

CWA Expands Board Of Directors With Four New Members

December 11, 2023

in [CWA Blog](#), [Association News](#)

Boulder, Colo., --

The Climbing Wall Association is excited to announce the addition of four new board members to the Board of Directors. The addition of these new members brings the current total of board members to nine. The new board members were admitted through a rigorous application process, coming from all corners of the indoor climbing industry. Their collective experience in the industry amounts to more than half a century of dedication to indoor climbing.

Serving three-year terms, the new board members will be responsible for developing the strategic goals of the CWA, representing the interests of CWA members, and serving on CWA committees. The Board of Directors is made up of representatives from businesses that are CWA members and is designed to be the voice that represents CWA members.

The new members are:

- **Jackie Hueftle** - COO and Co-Founder, Kilter Grips
- **George Poulton** - Lawyer, GCMP Law LLC
- **Mardi Roberts** - CEO, 5Life
- **Walson Tai** - President, Calgary Climbing Centres, President, Flashed Climbing, Co-Owner of Binary Holds and Magic Labs

Learn More About Our New Board Members

Jackie was a founding member of both the CWA Routesetting Committee and the Routesetting Institute.

She currently serves as a Board Member for Bolt and Revolt, and is the co-owner of KILTER Grips, which produces the Kilter, Haptic, and Union lines, along with the KILTER Board. She is an avid climber and has experience in many different areas, including as a guide, head routesetter, competitive climber, coach, manager of membership and front desk, and so much more.



George is a lawyer by trade.



A climber since the mid-90's, he previously served as in-house general counsel and a corporate officer for companies in the climbing wall industry. He currently serves as outside general counsel to businesses and their constituents in a variety of industries. He currently lives in Salt Lake City with his wife and two daughters.

Mardi has extensive experience across many facets of the indoor climbing industry.



She has a background in accounting, retail, policy and procedures, operations, and marketing. She is a wealth of knowledge for indoor climbing gym operators and is a strong advocate and mentor for those in the industry. She is currently a co-owner and CEO of 5.Life, which owns four gyms in Ohio and Pennsylvania. Her gyms define their own individual personalities and brand identities. She lives in Ohio with her husband and is a mother of four.

Walson has experience as both a vendor and a climbing gym owner.



He got his start in the early 90's, selling handmade chalk balls out of his Montreal apartment with his wife. From this humble beginning grew Flashed Climbing, a leader in the industry. He currently is the co-owner of Flashed Climbing, Binary Holds, Magic Labs, and Calgary Climbing Centres, which has four locations in Canada.

Join us in celebrating our new members of the Board of Directors!

☐ **CWA ANNOUNCES DIGIULIAN AS
2024 CWA SUMMIT OPENING
KEYNOTE**

December 17, 2023

**GYM OWNERS & INDOOR
CLIMBING'S BOOM: PART 3** ☐

December 4, 2023