



CLIMBING WALL ASSOCIATION, INC. PRESS RELEASE

FOR IMMEDIATE RELEASE

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CWA SEEKS MEMBERSHIP SALES MANAGER

Boulder, Colorado, 08/29/2008 – The CWA is seeking a part-time Membership Sales Manager to join our team. The Membership Sales Manager is responsible for effectively communicating the association's value proposition to prospective customers and the public. This position has primary responsibility for developing and implementing strategies for recruiting new members and retaining existing members to ensure growth and success of the organization. The Membership Sales Manager is responsible for membership marketing, sales, and reporting. A strong marketing and sales focus are required for this position. For more information, please visit http://www.climbingwallindustry.org/docs/PD_Membership_Sales_Manager_Final.pdf.

To apply, please send cover letter, resume, and contact information for three references to Bill Zimmermann at 1460 Lee Hill Road Unit 2 Boulder, CO 80301 or bill@climbingwallindustry.org.

The CWA is a 501(c)(06), non-profit, industry trade association for manufacturers of climbing wall equipment, builders of climbing walls, operators of commercial climbing gyms, and others involved in the climbing gym industry. The mission of the Climbing Wall Association is to support the development of the climbing wall industry, to promote the sport of climbing, and to advocate for the interests of our members. The CWA offers standards for the operation of climbing walls, an insurance program for climbing facilities, standards-based training, and risk management consulting for member organizations.

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