

Highs and lows on climbing wall

by James Stevenson

Tie up your climbing shoes, chalk up your hands, and prepare for a challenge — the wall has it all. The brand new climbing wall, a project of the Campus Outdoor Centre has recently been declared operational.

While it has been in existence only several weeks, the interest has been strong and steady. "We have issued around 140 (high wall climbing) memberships already," said Doug Hofstede, the climbing wall manager at the Campus Outdoor Centre. Climbing courses are offered but are in great demand: "the courses are almost all booked up 'till January," admits Hofstede.

The climbing facilities now in place in the south-west corner of the Butterdome offer challenging climbs for all skill levels. The low walls, or Bouldering Walls, give climbers an opportunity to practice moves, learn techniques and gain confidence without having to be attached to safety ropes and harnesses.

On the high wall, which reaches to the roof, there are four routes offered — one beginner, two intermediate, and one hard climb. The safety feature on the wall is a belaying technique where two people are tied to each end of a rope, hanging from the ceiling. This system is both safe and comforting to climbers as they reach exhaustion high up on the wall.

A modular design is a unique feature of the U of A's climbing



Doug Hofstede, a fourth-year Recreation student, scaled the newly-opened climbing wall.

wall. "The wall is like a big lego set, all side panels are moveable, interchangeable," said Hank van Weelden, Director of the Campus Outdoor Centre. The level of difficulty can be altered as the situation demands. In December, the National Rock Climbing Championships will be held here to pick the Canadian Team for the next Olympics.

Once students have undergone initial lessons, or proven their climbing ability, it is possible to get a "climbing card" and use the wall during student free time or drop in time. The free student times are 9 am-2 pm Monday, Wednesday and Friday, and 9 am-4 pm Tuesday and Thursday. Both climbing shoes and harnesses are available for rent from the Outdoor Centre.

Funding project leads the way

by James Stevenson

In these times of monetary hardships and university cutbacks, Project Leadership has managed to create an economic success story to provide millions of dollars for special programs at the University of Alberta.

Started in 1987, Project Leadership was the name given to the project designed to bring all university fundraising under one roof. While the project was originally given an eighteen month time limit, the

success shown in reaching the \$4.2 million goal has given it new strength and optimism to continue fund-raising into the 1990's.

According to Mike Campbell, the project assistant, "as of January 1989, Project Leadership continued on after the initial target was reached, to provide a maintenance of funds collected."

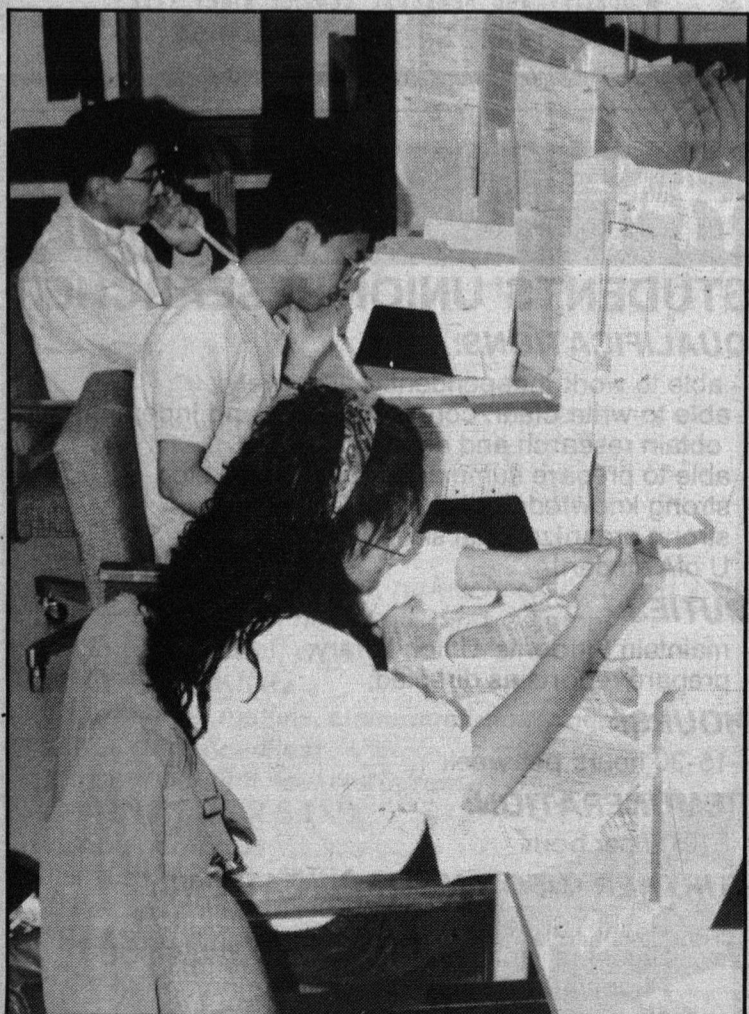
The process used by the Project to encourage University Alumni to support their student successors, involves an elaborate three part

plan. To begin with, the alumni receive a letter from President Davenport, outlining the campaign. The second stage is another letter sent from the honorary spokesperson for the project, Tom Walsh. The final and most important stage is a personal phone call from one of the student callers, who reminds alumni of the need for support, while informing them of upcoming university events, and answering any questions they may have. This strategy is the first time person to person contact has been used in university fund-raising, producing a "very important aspect to the campaign," said Campbell.

The project has been placed on a four year rotation system, where approximately 25 per cent of all alumni will be contacted each year, with the cycle naturally repeating after the fourth year of service.

The student callers employed by the project are given the important role of "informing them (alumni) of the campaign," while at the same time fostering a bond between the students and alumni. Students work each week-night, calling an estimated 20-30 homes a night. Students interested in becoming a caller should contact Odilia Ledochowska, the communications coordinator for the project. In order to increase success, Project Leadership phones alumni all over the world. "The wide range of student employees allows us to speak with many of the alumni in their native tongue," said Campbell. Indeed phone fund-raising has proven very economical to the project, and phone bills are greatly outweighed by the benefits. "Overseas alumni give very generously," admits Campbell.

All money attained by Project Leadership goes to foster items which will never be on the university operating budget. Such items include a wide range of scholarships, scientific research, and numerous special programs which attract students to study at the U of A.



Student callers work weeknights to solicit funds from alumni.

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