

Calling Small Facility Owners: Serve On The CWA's Board

August 25, 2025

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



For decades, the Climbing Wall Association (CWA) has had representation across the entire spectrum of the indoor climbing industry via its Board of Directors. Michele Lang, CEO of [Insight Climbing & Movement](#), will be the new Chair of the CWA's Board of Directors, replacing Wesley Shih, co-founder of [Sender One](#). Michele has served on the Board of Directors since November 2021, prior to her appointment, replacing Wesley, who has served since 2017. Insight Climbing & Movement currently has two locations, while Sender One has seven, representing the CWA's commitment to diversity of size, location, and types of facilities.

"The Board Chair position requires you to see the full perspective of the indoor climbing industry," says Wesley Shih, former Board Chair for the CWA.

Though having a smaller facility operator at the helm of the Board is important, by the time you become the Board Chair, you have all the experience needed to see the various points of view, said Wesley.

That said, it does say something of the goals and the organization of the Board.

"It's a way of reminding yourself where you came from, and how the Board runs."

The CWA will also see Mardi Roberts, CEO of [5. Life](#), serving as Secretary, replacing Kenneth Cronin, CEO of [CragX](#), and Mike St. Laurent, CEO of [Triangle Rock Club](#), serving as Treasurer, replacing Jason Noble, VP of [Vertical Endeavors](#). Their leadership has been instrumental in guiding the CWA through a period of growth and innovation, and the CWA extends its deepest gratitude for their contributions. All three Board members will be retiring by January 2026, but are stepping down from leadership effective immediately.

Join the Board of Directors

In the CWA's continued commitment to representing the entire indoor climbing industry, big and small, we're excited to recruit new Board members, **specifically of single-location facilities**. Kenneth Cronin represented the single-location gym owner on the Board of Directors, and with his retirement in the next five months, the CWA is planning to replace that perspective to ensure its heard at the highest levels of leadership.

Wesley, who served on the CWA's Board of Directors for eight years, reflects on his time and sees it as a testament to the organization's values.

"What makes me happy is that it was the whole organization, up and down, that did a lot of work. It was a whole team effort, which is a sign of resiliency for our organization."

The CWA Board of Directors is looking for someone who has their own ideas, but is a team player by nature.

Michele Lang, the new Board of Directors Chair, is excited to see someone ready to collaborate.

"What we're looking for is people who are passionate and have a lot of curiosity and openness to what's possible. Not only for CWA, but for the industry itself."

Echoing this, Wesley hopes to see someone who comes in with projects in mind as well as an interest in solving a problem together.



"It's a necessity that someone wants to accomplish something," Wesley says. "Service for oneself

helps sustain in a volunteer organization.” It also makes the organization and the entire industry stronger.

Applications are reviewed on a rolling basis, with emphasis on applications received before September 19, 2025.



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