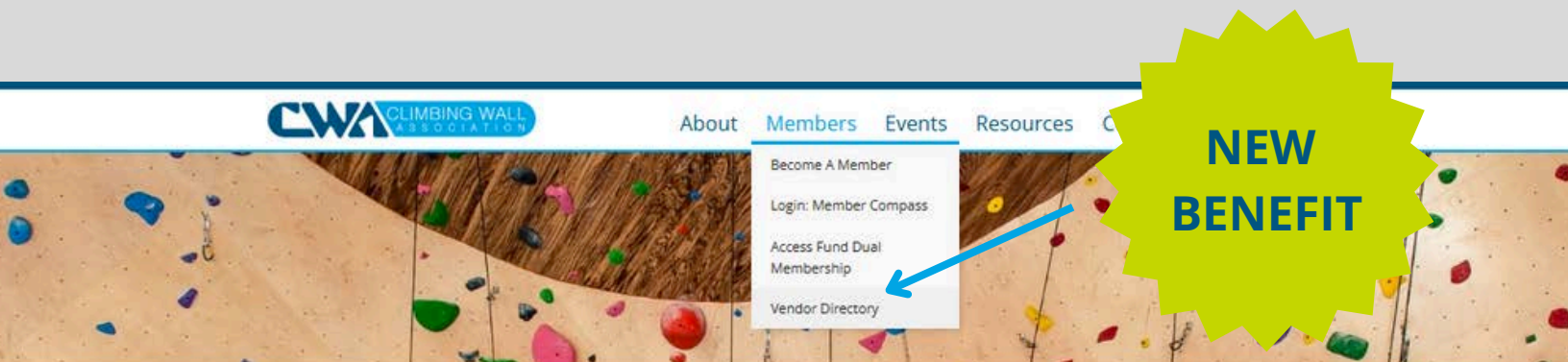


# MEMBERSHIP

## SUPPLIER MEMBERSHIP

The 2024 CWA Supplier Membership expanded membership benefits beyond the CWA Summit to our sponsors and exhibitors.

The **Vendor Directory** is now a revitalized benefit for **finding businesses and services** outside of the CWA Summit. Explore it today!



## Vendor Directory

### Welcome To The CWA's Vendor Directory!

We're happy you're here. Use the search function, category view, or simply scroll through all of our amazing supplier members and sponsors to find products and services you're interested in.

**ADMIN ALERT** This section is visible to admin users only.

Content regions on this page are the default for this directory setup. Changes will be applied to all Vendor Directory pages that are not already customized.

Link users directly to these search results: <https://www.cwapro.org/vendor-directory>

Search  > Filters >

Category List Map

**Abacus and Ink LLC**  
55930 Apple Rd  
Osceola, IN 46561  
United States

Supplier

**Access Fund**  
P.O. Box 17010 207 Canyon  
Blvd, Suite 2015  
Boulder, CO 80308  
United States

Supplier

**Aerial Adventure Technologies, LLC**  
Attn: Charlotte Garvey 162  
Timber Lakes Dr.  
Todd, NC 28684  
United States

Supplier

**AMPclimb**  
1103 Indale Place, The  
Villages, FL, USA Indale Place  
The Villages, FL 32162  
United States

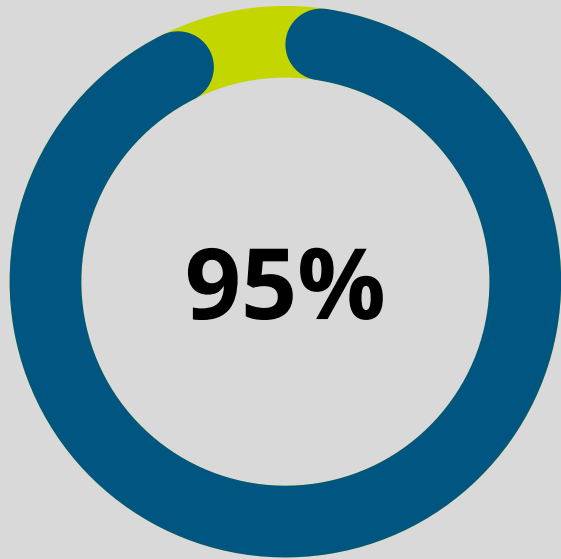
Supplier

**Approach Software**  
654 N Central St Approach  
Olathe, ks 66061  
USA

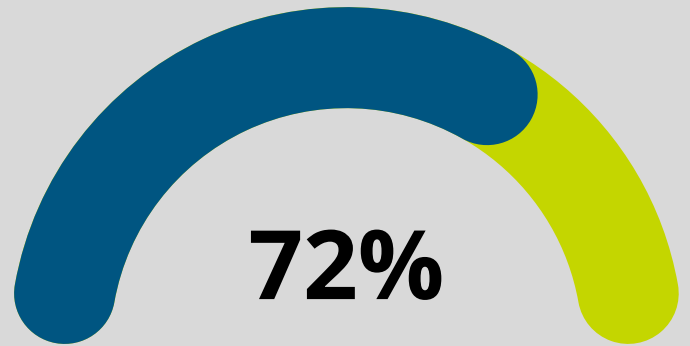
Supplier

# MEMBERSHIP

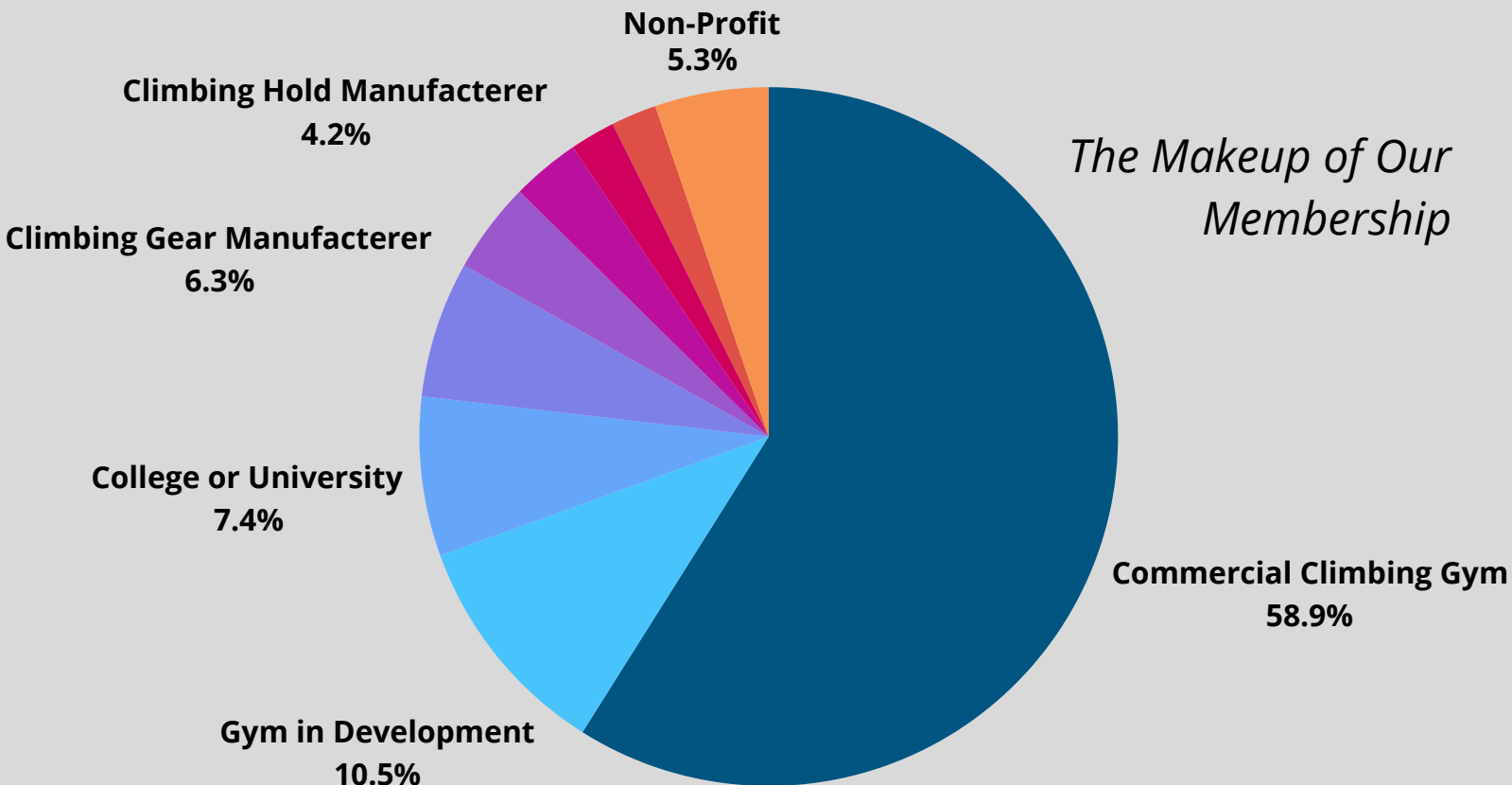
## MEMBERSHIP GROWTH



*Climbing Gym  
Companies That Stay  
Members of CWA YOY*



*Climbing Gym Locations  
in North America that  
are CWA Members*





# MEMBERSHIP

## COMMUNITY HUB



### LEARNERS ACCESSED THE COMMUNITY HUB IN 2024



**Why Does This Matter?** The Community Hub extends online learning opportunities across the globe and gives the indoor climbing industry a digital space to professionalize through our various programs.

This number continues to rise as membership grows and more members explore the Community Hub.

By providing high-quality digital learning, the CWA reaches more people across the globe.



# MEMBERSHIP

## MONUMENT SPORTS GROUP INSURANCE UPDATES

In 2024, DOXA Insurance Holdings, LLC **strategically acquired** Monument Sports Group (MSG). This exciting development in our decades-long relationship with MSG expands their capacity, and thus, our ability to serve our members' insurance needs.



*The CWA Insurance Team at Monument understands that there is competition for climbing gym insurance, but no one has put in the countless hours that our team has. Our team includes three veteran climbers and a former climbing gym manager who grew up in the business.*

*Mark Grossman,  
CEO of Monument Sports Group*



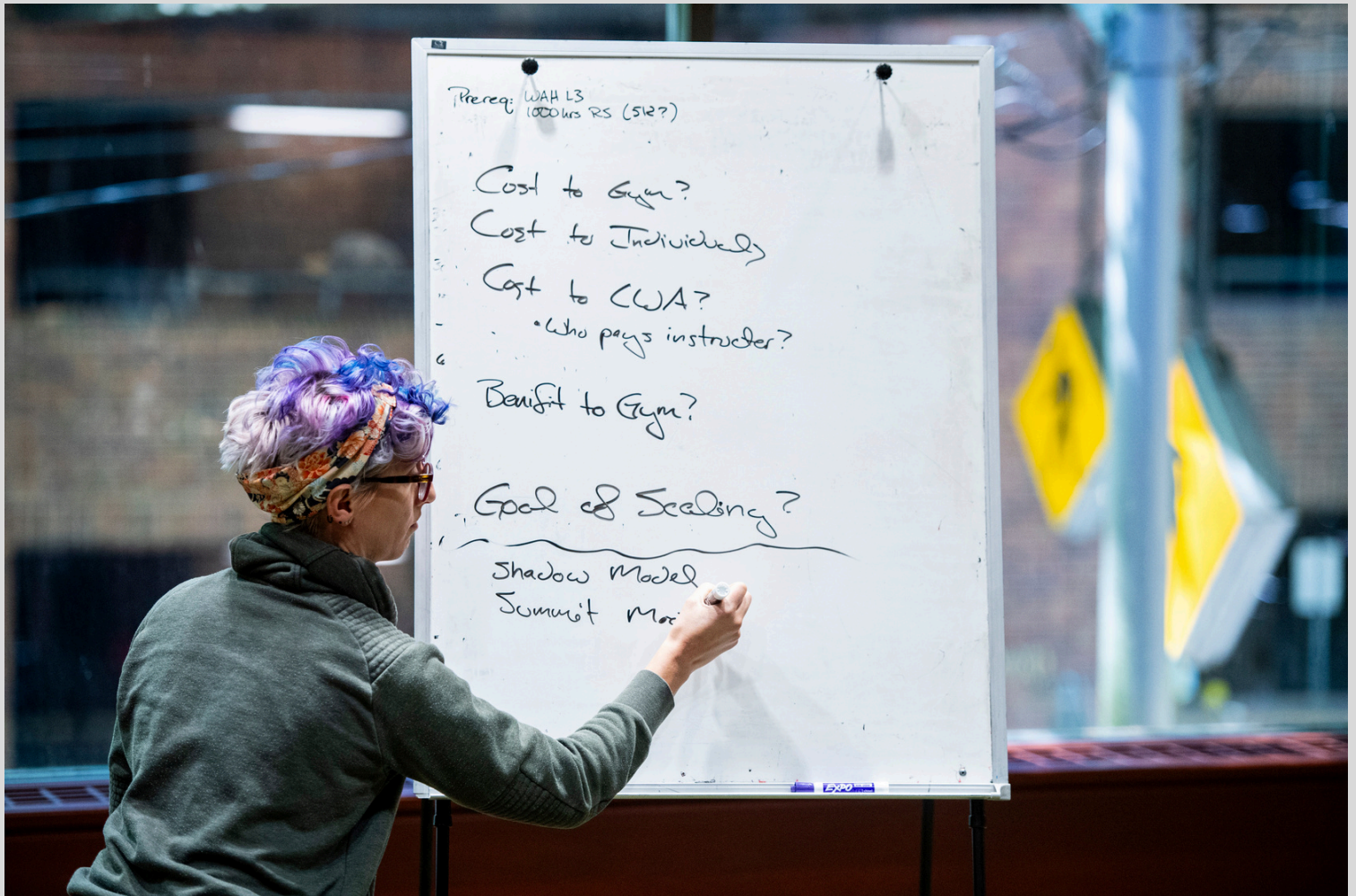


# CERTIFICATION

## ROUTESETTING CERTIFICATION

**NEW  
BENEFIT**

In 2024, the CWA launched its first Professional Routesetting Certification (PRS). The program launched with three levels and a direct entry assessment option for experienced routesetters.



*Foxman McCarthy-James during a Professional Routesetting Certification Discussion at the 2024 CWA Summit*



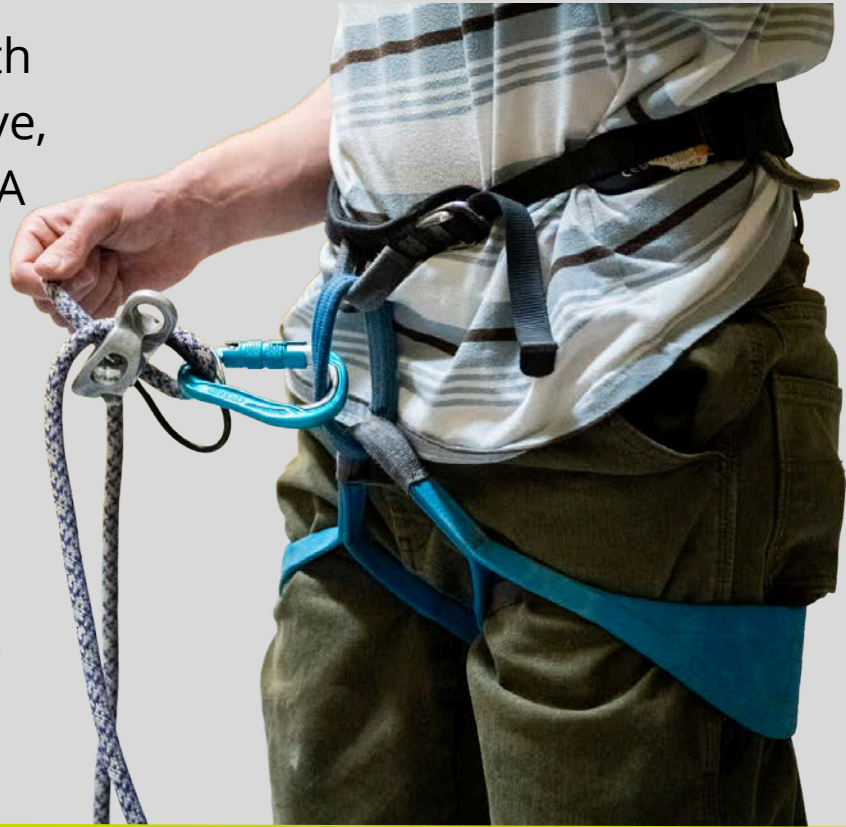
# CERTIFICATION

## CERTIFICATION SUMMITS

**NEW  
BENEFIT**

To make certification more accessible to the industry, the CWA launched quarterly Certification Summits that move around North America. Before this new initiative, everyone had to wait for the CWA Summit for certification opportunities.

By changing locations regularly, certifications become more accessible, more affordable, and show off amazing facilities in the U.S. and Canada.



# CERTIFICATION

## WORK AT HEIGHT (WAH) PROVIDER CAN NOW CERTIFY LEVEL 1

NEW  
BENEFIT

Last year the Work At Height program launched a new Level 3 WAH Provider certification. Providers can certify Level 1 candidates to do front-of-the-wall routesetting and maintenance work.

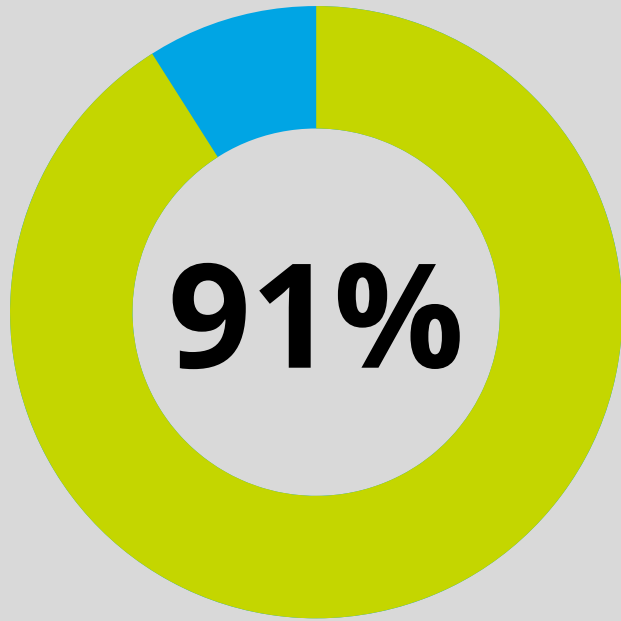


Certifications Issued  
in 2024

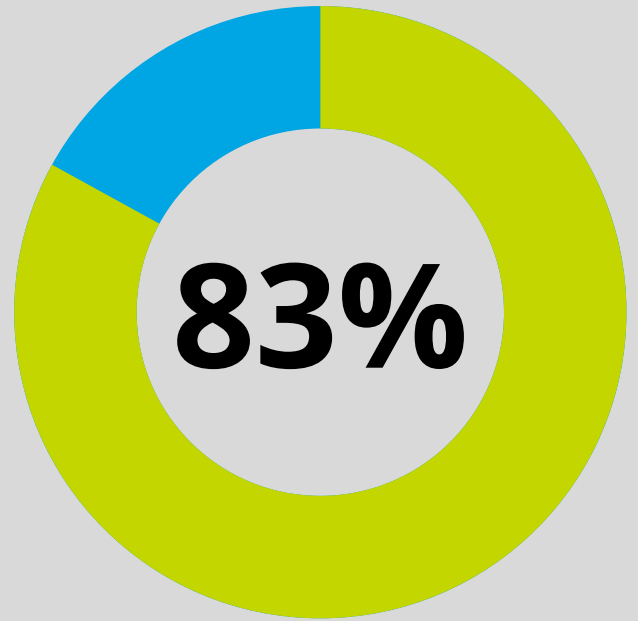


# 2024 CWA SUMMIT

The 2024 CWA Summit was hosted in Portland, Oregon, in the Pacific Northwest for the first time. The 2024 CWA Summit saw growth in our pre-conference workshops, along with the introduction of Meetup Groups on the Trade Show Floor.



*The percentage of attendees who learned about a new product or service from our Trade Show Floor*



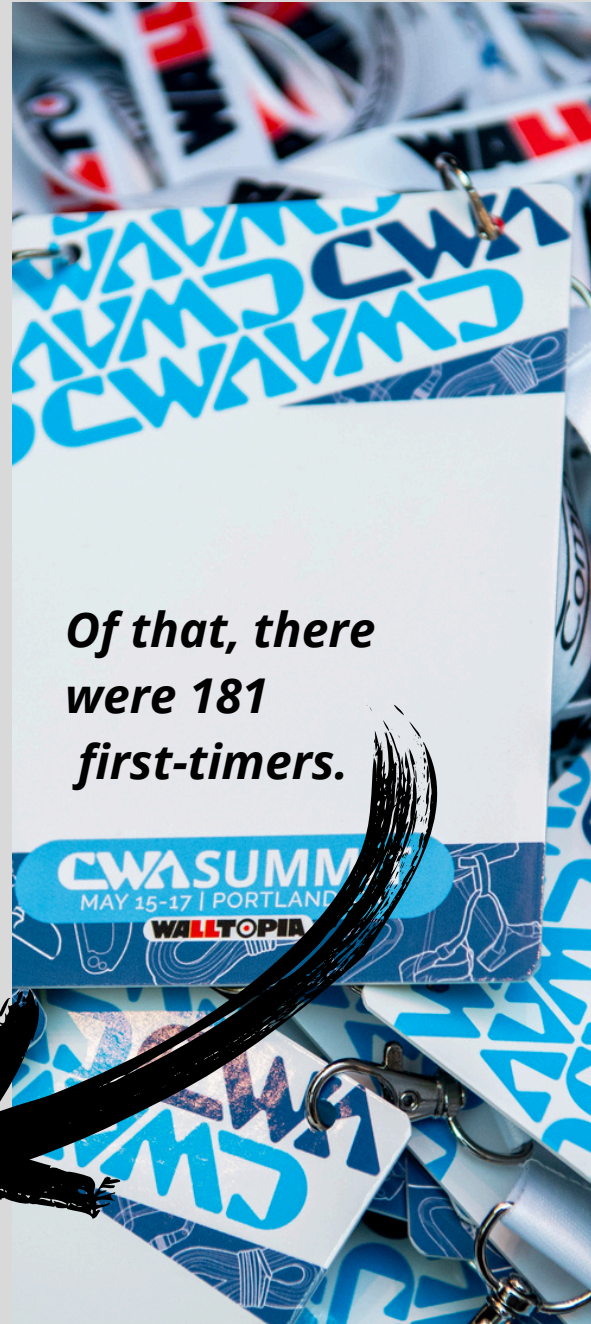
*The percentage of attendees who would recommend one of our Education Sessions to a friend*



# 2024 CWA SUMMIT



1,205  
ATTENDEES &  
SPONSORS



*Of that, there  
were 181  
first-timers.*

*Attending the CWA Summit for the first time was an incredible experience. The education sessions were exceptionally well-organized, with engaging and professional presenters. It was truly inspiring to interact with my peers in the climbing gym community. **I can't wait to attend again next year!***

- Anonymous CWA Summit Feedback



# 2024 CWA SUMMIT

## WOMEN'S FIRESIDE CHAT SUCCESS



The 2025 CWA Summit provided the largest intentional gathering with creative, structured programming just for women and female-identifying folks the industry has ever seen.

More than 200 women gathered for a night of mentorship emceed by CWA Summit Events Coordinator Maddie Hodge.





# 2026 CWA SUMMIT

We're returning to Salt Lake City, Utah!

**APRIL 15 - 17, 2026**  
**SALT LAKE CITY**

**Registration  
Opens at 2025  
CWA Summit**



Photo: Visit Salt Lake

# CWA CONTENT PROGRAM

The CWA published 54 articles in 2024 and sent 24 newsletters **which were opened more than 60,000 times.**

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## Most Popular Blog Articles of 2024

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1

### THE FUTURE OF AUTO BELAYS

*By Ashley Routson, PlanetRock*

2

### KIDS WITH DISABILITIES IN CLIMBING







*By Addy Cowley, Sportrock Climbing Centers*






3




### CHALK DUST STRATEGIES IN INDOOR CLIMBING GYMS

*By Ashley Routson, PlanetRock*

# CWA YEARLY CALENDAR

JANUARY 2025						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	 13	 14	 15	 16	 17	18
19	20	21	22	23	24	25
26	 27	28	29	30	31	

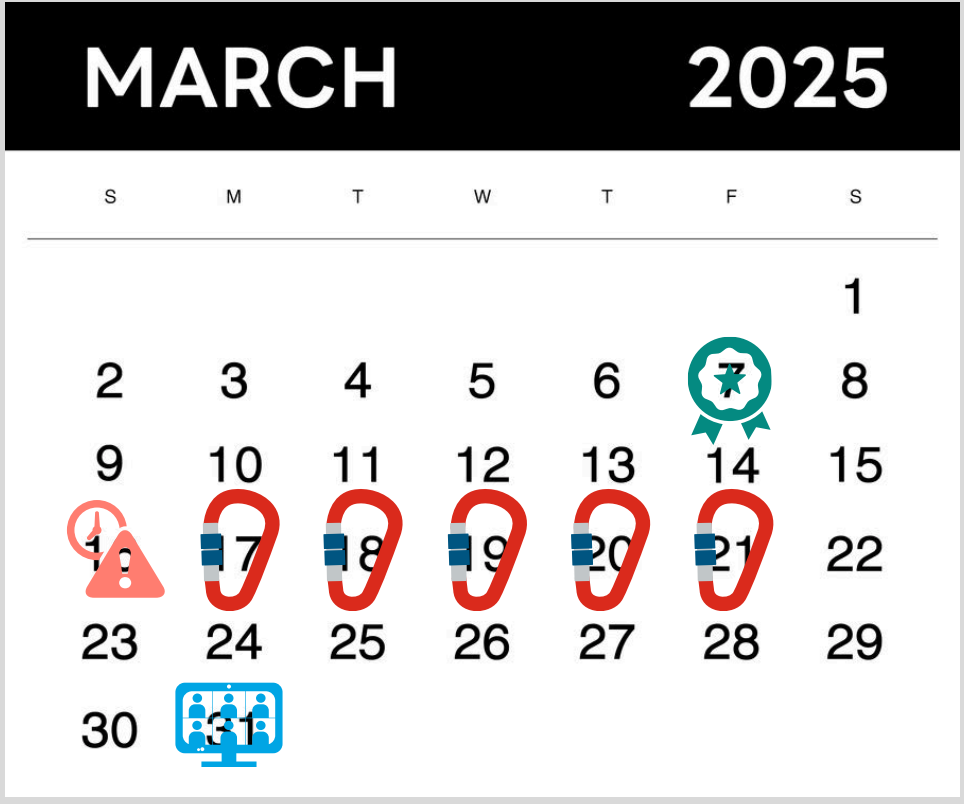
Calendar Key	
	Cert Summit
	Webinar
	CWA Summit
	Ticket Deadline
	Virtual Cert Event

FEBRUARY 2025						
S	M	T	W	T	F	S
						 1
2	3	4	5	6	7	8
9	10	11	12	 13	14	15
16	17	18	19	20	21	22
23	 24	25	26	27	28	

**NOTE:** Certification Events and Virtual Certifications typically have multiple meetings.

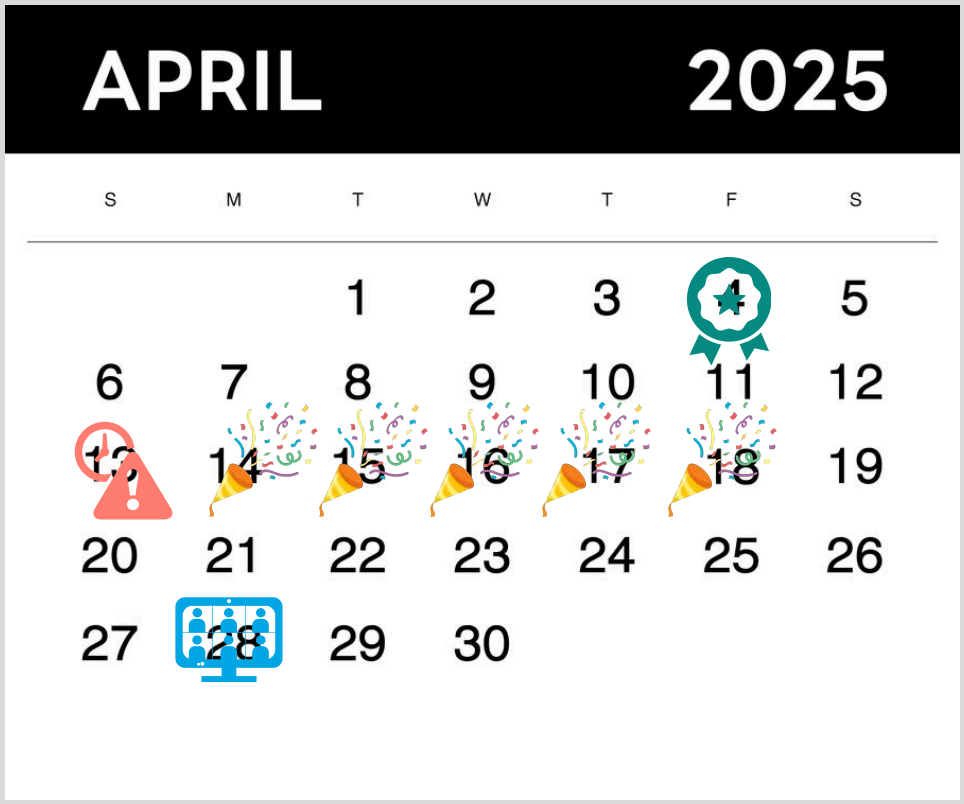
This calendar shows in-person days and course start dates.

# CWA UPCOMING EVENTS



### Calendar Key

- Cert Summit
- Webinar
- CWA Summit
- Ticket Deadline
- Virtual Cert Event





**NOTE:** Certification Events and Virtual Certifications typically have multiple meetings.


This calendar shows in-person days and course start dates.




# CWA UPCOMING EVENTS

MAY 2025						
S	M	T	W	T	F	S
					2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25		27	28	29	30	31


### Calendar Key




Cert Summit




Webinar




CWA Summit



Ticket Deadline










Virtual Cert Event

JUNE 2025						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29		30				




**NOTE:** Certification Events and Virtual Certifications typically have multiple meetings.




This calendar shows in-person days and course start dates.

# CWA UPCOMING EVENTS

JULY 2025						
S	M	T	W	T	F	S
			2	3	4	5
6	7	8	9	10	11	12
13	 14	 15	 16	 17	 18	19
20	21	22	23	24	25	26
27		28	29	30	31	

### Calendar Key

-  Cert Summit
-  Webinar
-  CWA Summit
-  Ticket Deadline
-  Virtual Cert Event

AUGUST 2025						
S	M	T	W	T	F	S
						2
3	4	5	6	7	8	9
10	 11	 12	 13	 14	 15	16
17	18	19	20	21	22	23
24		25	26	27	28	29
30						
31						


**NOTE:** Certification Events and Virtual Certifications typically have multiple meetings.

This calendar shows in-person days and course start dates.


# CWA UPCOMING EVENTS

SEPTEMBER 2025						
S	M	T	W	T	F	S
		2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28		30				


### Calendar Key




Cert Summit




Webinar



CWA Summit



Ticket Deadline



Virtual Cert Event

OCTOBER 2025						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12						18
19	20	21	22	23	24	25
26		28	29	30	31	


**NOTE:** Certification Events and Virtual Certifications typically have multiple meetings.

This calendar shows in-person days and course start dates.


# CWA UPCOMING EVENTS

NOVEMBER 2025						
S	M	T	W	T	F	S
						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16		18	19	20	21	22
23		25	26	27	28	29
30						


### Calendar Key




Cert Summit



Webinar




CWA Summit



Ticket Deadline



Virtual Cert Event

DECEMBER 2025						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28		30	31			

**NOTE:** Certification Events and Virtual Certifications typically have multiple meetings.

This calendar shows in-person days and course start dates.



# INDUSTRY PRACTICES COMMITTEE

The Industry Practices Committee works on the development and maintenance of guidelines, recommendations, and practices concerning the management and operation of climbing walls.



Lauren Watson,  
Ground Up Climbing



Mike St-Laurant, **Chair**,  
Triangle Rock Club



Jason Noble,  
Vertical Endeavors



Jason Kurten,  
Texas A&M Rec



Jon Heshka,  
Thompson Rivers  
University



Kenneth Cronin,  
Crag X Indoor Climbing  
Centre



Chris Jenkins,  
Movement Climbing &  
Fitness



George Poulton,  
GCMP Law LLC



Wesley Shih, Sender  
One

# GOVERNMENT AFFAIRS COMMITTEE

The Government Affairs Committee provides advice and support in government affairs and public policy matters that affect the CWA and the climbing wall industry.



Kat Kaufman, **Chair**  
Central Rock Gym



Brad Werntz,  
Boulders Climbing Gym



Bob Angell,  
CWA General Consul



Matt Roberts,  
5.Life



Wesley Shih,  
Sender One

# WORK AT HEIGHT COMMITTEE

The WAH committee works to establish a voluntary certification for Climbing Wall Workers who work at height on climbing walls and a uniform set of certification standards that can be easily integrated into existing staff training programs and adopted anywhere.



Dean Pflaumer, **Chair**,  
Red Line Access and  
Rescue Solutions



Foxman McCarthy-James,  
Vortex Consulting



Shane Messer,  
Central Rock Gym



Keith Luscinski,  
Petzl Solutions



Steve Schwartz,  
Routesetter & WAH  
Provider



Justin Wright,  
Edgeworks Climbing



Eddie Morillas,  
Front Climbing Club



Drake Linscott,  
Freelance Routesetter



# CLIMBING WALL INSTRUCTOR COMMITTEE

The CWI Certification Committee focuses on the education, review, and skills evaluation of climbing wall workers using consensus certification standards developed by leading professionals in the indoor climbing industry.



Heather Reynolds, **Chair**  
Education Consultant



Russel Hobart,  
UNC- Chapel Hill



Brian Sweeney,  
BaseCamp



Maxym Langlois,  
Altitude Climbing  
Gym



Jamie Harpster,  
The Gravity Vault



Jason Noble,  
Vertical Endeavors



Alisha Kortje,  
Bliss Climbing



Chris Adshade,  
Calgary Climbing  
Centre



Jess Colley,  
Basin Climbing

# ROUTESETTING COMMITTEE

The CWA Routesetting Committee maintains the CWA Routesetting Guide and supporting documents. The Committee also develops training curriculum for individuals interested in learning how to set routes, work in a commercial routesetting program, and meet the routesetting needs of a commercial climbing facility.



Jackie Hueftle, **Chair**,  
Kilter Grips



Peter Zeidelhack,  
Routesetter



Ward Byrum,  
Movement Climbing  
& Fitness



Alexandra Fox,  
Greater Heights



Kyle Dontanville,  
Vertical Solutions



Justin Wright,  
Edgeworks Climbing



Foxman McCarthy-  
James,  
Vortex Consulting

# COMPETITION ADVISORY COMMITTEE

20

The Competition Advisory Committee unites CWA, USAC, and indoor climbing gym operators in discussions of the industry, the future of competition climbing, and how to strengthen collaboration. This effort has led to rule changes for host facilities and better resources for climbing gyms like a robust sample budget for event hosting.



Dave Hudson,  
First Ascent



Deana Labriola,  
USAC



Drew Sloss, **Chair**  
The Climb Gyms



Ian McIntosh,  
Mesa Rim



John Muse,  
USAC



Marc Norman,  
USAC



Michael Lary,  
Source Climbing  
Center



Mike St-Laurant,  
Triangle Rock Club



# COACHING AND TRAINING COMMITTEE

**NEW  
COMMITTEE**

The purpose of the CTC Committee is to develop and maintain guidelines, recommendations, and practices for climbing facilities offering coaching and personal training. This committee is working on developing training and qualifications for people offering coaching and personal training in indoor climbing gyms.



Heather Reynolds, **Chair**  
Education Consultant



Dave Hudson, First  
Ascent



Dung Nguyen,  
Altitude Gym



Jessi Haynes, Circle City  
Climbing Team



Nikki Troiano, Odyssey  
Climbing



Seve Stember, Warrior's  
Way



Mardi Roberts, CEO,  
5.Life



Brian Sweeney,  
BaseCamp