



# 2018 Climbing Advocacy Summit

## Celebrating Climbing and Conservation

Presented by Access Fund and Patagonia

7:30 am – 4:30 pm ~ September 22nd, 2018

*Note: Final Agenda Subject to Change*

### Saturday, September 22nd

<p><b>7:30 am - 8:15 am</b></p>	<p><b>Yoga</b> Join Jessica Malloy and Laura Olinger at an optional yoga session designed for climbers. Bring a mat or towel if possible.</p>
<p><b>8:00 am – 9:00 am</b></p>	<p><b>Coffee &amp; Breakfast</b> Attendee sign-in; attendees receive summit info packet.</p>
<p><b>9:00 – 9:15 am</b></p>	<p><b>Room A &amp; Room B:</b> Welcome Talk (15 min) (Access Fund Executive Director; Mike Morin, Access Fund Northeast Regional Director; Gunks Climbers Coalition)</p>
<p><b>9:15 – 10:00 am</b></p>	<p><b>Room A &amp; Room B:</b> Community Roundtable: Local Reports, Networking, &amp; Planning (Access Fund Facilitators: Mike Morin/Northeast Regional Director; All attendees, Local Climbing Organizations, and local advocates participating)</p> <p>Description: A bit of town hall, a bit of family reunion, The Roundtable is an informal facilitated session to bring our climbing advocacy family together, break the ice, introduce individual organizations and attendees, and flesh out issues of the day. Stand up, be heard, tell us who you are and what you care about!</p> <p>Goals: introduce attendees; surface hot topics; break down barriers; highlight historical partners and knowledge; celebrate local accomplishments; welcome newer advocates; expand meaning of “climbing advocacy community.”</p>
<p><b>10:00 – 10:45 am</b></p>	<p><b>Break / Room Change</b></p>

<p><b>10:45 am – 11:45 pm</b></p>	<p><i>There will be two different conference rooms, each with its own theme of presentations. Note <b>Room A</b> and <b>Room B</b> below and select the topics that most interest you.</i></p> <p><b>Second Set of Workshops</b></p> <p><b>Room A:</b> Private to Public: Climbing Access Solutions for Private Lands (Dave Quinn/Rumney Climbers Association; Travis Peckham &amp; Seth Maciejowski/CRAG-Vermont)</p> <p>Description: It's not a dream: climbers buy, own and manage climbing areas. In fact, private land conservation methods are a historic and increasingly essential way to create or preserve public climbing access. In tandem with Access Fund, more local non-profit climbing organizations are successfully opening climbing on private land, whether through leases, agreements or outright acquisition. Through three or four different stories, this panel presentation will highlight solutions for the problem of opening climbing on privately owned land. Sub-topics will include landowner outreach, community fundraising, conservation finance, local organizing and more.</p> <p>Goals: provide national picture of privately owned and managed climbing areas; give overview of private lands conservation approach to climbing areas; through voice of local advocates and project examples; highlight key strategies, tools, and resources essential for successfully opening or protecting privately owned climbing; and outline the many different levels at which audience members can support these efforts--from making donations to joining stewardship work to tackling landowner outreach.</p> <p><b>Room B:</b> Be the Best LCO You Can Be: Grassroots Success Stories (Tim McGivern/Southern New England Climbers Coalition; Eric Sophiea/Climbing Association of Southern Arizona; Jackie Feinberg/Mid-Atlantic Climbers; Ryan Shipp/South Central Pennsylvania Climbers)</p> <p>Description: Climbing areas get saved when local climbers organize. When we get together as a group, politicians listen, landowners listen, and our community listens. Across the U.S. there are now over 100 non-profit local climbing organizations (LCOs) with a core focus on climbing advocacy, conservation and stewardship. LCOs have emerged as a fundamental way to effectively organize climbers around the cause of protecting climbing. And they work! But starting and sustaining an LCO--any non-profit really--ain't easy. Through real live LCO board members and volunteers, this panel session will discuss successes and failures in the occasionally cruxy R/X world of LCO operations. In the end we'll shake out best practices that keep LCOs, and in turn our climbing areas, alive and well.</p> <p>Goals: provide brief history and national overview of LCOs; define climbing advocacy and conservation focused LCO versus other kinds of climbing orgs; outline basic life cycle of an LCO; cover top 5-10 best practices for long-term non-profit health; discuss pros and cons of volunteer-run versus paid staff; discuss value and need for diversity in LCOs; and describe ways audience members can get involved with and even start an LCO.</p>
	<p><b>11:45 – 12:45 pm</b></p> <p><b>One Hour Lunch...&amp; <u>Group Photo!</u></b></p>

<p><b>12:45 pm – 1:45 pm</b></p>	<p><b>Third Set of Workshops</b></p> <p><b>Local Hands Local Lands</b></p> <p><b>Room A:</b> Public Lands Success Stories: Building a Climbing Area from the Ground Up (Mike Whelan/Thacher Climbing Coalition; Courtney Curtner/Ohio Climbers Coalition; Peter Horgan/ Gunnison Climbers Coalition)</p> <p>Description: How do we win the fight for climbing on public lands? Whether federal, state, county or municipal--the majority of our climbing areas are on public land. This panel will explore a variety of public lands advocacy approaches, from New York state parks to BLM land in Colorado. Panelists will describe their local efforts and experiences, and shake loose the methods and strategies that work to open publicly managed climbing areas.</p> <p>Goals: provide overview of kinds of public lands, various agencies, and typical climbing issues; highlight successful approaches to public lands climbing advocacy, from planning, to partnerships, to more direct political action; outline how public lands are funded; discuss importance of climbing tourism and economic impact; and offer practical tips for how every climber elevate their voice for public lands--at the end have all attendees find and send message to their own senator and/or congressional rep.</p> <p><b>Room B:</b> How to Use Our Diverse Climbing Community to Increase Conservation (Kareemah Batts/Brooklyn Boulders; Justin Forrest Parks/Sending in Color)</p> <p>Description: Protect America's Climbing--but for whom? There's a measured, established lack of diversity on our climbing and outdoor recreation community. Conservation groups and outdoor industry are recognizing the gap and making efforts toward broader inclusion and representation. What's at stake when we talk about including diverse voices and communities in our advocacy work? What can we do in our home crags and boulders and LCOs to make our work more welcoming to all backgrounds? Ultimately if we can't represent minority or marginalized communities we'll lack the very broad base of support we need protect our climbing areas. This presentation will give an overview of diversity in outdoor rec and conservation, and provide some practical approaches to bring home to your climbing area or LCO.</p> <p>Goals: outline diversity issue and why it matters for climbing, outdoor rec and conservation community; highlight various groups tackling the issue; describe successful examples of inclusion--and fails we can learn from; provide take-aways LCOs and climbers can apply in their home programs and their local crags and gyms.</p>
	<p><b>1:45 - 2:00 pm</b></p>

<p><b>2:00 pm – 3:00 pm</b></p>	<p><b>Fourth Set of Workshops</b></p> <p><b>Room A:</b> Educational Strategies for Low Impact Climbing (Andrea Hassler &amp; Annabelle McClure/Access Fund, Bernadette Regan/Joshua Tree National Park)</p> <p>Description: There are more climbers than ever and our impacts have never been greater. So how do we ensure our use--the climbing activity we love--has a sustainable, manageable impact? If “the aim of education is the knowledge, not of facts, but of values” (Burroughs), how do we instill those values of climbing stewardship in climbers young and old? Finally, how do we translate those values to behavior, so we can teach and embody a way of climbing and stewardship that will preserve our climbing resource? We’ll ask these big questions, and talk solutions that make an on-the-ground difference.</p> <p>Goals: Frame the ‘education’ issue in climbing; debunk myths about gym climbers and young climber and mentoring; provide practical solutions and examples for advocates and LCOs to take home and apply in their community; provide practical solutions for the everyday climber to take to the crag and boulders.</p> <p><b>Room B:</b> Cliff Ecology, Fixed Anchors, and a Gunks Case Study (Laura Boggess/Carolina Climbers Coalition; Jason Beaupre/Gunks Climbers Coalition)</p> <p>Description: Cliff faces, talus, boulderfields--these rocky, cliff and boulder environments are our playgrounds. But they’re also home for non-humans, where unique biological communities, rare species, and important wildlife thrive. This workshop will explore the intersection of cliff ecology and climbing management, and address an instructive case study from the Gunks, where Mohonk Preserve and Gunks Climbers Coalition worked together to preserve climbing and cliff vegetation.</p> <p>Goals: Give overview of cliff ecology field; frame issue as significant climbing resource concern nationally, with examples; review a few proven management approaches to sensitive plants; tell Gunks success story; solicit area examples from audience for discussion and application.</p>
<p><b>3:00 pm – 3:15</b></p>	<p><b>15 Minute Break</b></p>
<p><b>3:15 – 4:45 pm</b></p>	<p><b>Room A:</b> Membership, Development, and Fundraising: Events and Social Media Strategies that Work (Jordan Fisher/Access Fund; Heather McGonegle/Access Fund; Melissa Whalen/Salt Lake Climbers Alliance; Bethany Lebewitz/Brown Girls Climb)</p> <p>Description: How do we rally the support and generate the resources we need to fuel our goals in advocacy and conservation? This workshop will hone in on two big, effective ways to rally your community and raise money for the cause: good old fashion community events, and brave new (well not that new, but...) world of social media. Panelists will discuss a few example projects, from a Salt Lake Climbers Alliance, to Color the Crag and Brown Girls Climb to Access Fund’s own communications work.</p> <p>Goals: Outline merits and utility of events and social media; provide boiled down</p>

	<p>event how-to--keys to throwing a really successful community event; discuss various event goals--fundraising, fun, community building, competition, etc.; provide boiled down social media how-to--keys to doing social media effectively for various goals such as political advocacy, fundraising, fostering discussion, etc. Draw some examples from the audience to discuss pros and cons of approach.</p> <p><b>Room B: Climbing Trails and Infrastructure: Projects, Partnerships and Pick Mattocks</b> (Jody Chinchen/White Mountain National Forest; Kate Johnson/Access Fund)</p> <p>Description: The climbing stewardship game is changing. Decades of one-off trail days and clean ups have laid a foundation for longer-term, planned stewardship initiatives at climbing areas across the country. LCOs and land managers are responding and digging in for the long haul. The impact and threat is real: climbing areas get shut down if our use and impacts aren't managed sustainably. That's why Access Fund, LCOs, land managers and other groups are joining in long-term, multi-year stewardship initiatives--to have a lasting impact on our climbing areas, and make a positive impact that lasts not for a day, but for a generation.</p> <p>Goals: Overview of climbing stewardship, from clean-ups, Adopt a Crag to planning and long-term initiatives; highlight successful case study at Rumney--the what and how of projects there; discuss land manager reviews needed to get this work approved; highlight critical partnership need, and LCO example at Rumney; have LCO discuss ways they supported project, from identifying needs to providing volunteers.</p>
<p><b>5:30 pm – 10:30 pm</b></p>	<p><b>Edison Ballroom: Celebrating Climbing and Conservation, Annual Dinner</b></p>

**Other Presentation options and ideas:**

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**Sunday, September 10**

<p><b>9:00 am – ~11:00 am</b> ~ <b>Afternoon climbing session!</b></p>	<p>Site Visit and Field Trip TBD</p>
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*Thank you! This summit would not be possible without Patagonia, all of our presenters, panelists, volunteers, regional coordinators, and local climbing organization representatives.*